

Outdoor advertising gives ZIFF extra zip

The Zanzibar International Film Festival (ZIFF), established in 1997, is a unique initiative for the sustained preservation and development of the region's rich cultural heritage and the work of contemporary artists. Outdoor advertising forms a major component in promoting the event.



ZIFF's main activity is the organisation of the annual Festival of the Dhow Countries that takes place around the first two weeks of July, and it is the third year that Clear Channel Outdoor has sponsored all outdoor advertising relating to this event.

Hassan Mitawi, chairperson of ZIFF, is ecstatic with the coverage of the campaigns. "Our 10th anniversary was of particular importance to us, and the awareness and coverage the outdoor advertising sponsored by Clear Channel Outdoor provided was very successful," he says.

"We are proud to be involved in such an important event on the Tanzanian calendar," comments Russell Stuart, the company's general manager in Tanzania. "The festival promotes an extensive program of films, music and performing arts, exhibitions, and workshops for women, children, the film and music industry, and literature. The festival also includes events in selected villages of the Zanzibar islands, Unguja and Pemba."

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