

Zee TV Africa rebrands globally

Zee TV Africa has rolled out a global rebrand to strengthen it as a media and entertainment powerhouse with content creation abilities across genres, languages and platforms; and to attract 3 billion viewers in the next six years.



New Zee TV branding.

As part of the global rebrand, Zee TV Africa promises to be “extraordinary together”. The media and entertainment conglomerate launched 25 years ago as Zee Entertainment Enterprise with India’s first Hindi satellite television channel, Zee TV.

To commemorate this milestone, the group unveiled its new brand ideology and purpose, “Extraordinary Together”, with a vision to provide a unified brand experience and “to delight consumers across the world creating extraordinary entertainment and experiences that inspire to transcend the ordinary and become extraordinary”.

Under the leadership of CEO Harish Goyal, Zee TV Africa has become the number one destination for Bollywood on the African continent and now offers 12 channels across Africa and Indian Ocean Islands, reaching across 50 countries with 50 million viewers across the territory.

Zee TV South Africa was established in 1996 with its African head office based in Johannesburg. These 12 channels are: Zee TV (English & French Subtitles), Zee Cinema (English & French Subtitles), Zee World (English Dubbed), Zee Magic (French Dubbed), Zee Bollymovies (English Dubbed), Zee Bollynova (English Dubbed), Zing, Zee Tamizh, Living Foodz, Zee News, WION and Zee Punjabi.

It has a presence in over 173 countries and a reach of more than 1.3 billion viewers globally and is the only company in India to have such a diversified presence in the media and entertainment industry. With its eye firmly set on 3 billion viewers in the next six years, the company invested in widening its content profile to cater to a wide variety of tastes, preferences, cultural and age demographics.

Continuity

Designer Martin Lambie-Nairn, creative director at ML-N, is responsible for Zee's new brand identity. "Extraordinary Together" represents the company's mission of celebrating the world and unifying it with entertainment. The circular form of the new brand logo symbolises continuity and inclusiveness; while the special colour, Zee's Amethyst, represents creativity and transformation. The visual property, exuberance represents unleashing extraordinary potential.

Speaking on his vision for the new identity, Lambie-Nairn, explained: "Twenty-five years is celebrating what you've achieved and far more importantly, understanding where you are going, rethinking the brand purpose and considering how to address your audiences in the future.

"It was necessary to have a golden thread that runs through all the businesses – an elegant and monolithic design language that links the organisation together and inspires to create the extraordinary."

Goyal added: "Embarking on this collaborative journey, Zee's aim is to continue to provide extraordinary entertainment content across genres, languages, and geographies; delighting consumers across screens, platforms and devices."

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