

# Love to Travel? Inspired by Africa?

Here's your unique chance to re-brand Zambia as a tourism destination and win a stunning 15 day safari

**ZAMBIA, a land of abundant wildlife, majestic scenery, tranquil lakes, vibrant culture, friendly people, bush adventure and home to the famous Victoria Falls - one of the "Seven Natural Wonders of the World"**

## THE CHALLENGE

The Zambia Tourism Board needs your help in creating a new brand for marketing Zambia as a tourism destination. This will include a slogan and logo to replace the existing "Zambia – the Real Africa". The slogan should be in English and appeal to a broad, global audience. There are no word limits on the slogan but short and snappy is recommended. Visit [www.zambiatourism.com](http://www.zambiatourism.com) to explore what Zambia has to offer.

Closing date is 25 February 2011

## how to enter

- Email your suggested slogan and/or logo (maximum 1 MB), along with the following information to [brandzambia@zambiatourism.org.zm](mailto:brandzambia@zambiatourism.org.zm), or
- Post your entry to Branding Competition, Zambian Tourist Board, P O Box 30017, Lusaka, or
- Deliver to the ZTB offices: 4th Floor, Century House, Cairo Road, Lusaka (adjacent to Shoprite)
- You can enter up to 3 suggestions (only one entry per email please)
- Your name and contact details (email, address, telephone)
- Your nationality and country of residence
- We would love to keep you updated on Zambia's tourism news and will add your details to our database unless you say otherwise

Follow the competition...on Facebook ([Zambia Tourism](#))  
and on Twitter ([@Zambia\\_Tourism](#))  
[Read research on Zambia's tourism by Cornell University](#)

## dates

- 25 February 2011 – competition closes at midnight in Zambia (CAT time zone)
- 14 March 2011 – the five short listed entries will be displayed on the website and the entrants & members of the public will be invited to vote. The outcome will be viewed as market research and will not necessarily be the ultimate winner of the competition
- 21 March 2011 - prize winner(s) will be informed and the results announced on the ZTB website/facebook

## The REWARD

There are two prizes. One prize will be awarded for the best slogan and the other for the best logo. Each prize is a lavish 15 day Zambian safari for two that includes:

A visit to the mighty Victoria Falls  
An authentic safari experience at three top wildlife parks  
Accommodation, food & beverages, activities and government taxes  
International flights from listed travel hubs  
Domestic travel and transport  
Activity options may include – safari drives, walking safaris with expert guides, canoeing on the Zambezi, walking with elephants or lions, white water rafting, fishing the Zambezi for the fighting tiger fish, bungee jumping, cultural shows, village visits and much more  
Farewell Gala Dinner in the capital Lusaka with the Tourism Team of Zambia

- This competition is open to individuals aged 18 or over, from any country in the world
- Staff and consultants of the Zambia Tourism Board, the Tourism Council of Zambia, the World Bank Group, the Department for International Development, and their immediate families are not eligible to enter
- Winners agree to relinquish all copyright to the Zambia Tourism Board

### Prize conditions:

- Prizes to be taken prior to July 2012 (excluding the following periods - August, September, Christmas week 2011)
- Prizes are non transferable
- International flights will be included from the following hubs – any EU capital, New York, Washington DC, Dubai, Johannesburg, Cairo, Nairobi
- It is not guaranteed that the winning slogan/logo will be used for Zambia's tourism marketing

## terms & conditions

**To help Zambia's tourism find the perfect solution, please pass this onto your friends, family, colleagues, clients – in fact to everyone you know!  
You could also share with your FACEBOOK friends and tweet it on TWITTER**

### The prizes have been generously donated by

**South Luangwa** – Bushcamp Company, Norman Carr Safaris, Sanctuary Retreats, Robin Pope Safaris  
**Lower Zambezi** – Baines River Camp, Chiawa Camp, Chongwe River Camp, Kanyemba Lodge, Sausage Tree Camp  
**Kafue** – Mukambi Safari Lodge, Wilderness Safaris  
**Livingstone** – Islands of Siankaba, River Club, Royal Livingstone Hotel  
**Lusaka** – Protea Hotel Arcades  
Proflight Zambia & Sefofane for internal flights  
Zambian Ground Handlers – coordination

We thank our sponsors for providing these prizes: Zambia's tourism companies, the Zambia Tourism Board, the Department for International Development, and the World Bank Group



The Department for International Development and the World Bank Group will not be involved in determining the short list and/or selecting the winning entries.