

## AON Zimbabwe wears the Man United jersey

AON Zimbabwe has adopted the partnership between its global parent, AON Corporation, and English premier league football club, Manchester United. Advertising agency, Gary Thompson & Associates has described it as 'rebranding'.

By [Dumisani Ndlela](#) 4 Oct 2010

"It's the way to go," the agency, which handled AON Zimbabwe's rebranding, said at the unveiling of the country's biggest insurance broker's new brand launch recently.

### Joint marketing

Under a four-year global sponsorship deal and brand sponsorship agreement with Manchester United, the football team will have AON's brand on its shirts from the 2010/11 season, while AON can also have the Manchester United logo on its merchandise, presenting opportunities for joint product marketing.

The partnership deal allows AON to bring the Manchester United brand into its emerging insurance and reinsurance markets, a move that has allowed AON Zimbabwe to benefit from the brand partnership.

"Based on our shared values of leadership, teamwork and a passion for excellence, it is difficult to imagine a stronger fit for AON than Manchester United," said AON Zimbabwe managing director, Susan Mutangadur.

### Man U, popular in Zim

Man U, as the team is popularly known in Zimbabwe, has a large following in a country where the English premier league is supported more than the troubled domestic league, which has on several occasions left domestic sponsors battling to repair damaged reputations caused on and off the field team wrangling and scandals.

The AON and Man U deal will certainly give AON Zimbabwe increased visibility, but how much this will translate into business remains to be seen.

### 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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