

Zonke launches new ZAZI women's campaign

Issued by [Joe Public](#)

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Communications group Joe Public in partnership with client JHHESA (Johns Hopkins Health and Education in South Africa) have created a new national women's campaign featuring Zonke, addressing South African girls and women affected by issues such as gender-based violence, inter-generational sex, teen pregnancy and HIV/AIDS.

The campaign titled ZAZI, which is an Nguni word for "know yourself", encourages women and girls to draw on their inner strength, power, and self-confidence to know themselves and what they stand for in order to guide their decisions about their future.

"The launch idea was to create an uplifting music video with the distinct theme and educational tool for raising self-confidence, providing strength and boosting self-esteem in a very positive and motivational manner," says Joe Public Executive Creative Director Xolisa Dyeshana.

The song used to create the music video was performed and written by Zonke, featuring the poet King Nova and was guided in lyrics by Claudi Potter, Uwiwe Mangweni, Nicole Binikos and Thandolwethu Silimela. Backing vocals have been provided by the University of Pretoria Youth Choir, making this a proudly South African campaign.

"The ZAZI campaign aims to engage all sectors of society to tackle these challenges, including hosting community dialogues, talking to the youth through our campus tours programme and a very active mass media aspect to name a few," said JHHESA Deputy Director Bronwyn Pearce.

"Thorough qualitative and quantitative research conducted informed the campaign and highlighted issues faced on a daily basis. Together with JHHESA and partners, Joe Public initiated and executed a beautiful music video which encapsulated everything we wish to share with these women, which is that they are worthy enough to look after themselves," concludes Dyeshana.

For more information on the campaign and to view the ad, visit www.zazi.org.za, find them on Facebook by searching 'TeamZazi' or hashtag the campaign on Twitter using #teamzazi.

Joe Public Shift, the Group's brand and design agency, also developed the ZAZI corporate imaging and communications collateral for the campaign. This launch idea forms part of a 360° integrated campaign comprising mass media (print, TV and radio) and community mobilisation activities.

Credits:

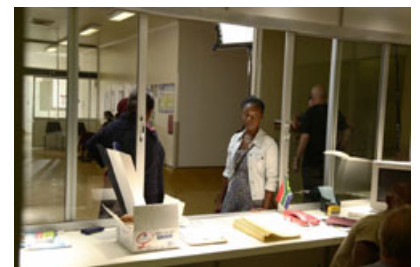
Agency: Joe Public Johannesburg

Client: JHHESA

Xolisa Dyeshana (Executive Creative Director)

Claudi Potter (Senior Copywriter)

Uwiwe Mangweni (Junior Copywriter)



Nicole Binikos (Art Director)
Thandolwethu Silimela (Art Director)
Samantha Samuels (Account Director)
Samantha Tame (Account Manager)
Laurent Marty (Strategic Director)
Leigh Tayler (Strategist)
Tsholo Modisane (Production)
Production Company: The Bomb Shelter
Teboho Mahlatsi (Director)

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