

Redefinition rebrands website

Redefinition, a Bulawayo-based marketing, branding and advertising company launched its rebranded website which is focussed on events management.

The rebranded website (www.redefinition.co.zw) is a platform for events management businesses to market, promote and showcase their products.



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"We have created a Convergence Zone for events management businesses where they share their products and services for free," says Herbet Dube, co-founder of Redefinition.

Dube says that this sector is growing fast but the mainstream media in Zimbabwe has failed to dedicate space and focus on its growth as it is outplayed by political and economic issues.

"Events management has been a fast growing sector as various players like AfriZee, Mystique Weddings and Conferences, VIP Hosting and The Bulawayo Wedding Planner taking the industry by storm. Despite all this, the mainstream media has continued to sideline this sector and this is the gap that redefinition has come to fill," he says.

Profiling businesses

According to Dube, the focus has mainly been on profiling these businesses through establishing how long they have been in this industry, what challenges they face and how they have managed to position and establish themselves in such a competitive market.

"Our aim is to take these businesses globally through affording them an opportunity to tell their stories. We have provided

this platform for them to share with the world what defines them and what makes them unique - despite offering similar services," says Dube.

He says they are not only provide a publicity space but are aiming to also capacitate this sector on areas of public relations, events management, client relations, branding and social media marketing.

Despite profiling businesses for free, Dube says some businesses have failed to take advantage of this publicity space, a stance he attributed to limited understanding of marketing and publicity, especially in the modern world.

Reluctant to get publicity

"Some businesses we have approached have been reluctant to get this publicity simply because its free! Imagine. To us this is a sign of gaps within the sector as far as marketing and publicity is concerned. Their reliance on traditional methods of marketing especially the 'word of mouth' in a modern era reflects on the shortcomings of these failures and these are the gaps we are moving towards addressing."

According to Dube they have incorporated experts in business management issues to contribute expert knowledge through articles so as to enlighten those in this sector in terms of what they may need to address in their businesses.

The Redefinition website also offers an online directory where profiled businesses' contact details get listed for public access. This is meant to expand visibility and access of these businesses by their potential clients.

"Our name Redefinition and our motto 'Your Future is Our Vision' basically sums it all up. We are redefining this sector and at the same time helping businesses reach their maximum potential because their future, meaning where they want to be, is exactly where we are driving them to."

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