

# Call for tenders for Zimbabwe media survey

By [Dumisani Ndlela](#)

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The Zimbabwe Advertising Research Foundation (ZARF) is inviting bids for the Zimbabwe All Media and Products Survey (ZAMPS) over a two-year period from 2011 to 2012. The ZAMPS is a continuous survey commissioned by the Zimbabwe Advertising Research Foundation 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.

## Nationwide quarterly survey

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.

Research Bureau International (Zimbabwe) held rights to the research which expires this year. The research firm will conduct its last survey for the ZARF for the quarter to December 2010.

Tender forms can be obtained from ZARF offices at 137 Northway, Hatfield, Harare. Results of the tender will be announced on 16 December 2010, 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](mailto:dndlela@yahoo.co.uk).

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