

A truly mobile ad campaign for Z-Connect



Tanzania's fourth cellular communications provider, Z (pronounced 'zee') has recently launched a new ad campaign, produced by through-the-line advertising agency, Roots Marketing Communications. The first campaign for Z's new CDMA mobile offering, Z-connect, is a communications mix using local public transport, (the *dala dala*), as an alternative medium to grab the public's attention. "With one of the propositions of the campaign being download speed, we found it a fun and very campaignable idea to juxtapose it with the local transport system, which is notoriously slow," says Roots creative director Ulric Charteris.

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