

MAZ 10th Anniversary and unveiling of new look



MAZ 10th anniversary

THIS year, 2017, Marketers Association of Zimbabwe (MAZ) celebrates 10 years since inception. On the 8th of September, past presidents, board members, marketers and various industry professionals converged to take part in the celebration cocktail, which was held at the MAZ Offices in Milton Park, Harare.

During the cocktail, MAZ executive secretary Gillian Rusike and the organisation's president Agrippa Mugwagwa, unveiled a new refreshed identity.

The changing landscape in the business operating environment, together with the digital landscape, that now affect the way companies operate, has contributed to the need to refresh the MAZ look, and provide the global appeal in line with where MAZ wants to be in the future.

The Association was officially launched in 2007. The idea to form the Association came about around 2004-2005, a few years after the founder Gillian Rusike had completed his studies.

This was after realising that there were many professional bodies for accountants, engineers, insurance brokers, but none for marketers.

He then shared the idea with Truster Chikore. Other key founding members were Ruth Ncube, Memory Ngoro-Mandiyi, Godfrey Dube, Tov Manene and Lyndon Nkomo.

These individuals, along with the executive secretary, now make up what is called the advisory council who act as the custodians of the Association's vision.

The Association was formed as a result of major challenges that were identified within the marketing profession, which included lack of recognition of the marketing profession in Zimbabwe and gross fragmentation amongst professionals due to the lack of adequate networking facilities.

There was also a realisation of the need for development and implementation of career development programmes through interactive platforms, consequently benefitting the entire industry, government and economy at large.

MAZ was also formed after realising that the image of the profession was tarnished, especially by infiltrators emerging from other professions claiming undeserved marketing positions.

To this day, one of our major mandates remains the recognition of the marketing profession and to ensure that marketers are taken seriously in board rooms and even in policy making as marketing is the major driver and backbone of any organisation.

The first board of directors included, Godfrey Dube — who is the current chairperson of the advisory council, Rachel Mushaike, Tov Manene, Dr Mufunani Khosa, Gary Thompson and the current legal advisor to this day, Lyndon Nkomo.

For the past 10 years, MAZ has gained significant market equity.

The visibility of the association and its members has without doubt become a force that cannot be ignored in industry bodies in the nation and outside.

The brand equity gained over the years is something that cannot be discarded overnight. As a result, this new identity is not a full throttle rebranding.

There is no name change. It is a brand refresh meant to modernise the brand and make it more clinical and upbeat.

The event also included the graduation of marketing practitioners as well the third intake of digital marketers.

The guest of honour for this event was Dairibord Holdings CEO Anthony Mandiwanza.

He highlighted that modern trends in consumer behaviour are driven by the need for solutions in a dynamic universe with fast changing lifestyles.

"Brands must be relevant to the emerging consumer needs. In Zimbabwe, the biggest chal-

lenge is how to discern the domestic market as well as generate foreign currency", he said.

He emphasised the need to build enduring brands in order to survive in both domestic and foreign markets.

He gave an analogy of endurance to the "big five brands" of the African Jungle which are lion, rhinoceros, buffalo, elephant and leopard.

He went on to describe these animals as; dangerous, proud, beautiful, ever

fighting for survival and consistent. This is what enduring brands should strive to be.

The event also included the graduation of marketing practitioners as well as the third intake of digital marketers.



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Marketers Association Of Zimbabwe (MAZ)
is proud to unveil its new corporate identity.



Our new logo is a symbol of excellence, passion, commitment, transparency and professionalism. The "A" icon gives the logo a contemporary and modern, look which helps it stand out.

The logo is split by a vertical line denoting both the acronym (MAZ) and the full name of the organisation (Marketers Association of Zimbabwe) on the right. This enables the logo to be used as is, or just as an acronym.

Black is a symbol of stability. It balances well with the richness of the gold. Together, these colours speak to MAZ's values and ethics.

The font is bold giving the logo a dynamic feel which is synonymous with MAZ's innovative nature.

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Meet the MAZ founder

BORN in 1977 in the semi-urban area of Epworth Mission in Harare in a family of five, Gillian Rusike's ambition from childhood has always been to change the status quo and to better the family lifestyle.

His drive in life is to work hard in everything he does and do it well each time.

In 2005, armed with a Bachelor's Degree in Marketing Management (IMM) and a Graduate Diploma in Marketing (IMM), the vision to uplift the marketing profession, became his burning desire hence the birth of Marketers Association of Zimbabwe (MAZ) which was eventually launched in 2007.

Rusike's passion for success and results further earned him the coveted position of Secretary General of a continental body of marketing professionals, the African Marketing Confederation (AMC) headquartered in South Africa.

In recognition of his efforts, Rusike was nominated and awarded as Outstanding Young Person in Zimbabwe by Junior Chamber International (JCI) in 2013.

Megafest also honoured Rusike by awarding him the accolade of Visionary of The Year award at the Megafest National Business Awards in 2014.

He also sits on the advisory committee of Chinhoyi University of Technology (CUT).

Upon Zimbabwe hosting the UNWTO, ZTA nominated Rusike to spearhead the Marketing Committee of the event and successfully chaired the committee and achieved the set targets.

Rusike also sits on the boards of the following organisations: Entrepreneurial Development Trust Africa (EDTA), Zimbabwe All Media Research Foundation (ZARF) and Zimbabwe Council for Tourism (ZCT).

Rusike's passion for knowledge em-

powerment has gone further by establishing a publishing house, Gillian and Associates Publishers Ltd, which has to date published the ground breaking book titled: *People of Zimbabwe — This is my Story*.

Currently work is underway on other publications focusing on Zimbabwe and its endowed richness.

Rusike also holds a Masters' Degree in Business Leadership (BUSE) and a Masters of Commerce in Strategic Marketing (MSU).

A motivational speaker, corporate trainer and mentor of many professionals, his major areas span business development, relationship marketing, brand management, customer service and sales management.

His interests have diversified into nurturing upcoming entrepreneurs.

Rusike is an ardent Christian, married to Agnes and they are blessed with two sons, Tawanda and Tanatswa.



MAZ founder and executive secretary, Gillian Rusike

Preparations for 9th Annual Marketers Convention underway

THE Marketers Association of Zimbabwe (MAZ) is hosting the 9th Annual Marketers Convention from November 1 to 4, 2017 at the Kingdom Hotel in Victoria Falls and is running under the theme: The changing face of Marketing: Towards Organisational and Economic Transformation.

The Convention is a much anticipated convergence of marketing and business professionals from diverse sectors of the economy who gather together to brainstorm, exchange ideas and create networks.

Some of the topics that will be covered include national issues that affect policy as there is need for marketers to have a voice in national discourse.

There is an experienced array of speakers hailing from the local industry, South Africa and Zambia.

One of the speakers is Professor Adre Schreuder who will be tackling the topic: Customer Experience Management and Measurement.

He actively consults to large, medium and small businesses and serves as non-executive director in a number of other companies.

Another speaker who is among the panellists is the chairman of the Zambian Institute of Marketing, Mr E Muhanga, who will be tackling the topic: The Marketing and Public Policy Nexus: The role of Marketers in Influencing National Policy Discourse.

From the local front there will be Winnie Muchanyuka, the national director for South African Airways in Zimbabwe. She will be speaking on the topic: Internal Marketing as a Strategic Business Tool: How to make employees live the brand promise.

As the year started the Association embarked on an integration strategy after realising the need to incorporate all facets of marketing.

As a result, more topics to do with digital marketing, public relations, customer service and sales are being weaved into events, publications and training so as to appeal to the broad category of marketers.

Other speakers include, director International Division, Public Affairs and Communications, Coca Cola Beverages Sheree Shereni, Cummi CEO Norman Moyo, Midlands State University lecturer Ruth Mubanga and seasoned marketer Memory Ndoro Mandiya.

●For more details and registration for the Convention, kindly contact eniaz@mazim.co.zw or call +263 (4) 791 288 / 795 764.

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History, evolution of the Association

IN 2007, the Marketers Association of Zimbabwe was officially launched on July 5 at Ne-tOne Gardens. In July 2008 the first breakfast meeting at Meikles, was officially the first MAZ event.

The speakers at this breakfast were Sam Ruturi and Agrippa Mugwagwa who is the current president. It is in this same year that Managing Director of Select Research, Tov Manene offered MAZ an office. The encouraging response by marketers who joined the Association propelled the hosting of the first Annual Marketers Convention at Troutbeck in October 2009.

Membership

Since then, MAZ has managed to grow through a strong membership arm which represents the broad spectrum of marketing related professionals, which include, sales, business development, media, advertising, customer service, public relations, digital marketing amongst others. Currently, the Association's membership is split into two broad categories, Corporate and Individual Members. We currently have over 400 individual members and 150 corporate members.

Corporate membership status is given to any organisation, corporate or enterprise that is registered and operates within the Laws of Zimbabwe. Corporate membership is subdivided into four packages that are:

1. Platinum Membership
2. Gold Membership
3. Tertiary Membership
4. Silver Membership

Individual membership is split into the following categories:

1. Fellows membership

This is accorded to senior marketers who act as the custodians of the Association and help advance the marketing profession through mentoring upcoming professionals. Fellows benefit from enhanced networking, career development and discounts at MAZ activities. They also get discounts from MAZ strategic partners and service offers ranging from accommodation, meals, car hire, among others. This membership is by invitation only.

2. Full individual membership

This is accorded to any individual with a qualification in marketing from a recognized tertiary institution. Members benefit from enhanced networking, discounts at MAZ training events, career development and inclusion in the MAZ Employment Agency database.

3. Student membership

This is open to any student who is currently pursuing a career in marketing or any related profession. Student benefits from enhanced networking with industry professionals, and get to grow better in their chosen profession. They also get included in the MAZ Employment Agency database.

Training

MAZ also offers an array of training programmes meant to keep marketers abreast with the fast changing dynamic environment. The programmes include short courses, in-house training and workshops. MAZ offers the following short courses in conjunction with the Institute of Marketing Management; Sales Management, Customer Service, Brand Management, Strategic Marketing Management, Effective Presentation Skills, Finance for non-financial managers, Events Management, Customer Relationship Management, Key Account Management and Advertising Communication Strategy. In conjunction with WSI, MAZ in 2016 became the first institution to offer a Certificate in Digital Marketing Course. MAZ also offers in-house training options which are tailor made for a specific organisation.

We are also known for the Annual Continuous Professional Development (ACPD) Master Class which was initially known as the Marketers Winter School, ACPD is a three-day programme meant to equip marketing practitioners and related professionals with marketing skills of current trends in the marketing industry world-wide. Participants of the ACPD, who desire to pursue the ZimChartered Status, are awarded the Marketing Practitioner status, once they meet the required programme conditions.

In 2013, The ZimChartered Marketer Programme, a prestigious marketing chartered status was launched. With candidates joining through invitation, the key drive behind this programme is to consolidate theory into practice through mentorship of a Small to Medium Enterprise for a period of one year.

MAZ holds two major annual events meant to bring marketers together and gain insights on latest marketing trends. These are: Annual Marketers Convention which is an annual event is open to all marketers, regardless of their level, and their related professionals.

Superbrand Concept

The Association is the brains behind the Superbrand concept an international concept that has been adopted in Zimbabwe since 2009. It aims to identify brands that are performing above and beyond others within the market. This concept identifies and pays tribute to exceptional brands by recognising, rewarding, and reinforcing leading brands, be they local or international brands it also gives ordinary customers an insight into the significant brands that touch their lives.

We also host the Superbrand Awards Ceremony which, celebrates brand excellence and hosts over 600 executives and business leaders each year. It has earned a solid reputation as the premium business event of the year. In terms of publications, we have the *ZimMarketer* magazine which was first published in 2011 and is the official mouthpiece of the association and publishes marketing matters, industry news and latest trends in business.

This quarterly magazine also updates you on the latest MAZ events

and is filled with thought provoking content and fresh insights. MAZ also publishes the Superbrand Report which is an annual report which gives an overview of the Superbrand process of that particular year. MAZ also publishes a monthly newsletter called *Business Insights*.

Publications

The Association publishes, the *ZimMarketer* magazine, which is the official mouthpiece of the association that publishes marketing matters, industry news and latest trends in business.

This quarterly magazine also updates you on the latest MAZ events and is filled with thought provoking content and fresh insights. By advertising in the *ZimMarketer*, you are almost guaranteed to reach your intended audience. The *ZimMarketer* is distributed to over 3000 marketers, industry professionals and the business fraternity at large.

MAZ also publishes a monthly newsletter which is sent out to marketers in order to keep them updated on any current trends, events, news and com-

pany updates. In addition to this, the *Superbrand Report* is published and participants of the Superbrand can also take up the advertising space in the Superbrand Report.

Research

In the realisation that more companies are facing financial challenges and experiencing budget cuts, there is need for an in-depth analysis into the effectiveness of strategies that are being implemented. Research is therefore paramount.

Through baseline research, MAZ provides relative insights that help you make impactful decisions that drive growth and revenue. Our well qualified and experienced business research analysts employ both a combination of quantitative methods and qualitative methods to meet and exceed clientele expectations.

MAZ has also established a recruitment agency which specialises solely on placement of marketing, sales, customer service, digital marketing, public relations professionals and student interns.

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Management and staff of Select Research join Marketers Association of Zimbabwe in Celebrating 10 years of Success. Well done MAZ for shaping the Marketing profession.

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The Management and Staff of WM Windscreen Repairs congratulates Marketers Association of Zimbabwe (MAZ) on their 10th anniversary.

We wish the entire group a happy anniversary and all the success it deserves for the future.

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