

Research Bureau International wins Zim media survey tender

By [Dumisani Ndelela](#)

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Research Bureau International has won the tender to conduct the All Media and Products Survey (ZAMPS) over a two-year period from 2011 to 2012 after a unanimous decision by the Zimbabwe Advertising Research Foundation (ZARF) board on Monday, 17 January 2011.

Research Bureau International held rights to the research over the past two years.

Information obtained by Bizcommunity indicates that ZARF had conducted its second special board meeting on 17 January, 2011 to appraise the tender bids for the ZAMPS contract.

"After due inspection and deliberation of the bids tabled, the unanimous decision was to award the tender to Research Bureau International," a note to the winner signed by the ZARF CEO Colin Moxham said.

Eight other bids

There were eight bids for the ZAMPS contract. These included Zimbabwean research firms as well as others from South Africa. There was also a bid from a Namibian research firm as well as another one from a Nigerian company with partnerships in Zimbabwe.

A ZAMPS official said all the losing bidders had been notified during the week.

Wellington Kamba, MD of Research Bureau International, said his firm had won against "strong contenders" because of its expertise gained over years.

"We have been doing it for a while and we've built expertise (over the years). We are investing in new technology and will be using hand-held palm digital handsets for data collection," said Kamba.

He said the ZAMPS would be particularly important in Zimbabwe because of a shift from being a commodity-driven market into one influenced by consumer choices.

Understanding consumer habits

"From a media standpoint the survey helps marketers to understand consumer habits and target their products more

specifically," Kamba said.

The ZAMPS is a continuous survey commissioned by ZARF to provide information on media consumption and products.

The core objective of the study is to provide comprehensive information to marketers and advertisers on the audience for all media, including all the radio stations, TV channels, newspapers and the internet.

The prime purpose of the study is to provide both media and product information that will allow marketers and advertisers to more effectively target and reach consumers.

In a tender notice ZARF said the winning research firms would conduct "the nationwide quarterly survey of what people listen to, read and buy".

This would include radio and TV diaries and a separate survey for teenagers run on the same basis, the ZARF said.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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