



On the 29th March 2010 at the launch of Integra Africa, a strategy, branding and design agency and the relaunch of Research Bureau International, the PROUDLY BOUGHT IN ZIMBABWE MOVEMENT was born.

Every manufacturer, retailer, marketer, media practitioner, advertiser and business person was asked to join the movement. The aim of the movement is to put the pride back into consumerism in Zimbabwe and stimulate the economy by creating a vibrant consumer marketplace. For too long, as Zimbabwe's economy crumbled and fell only to start rising again, our industries have treated consumers like beggars expecting them to be grateful for any product or service they were able to provide, often at totally uncompetitive prices.

Very little value has been added to products services or the brand purchase experience, leaving the Zimbabwean consumers burdened by expensive grudge purchases and with 70% having a perception of foreign products being far superior. In many cases this perception is flawed. For example, many businesses have been printing brand and corporate collaterals such as pull up banners, letterheads and business cards. In actual fact when preparing for the launches we discovered better quality materials at a better price in downtown Harare. This is a failing of industry to make an effort to find local providers and trust in their ability to deliver a quality product but it is also a failing on the part of the printing industry. They have failed to creatively market themselves and step up their game to fight for the Zimbabwean printing dollar. Joining the PROUDLY BOUGHT IN ZIMBABWE MOVEMENT is about the willingness to change our paradigms. Its about committing to raising the bar with local products and services in terms of world class branding, consumer insight led quality improvement, professional and creative marketing strategy and tactics and not least investing in the retail experience.

The movement is not about only promoting Zimbabwean products although it encourages this by all means possible. It is also about respecting Zimbabwean

consumers and marketing to them in a value filled way. The Zimbabwe All Media and Products Survey (ZAMPS) quarter 4 2009 data shows us that Zimbabweans are claiming their lives back with a marked rise in consumption of almost all products. Zimbabweans are going to become more and more discerning as their basic needs are met and disposable income increases.

The Zimbabwean business community needs to rise to the emergent challenges rapidly, before international organisations do so. The Zimbabwean economy is showing signs of revival so the time to join the movement is now!

The PROUDLY BOUGHT IN ZIMBABWE MOVEMENT advocates commitment to understanding the consumer and their needs intimately through consumer research but also meeting them through professional strategy formulation, branding and retail brand experience design optimisation. Even for mass market products that are targeted at the bottom of the pyramid, people need to be made to feel special. The concept of Massclusivity is recommended. It is always possible to make something feel more special and customised for a small premium if creative strategies and tactics are employed. To add value we need to view the consumer holistically as an individual with different needs for different occasions not as a single dimensional category consumer.

The movement aims to create a vibrant marketplace in Zimbabwe again and protect our marketplace from exploitation that will come if we do not secure our consumers in value filled relationships. Shopping trips outside the country should no longer be a status symbol or something to be admired. Consumers must be proud to buy relevant and appealing products and services that offer value for money right here in Zimbabwe. We cannot sit on our laurels and wait for international competitors to bring just a bit of added value to our consumers and take them by storm!

Join the PROUDLY BOUGHT IN ZIMBABWE MOVEMENT by sending an email with your name or your organisations name and stating that I or we have joined the PROUDLY BOUGHT IN ZIMBABWE MOVEMENT. Please let us know what you believe you can do to put the pride back into purchases made in Zimbabwe.

Your commitment will be published in local papers and on allAfrica.com and you will receive a T-shirt stating that you have joined the movement. Please wear it proudly. You will then be invited to meetings and masterclasses aimed at furthering the aims of the movement. Integra Africa and Research Bureau International invite you to join the PROUDLY BOUGHT IN ZIMBABWE MOVEMENT!

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