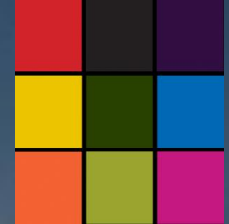


ZK Advertising

Zambia

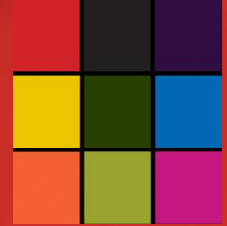




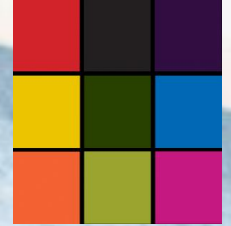


Visionary and daring.
When we were growing up, we had a dream...
to become the first independently owned
African communications group across the continent.
From the English speaking East,
to the French speaking West.





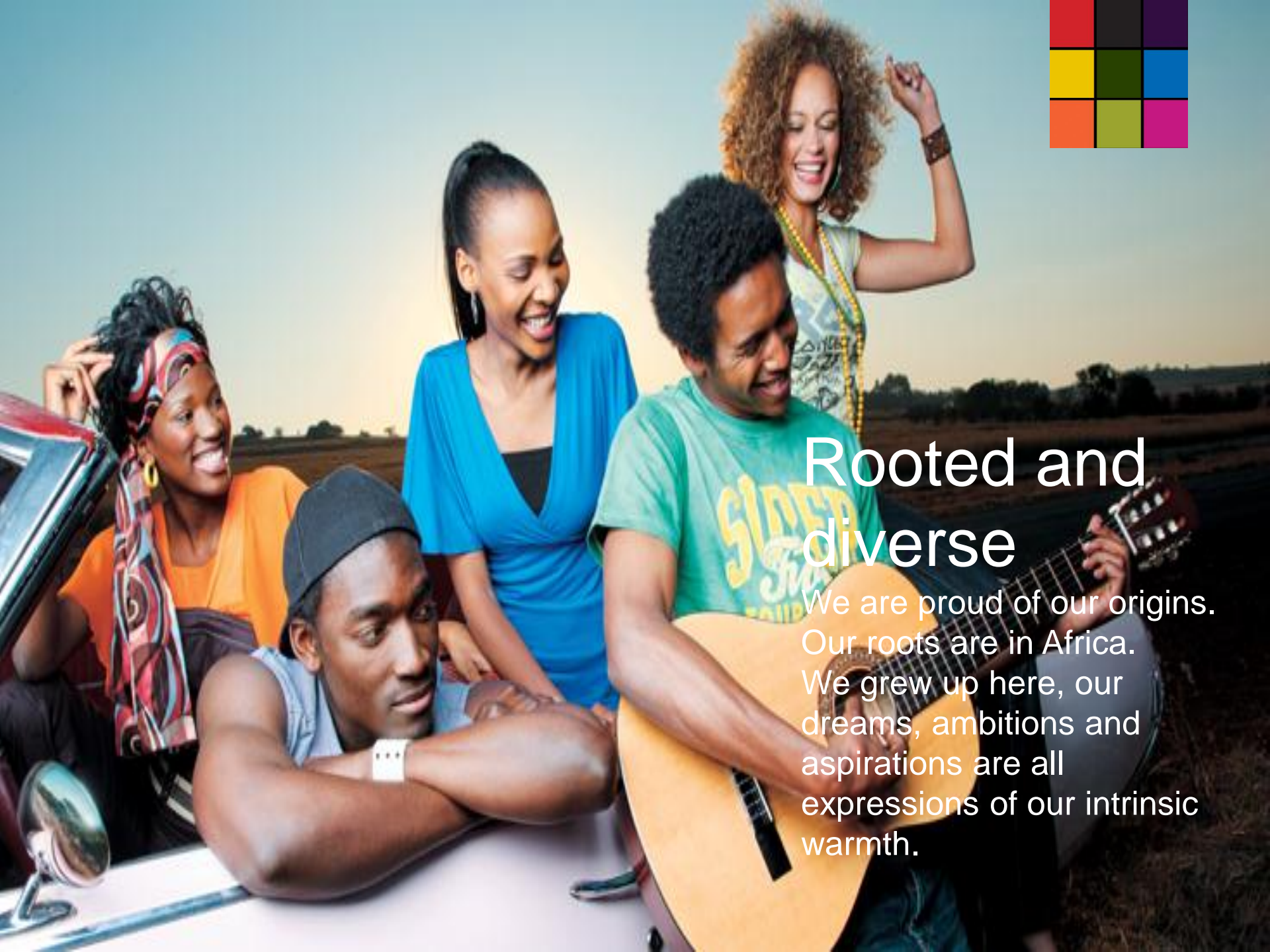
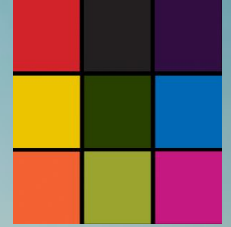
Colorful and skilled.
We want to bring Africa's colors back.
A world where Africa belongs to Africans.
Where dreams become reality.
And where expertise meets knowledge, for
shared success.



Passionate and creative
Through our Pan African skills base, we
create, conceptualize,
envision and capture the moment while we
bring hope and joy.



Pioneers and adventurous
We are pioneers in the real sense of
the word.
What we have achieved, has not
been done before.
We develop concepts that embrace
the whole continent.



Rooted and diverse

We are proud of our origins. Our roots are in Africa. We grew up here, our dreams, ambitions and aspirations are all expressions of our intrinsic warmth.



Our services



ADVERTISING

Our range of customer focused solutions include:

- Brand development and management
- Creative conceptualization solutions
- Communication strategy / mix development
- Trade show display and branding concept design
- Promotions planning, monitoring & evaluation
- Competitor activity and review

+ Our services



MEDIA

Our Media wing has the following services for cable and broadcast television and radio commercials, newspaper, billboard advertisements and any other media:

- Media planning and strategy
- Media Buying ,and placement
- Media consultancy and management
- Media monitoring and audit management
- Media Research management

+ Our services



PUBLIC RELATIONS

Our Public Relations (PR) solutions include:

- Corporate image management & brand support
- Crisis communication and management
- Corporate Social responsibility management & consultancy
- Media relations & PR advise on handling media
- Event management
- Media / PR kit development (press releases, executive kit writing)



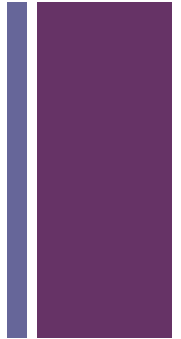
Our services



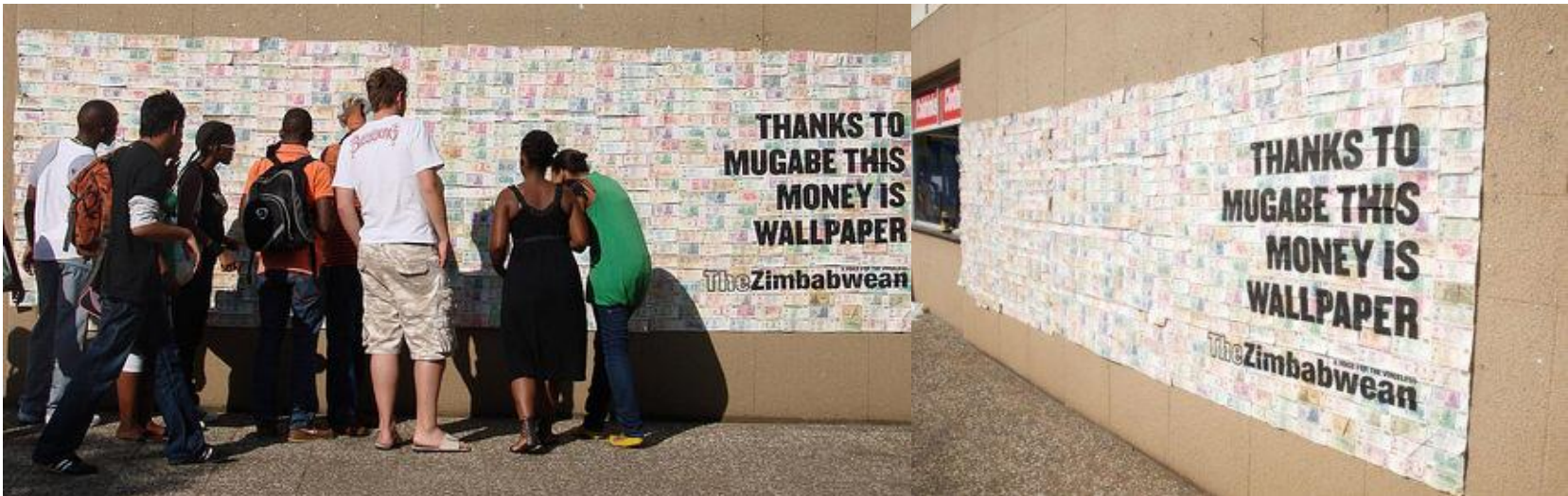
PRODUCTION

Our production manages all outsourced production for our clients ensuring:

- Strict adherence to brand requirement
- Exceptional quality on all deliverables
- Timely delivery of communication deliverables
- Good brand personality through quality photography
- Cost effective solutions for client's communication needs



- ZK is affiliated to TBWA Worldwide the biggest NETWORK in Africa who have won numerous awards from Cannes and the world over. TBWA is the most awarded agency for the campaign the Zimbabwean



+ ZK Advertising Team



Lucy Michello - MD ZK Advertising, Zambia

A holder of a degree in Politics and Administration, Lucy feels most comfortable in the world of communications. A brilliant strategist with a strong bias for client services, Lucy brings with her 9 years of experience in advertising and sales. She has pioneered new business within the SADC Region including DDB Zambia.

+ ZK Advertising Team



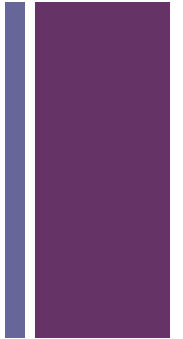
Chavunga Lungu – Head Client Service

He comes with 6 years of Media and Marketing exposure. He possesses a “can-do attitude” and a “hands-on” type of personality. He has worked previously with Iris Media Management as Supervisor Media Monitoring and Saatchi & Saatchi as Account Executive. He is a holder of a Diploma in Information Technology and currently pursuing a BA in Business Administration with the Copperbelt University. He is a member of the Zambia Institute of Marketing (ZIM), Chartered Institute of Marketing (CIM) and the Computer Society of Zambia (CSZ).



Teckler Sakala – Client Service Manager

Teckler is a graduate of the Evelyn Hone College with a diploma and keen interest in Production Management. She has over 3 years of experience and has worked on blue chip clients including Zain, Professional Life, Toyota and Guardian Motors accounts.



+ ZK Advertising Team



Mbaita Sakala – Client Service Executive

A holder of a diploma in marketing from CIM, she has a wealth of marketing and administration experience.

Mbaita has excellent interpersonal skills and is up to the job when it comes to client service.

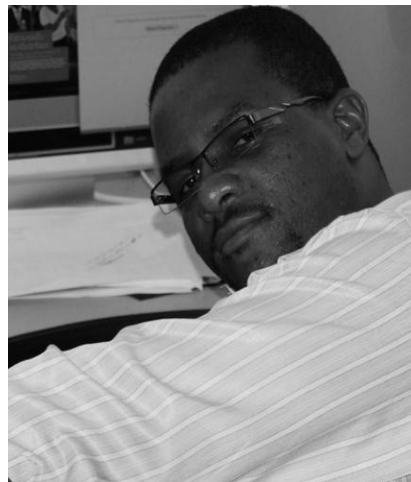
She has previously worked as protocol assistant at Angolan embassy.

+ ZK Advertising Team



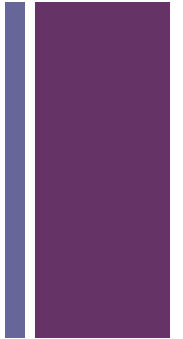
Alyosius Chiluba – Head of Creative/Studio Manager

Armed with design, creativity as well as management skills, Chiluba has a wealth of experience having worked for Adworks McCann and SpaceAfrica Designs. He is a graduate of Evelyn Hone college with a Diploma in Art & Design.



Ivor Mwela – Art Director

Ivor is a graduate of Evelyn Hone College and Diploma holder Art and design. A creative with extensive experience in graphic design within a diverse range of industries. Ivor has over ten years practical experience and is highly skilled in concept creation and execution of innovative advertising campaigns.



+ ZK Advertising Team



Chipika Simanwe – Art Director

Considers himself to be an all round artist having worked for large format printing companies (Signs of the Times, Shreeji Investments) and advertising agencies (D&C Saatchi and Saatchi) for the past 10 years. He has studied Computer Graphics at Evelyn Hone College and web design technology at CDAC, Chandigarh, India. His love of painting abstract works of art in his free time is also brought to the table when it comes to delivering inspired graphic work to our clients.



Chinyota Msimuko – Copy Writer

Chinyota has studies in law from LLB University of Witwatersrand, and has since been bitten by the media bug. He has 9 years experience in media with 4 years in copywriting. His wealth of copywriting experience has seen him working on flagship accounts including MTV, Subway, ZANACO, Zain, and DSTV. His work for various brands includes concept development as well as creative copy for television, radio and print advertising.

“ ”

ZK Public Relations



ZK Public Relations



Veronica Simubali – Public Relations Manager

Veronica has a strong background in Journalism. Having practiced in both Radio and Television for 3 years, she has a deep understanding of the Media and has excellent working relations with both print and electronic media houses. Her amassed exposure sees her maintaining strong ties with media personnel. She holds a Diploma in Journalism and Public Relations.



Chanda Mubanga – Public Relations Executive

Chanda is a journalist by profession with over 5 years of working experience in the media. His strength is in the electronic media where he has served in different portfolios. He has excellent working relations with high ranking media practitioners and journalists as a result of having worked as a journalist for a good number of years.

He prides himself as dynamic, having handled major and high profile assignments including election coverage and SADC / COMESA assignments. He holds an Advanced Diploma in Communications and Journalism, Certificate in Film Festival and Event Management from Deutsche Welle Akademie and Berlin International Film Festival.

% ZK Production



ZK Production



Pamela M Kabwe – Production and Traffic Coordinator

With 5 years of advertising agency experience, Pamela is our last point of all finished works.

She provides liaison between the agency and production houses to ensure timely deliveries and quality control ,and clients get nothing but the best

Pamela has trained in Office management and Business Administration.

She has previously worked with Melvas Car Hire, Zambia Relief & Development Foundation (ZRDF) and Security Plus among others.

~
ZK Media



ZK Media



Harold Bunda – Media Manager

Harold input comes with 7 years marketing experience having worked for Zampost as Customer Service Assistant (Western Union Money Transfer), Supervisor at Iris Media Zambia Limited, and Senior Account Executive at Saatchi & Saatchi. He has handled clients such as Bank of Zambia, Madison General Insurance, Madison Life Company, LSA Group and Finance Bank, Parmalat Zambia, ZERPH (NGO) to name a few.

He is a Diploma holder of Professional Computing & Information Technology (PCIT), Sales & Marketing Diploma (CIC), and currently Business Administration with an option in Finance (Penn Foster).

() ZK Group



ZK Group Team



Cephas Chamunya – Finance and Administration Manager

Cephas is a qualified accountant with CIMA [Management] and several diplomas and advanced diplomas to his credit. He has ten years experience and is a member of several professional bodies.



Tizzie S Lubasi – Accounts Assistant

A seasoned accountant with ACCA diploma and currently pursuing her studies in Banking and Finance.

She has 7 years industrial experience and has previously worked with firms such as Dartiz Investment as well as Precision Micro Finance.

She is a member of the Zambia Institute of Banking

+ ZK Advertising Zambia: A year in review

- We have had new accounts that include Toyota, Kitchenware, Guardian Motors, Parmalat, Clover, Alchemy HR Solutions, Tiger brands, Platinum Gold Equity and Zamtel



+ ZK Advertising Works





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TALKAMO

Suit yourself



To enjoy SMS @

K140

Text *400*1#

To enjoy Location Discount

Call for **K0**
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K 50,000	18
K100,000	37
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Fax: +260 211 222 136 | Email: mbangwetoM@toyotazambia.co.zm

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TOP UP & GET UP TO 100% BONUS AIRTIME INSTANTLY!!!

Its now reloaded! You can still enjoy instant bonus of up to 100% for every purchase of airtime in The REAL DEAL Promotion. There's no need to go searching for bonus anymore, it's coming to you. Celebrate your calling freedom until February next year with CellZ.



Call 111 for more details.

Top up	Bonus	Total Airtime
K5,000	K1,250	K6,250
K10,000	K3,000	K13,000
K25,000	K10,000	K35,000
K50,000	K30,000	K80,000
K100,000	K70,000	K170,000
K250,000	K250,000	K500,000



Terms and conditions apply. Promotion ends on 28 February 2011.

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TOP UP & GET UP TO 100% BONUS AIRTIME INSTANTLY!!!

Its now reloaded! You can still enjoy instant bonus of up to 100% for every purchase of airtime in The REAL DEAL Promotion. There's no need to go searching for bonus anymore, it's coming to you. Celebrate your calling freedom until February next year with CellZ.



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K250,000	K250,000	K500,000

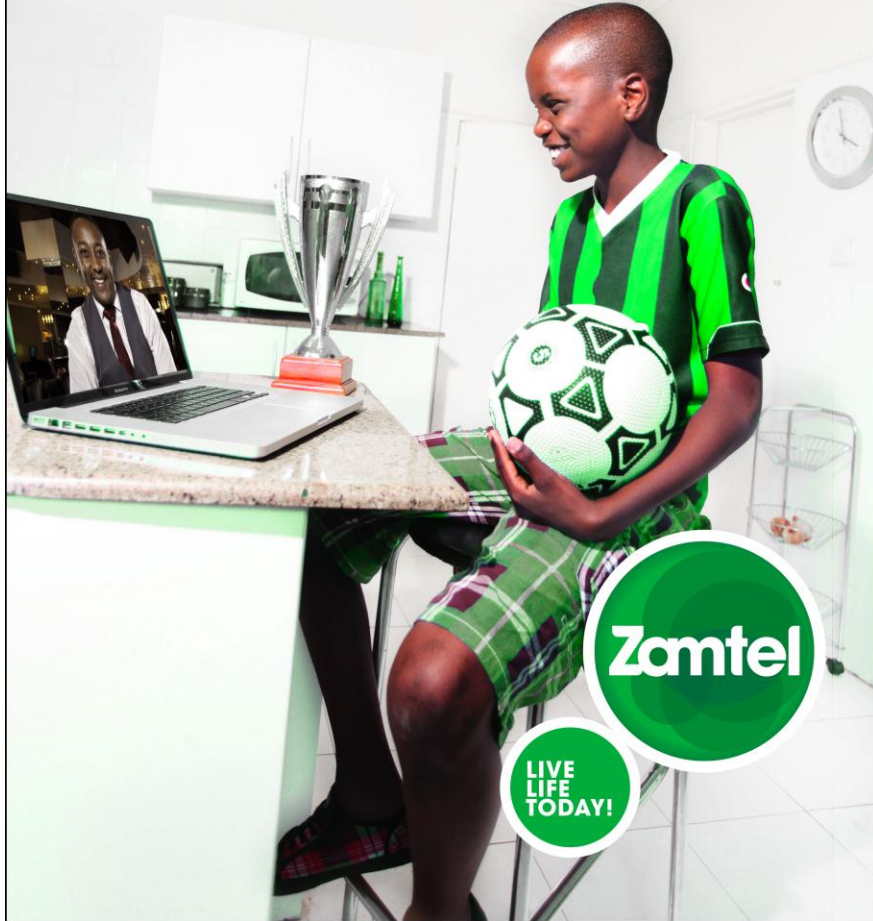


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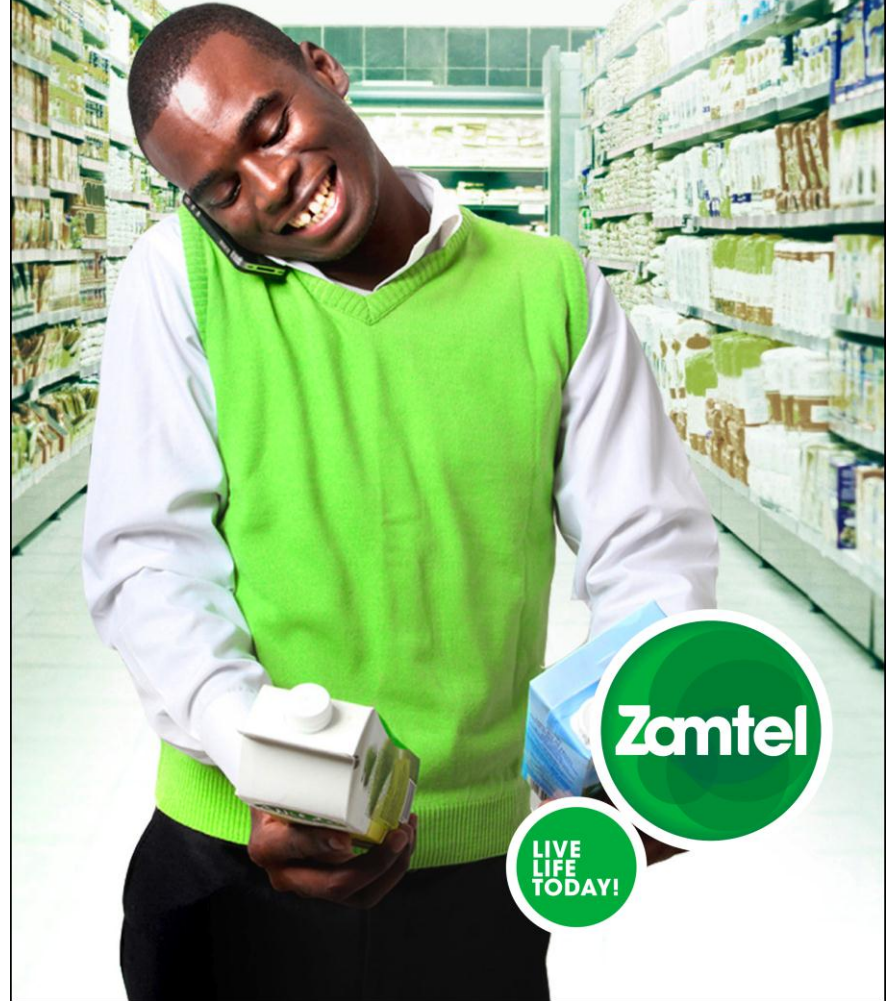
SHARE YOUR VICTORY ✓
LIVE LIFE TODAY ✓



Zantel

**LIVE
LIFE
TODAY!**

MAKE SURE ✓
LIVE LIFE TODAY ✓



Zantel

**LIVE
LIFE
TODAY!**

+ Previous assignments

Stanbic Bank

Challenge

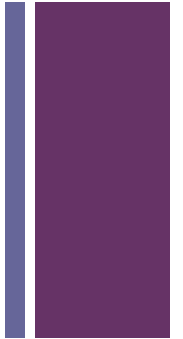
ZK Advertising Zambia was tasked to position Stanbic bank by developing a communication campaign that would resonate with a desired set of customers. The campaign needed to have one theme that would be carried across all markets.

Solution

After meeting with the client in the briefing process and a series of meetings, the agency developed an idea that would best meet the intended objectives. This was followed with a clearly mapped out communication strategy and clear deliverables for different target groups which included TV commercials, radio adverts, press adverts, billboards and below the line communication i.e. brochures, posters, standees and telemarketing. This was supported with a PR plan in place

Result

This resulted into the bank being positioned and viewed as a “caring bank”, through the new brand promise (Moving Forward). This brand promise showed a greater concern and a firmer relationship between the bank at it’s customers. The client considers this a great success. Over 475 million people are estimated to have seen the comprehensive campaign in 33 countries.



+ Previous assignments

Zain

Challenge

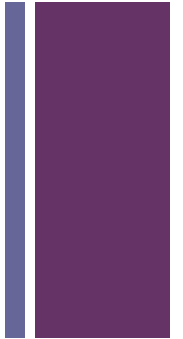
After the change of ownership, Zain (formally known as Celtel) commissioned ZK Advertising to undertake a Pan- African rebranding exercise that would be measured by its success or failure in retaining the existing client base across all its markets.

Solution

ZK adapted and localized Zain's middle eastern identity to an African setting, successfully segmenting key target groups beneath an overarching umbrella campaign that brought Zain's "it's a wonderful world" to millions of African consumers. The campaign was a fully integrated 360 degree campaign consisting of ATL, BTL and PR.

Result

The rebranding was achieved with minimal drop off and furthermore the brand was accepted across all markets.





Main Contact



Lucy Michello,

Managing Director, ZK Advertising Zambia Limited

4152-11 Chaholi Road, Rhodespark,

P.O. Box 35439 Lusaka, Zambia

Telephone +2601257390 or 257440 Facsimile:+2601257405

lucy@zkadvertising.co.zm