

## Bank sponsors *Inside Africa*

CNN International has announced Zenith Bank as the exclusive sponsor of its popular weekly feature programme, *Inside Africa*.

The agreement builds on the bank's existing relationship with the network - which has seen the bank associated with the *African Business Week* segment of *Inside Africa* since February 2007 - and forms part of a wider advertising campaign targeting the network's audiences across Europe, the Middle East, Africa, Latin America, South Asia and Asia Pacific.

Zenith Bank's campaign on CNN International positions the company in front of an international audience of over 200 million households and hotel rooms worldwide. Comprising both on-air and online elements, the campaign will run across the network's channels and website – <http://www.cnn.com/international> - using the strap lines, *Zenith Bank - in your best interest* and *People, Technology, Service*.

The series provides global viewers with a compelling look at political, economic, social and cultural affairs and trends developing across the continent. Hosted by Femi Oke, each program includes a segment on African business news and a profile interview with a key personality, as well as long-form reports covering every aspect of today's Africa, including travel, environment and culture.

January saw the beginning of the bank's on-air campaign consisting of branding around the *Inside Africa* program promos, and the continued sponsorship of the *African Business Week* segment and editorial highlights taken from the show.

Online, the *Inside Africa* page on CNN.com has also updated with a new look and feel incorporating the bank's branding. In addition to sponsorship of the program's microsite, the bank's campaign will include run-of-site banner advertising and co-branded promotions on the network to drive traffic to the microsite and encourage tune-in to the show.