



**Dear Zambezi Airlines,  
You're already going places.  
May we tag along?**

# Invitation to Grapevine

*Zambezi Airlines is an exemplary ambassador of our nation to East and Southern Africa. The recent partnership between Zambezi Airlines and Kenya Airways is evidence of the trust the company is earning continent-wide on the ground and in the air.*

Zambezi is infamous for innovative packages and promotions. The recent “Buy One Get One Free” campaign may have been the key ingredient in getting Zambian fans to the 2010 Africa Cup ultimately supporting the team to do as well as they did.

The airline has also proved itself to be technology savvy. You already allow online payment and have an online affiliate marketing program.

It is evident that this is a group that understands the power of the individual, the reach of the Internet and the influence of the blogosphere.

As such, I'd like to invite you to consider adding Grapevine to your marketing strategy.

## About Grapevine

Grapevine is a Zambian online advertising platform. Our target is Zambians with access to the Internet and who have a fervour to make a positive contribution wherever they are.

## The Opportunity

By using Grapevine, you'd be reaching a community of people with the impetus and means to use your products and the impact to create a buzz around the services you offer.

The opportunity is very much in line with the marketing you are already doing - focusing on people and the internet.

## Fly Proud and Free

I can think of no better partner to fly higher with and invite you to contact me, **Silumesii Maboshe** by phone on **097 519 1837** or email [silumesii@babalela.com](mailto:silumesii@babalela.com) for more details. It would be an honour to welcome you aboard!