

# An excellent quality of African Life at Mozzarella Creative Solutions

African Life Assurance has chosen Mozzarella Creative Solutions to launch the 2.2 billion Rand company into Tanzania.

Recently granted a license to sell policies in Tanzania as of 1 April, African Life, which also operates in Botswana, Zambia, Kenya, Lesotho, Namibia and Ghana will begin operations from a newly established Dar es Salaam office. As Tanzania's first independent assurer, the life and health, fully African insurer will offer a suite of traditional long-term products to both civil servants and other formally employed people. To ensure accurate communication of African Life's product line-up and services, the company appointed the experienced, cross-cultural team at Mozzarella Creative Solutions Pty. The agency was specifically chosen for its ability to deliver, its combined knowledge of Africa's markets as well as the team's highly successful launches of the African Life profile in Botswana, Lesotho and Kenya.

The agency offers a smorgasbord of creative solutions from traditional advertising to events and electronic services, which is exactly what African Life Assurance was looking for when sourcing a media partner for their Tanzanian launch. However, Mozzarella's marketing acumen doesn't stop there. The small, black-owned and ethnically empowered agency also offers corporate identity development, strategic planning and relationship marketing tactics.

Mozzarella's blue-chip clients include African Life Assurance, Anglo-American, Busitech, City of Johannesburg, Fedhealth and Air Namibia.

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