

Z-Card launches in Kenya

After entering into a distributor agreement with Kenya-based Ramco Printing Works Ltd, Z-Card Africa, Middle East, India and Turkey (ZAMI) launched Z-Card Kenya as its PocketMedia hub for East Africa on Tuesday 11 October 2011.



L to R John and Lyn Davis (Z-Card Africa, Middle East, India and Turkey) with Prital Patel (Creative Edge) and Amit Patel (Ramco Printing)

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According to the US Central Intelligence Agency, Kenya has a population of over 41 million and serves as the regional hub for trade and finance in East Africa.

"With over 900 million consumers in 53 Countries, Africa has been growing at almost 5% each year since 2000, making it the world's third fastest growing region," says John Davis, ZAMI's managing director.

To date, more than 130 million Africans own cell phones, thereby opening up opportunities for PocketMedia to communicate a variety of information in Kenya, from user guides and product ranges to mobile services ranging from prepaid airtime, SMS competitions, mobile TV, coverage maps and more.

A Z-Card for M-PESA, a mobile-phone based money transfer service with over 2.3 million registered users in Kenya, has already been produced in South Africa.

Africa's banking sector has also seen enormous growth, however with only 20% of the continent now having their own bank account the potential for further growth is huge. As this figure continues to increase, the need for handy communication applications also rises. Marketers will have to communicate with inexperienced banking consumers, to create awareness and educate them about various banking procedures. One of Visa's partner banks has already produced a Z-Card in Kenya.

ATM user guides, cell phone banking instructions, how to open an account, the benefits of having a bank account, different services including credit and cheque accounts offered by banks or financial institutions – just a few of the topics marketers and advertisers are able to explain via engaging PocketMedia applications.

"We are excited by the prospects for PocketMedia in Kenya. Gone are the days where a traditional brochure is all there is on offer. Consumers change with the times, as must the methods that marketers use to communicate with and engage them," says Amit Patel, the managing director of Ramco Printing.

All of the Z-Card formats, as well as other innovative forms of PocketMedia, are already on offer in the country. These range from the Star Fold and Flip Window to Unidentified Folding Objects, dispensers, plastic loyalty or medical aid cards and die cut covers.

Opportunity for growth

Kenya offers Z-Card the opportunity for growth in various sectors including telecommunications, tourism and banking. Government sectors like health, education and safety and security are also solid markets.

"While traditional media such as TV, radio and print already exist in the market, PocketMedia will fill the gap as an easily retainable form of print. Z-Card will hold significant market share in Kenya, as there are no similar products in the market," adds Davis.

"Ramco Printing welcomes the association with ZAMI and believes that Kenya offers a broad spectrum of opportunity for the use of the Z-Card and PocketMedia products," adds Amit Patel.

"We believe these products have an important role to play in the marketing and communications requirements of Government, parastatals, NGOs and the commercial sector, and are proud to have been identified by ZAMI as the company to represent its products in Kenya. We look forward to a long and mutually beneficial association," he adds.

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