

## Zim ad industry on slow rebound

Zimbabwe's advertising industry is picking itself up as the country's economy moves slowly towards recovery, industry experts said.

By [Dumisani Ndlela](#) 24 Jul 2009

“We believe there will be a slow roll out,” said Alistair Carlisle, head of the Zimbabwe Advertising Practitioners' Association and chairman and CEO of Zimbabwe's biggest advertising agency, Barker McCormac Ogilvy & Mather. “There has been a slight upturn in billing although it's still hand to mouth.”

He said the advertising industry had been “affected badly” by a decade-old economic crisis that was halted by the formation of an inclusive government.

The dollarisation of the economy has stabilised the economy, said Carlisle, and the advertising industry is now “in a better position than we were before”.

Pilate Machado, chairman of the Advertising Media Association (ADMA), agreed, saying many companies now wanted to advertise but were being hampered by cash flow problems due to a US dollar liquidity crunch.

“There has been a steady increase in advertising but not as much as we would have in a normal environment,” said Machado, who is marketing manager for Modus Publications, publishers of *The Financial Gazette*.

“Agencies have started bookings although volumes are still low,” said Machado.

### ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on [dndlela@yahoo.co.uk](mailto:dndlela@yahoo.co.uk).  
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