

Boomtown creativity applauded at the Zambia Institute of Marketing

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Lafarge Zambia was recently awarded Most Creative Outdoor Advert and Most Creative TV Commercial (TVC) by the [Zambia Institute of Marketing](#) for its outdoor adverts and TVC created by [Boomtown's](#) creative team.



The outdoor advertising campaign and heartwarming TVC were made to mark Lafarge Zambia's 70-years celebration.

Outdoor with a difference

The outdoor advertising campaign highlighted the landmarks that Lafarge Zambia has helped to construct, such as the Kariba Dam and the University of Zambia - structures built for the people that ensure the on-going progress of Zambia.

Talking about the creative execution, Glen Meier, Boomtown Strategic Director says, "By using the line *Building Dreams*, we reference the dreams of Zambians. It gives Lafarge a greater purpose because, yes, they are constructing buildings, dams, monuments and houses, but all of these structures began as a dream in the mind of a Zambian. Once built, these dreams create a stronger, better Zambia, for future generations."

A TVC with emotion

Using the same emotive trigger of building a better future, the TVC sees a grandfather reminiscing with his grandson, reinforcing the message that Lafarge cement is reliable, high-quality, and built on a foundation of 70 years within Zambia.

Boomtown partnered with local teams in Zambia, resulting in collaboration with a local activation company, a TV production company and local actors to produce a high-quality final product that is genuinely Zambian.

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