



**THE
ROCKHOUSE
SIGNAL**
(fourth Edition)

**ZAMBIA'S WEEKLY MEDIA & SENTIMENT
PULSE**

Edition 04 | Week of August 18–23, 2025

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TOP 5 TRENDING STORIES IN ZAMBIA

LUNGU

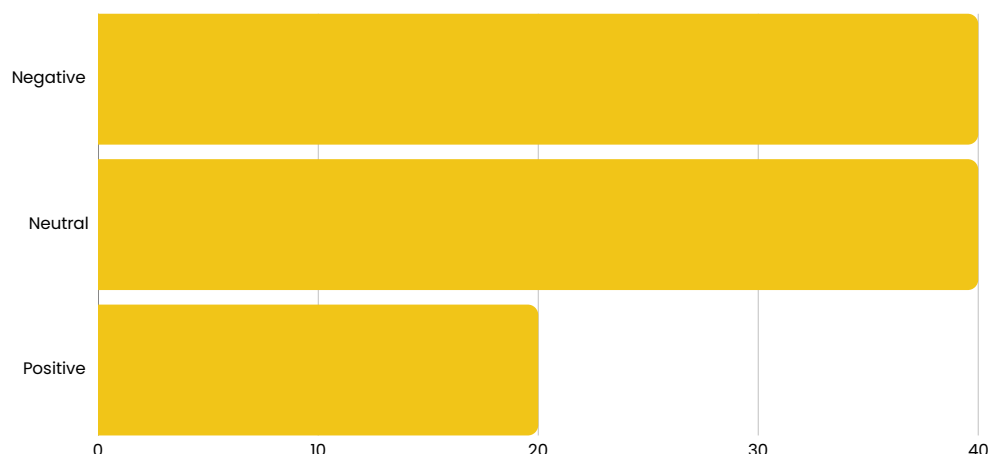
BURIAL CASE GETS NEW TWIST



The ongoing legal dispute over the late President Edgar Lungu's burial took a new turn this week, with the Constitutional Court in South Africa hearing fresh arguments that could delay or alter the repatriation process. Public interest remains high, blending protocol, politics, and family rights.

([Daily Mail](#))

Sentiment:



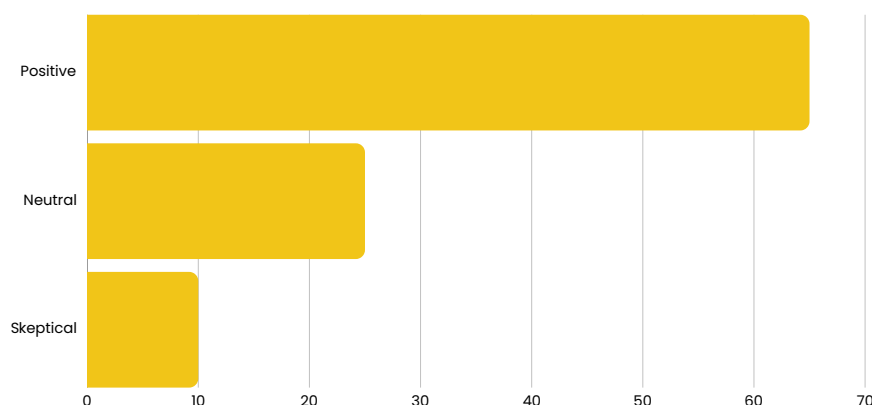
ZAMBIA'S Q2 2025 ECONOMIC GROWTH EXCEEDS IMF PROJECTIONS



Boosted by stronger-than-expected mining and agricultural outputs, Zambia's economy grew by 5.2% in Q2, surpassing the IMF's forecast of 4.7%. This news sparked widespread discussion on economic recovery and debt restructuring progress.

(Source: Bloomberg, Zambia Daily Mail)

Sentiment:

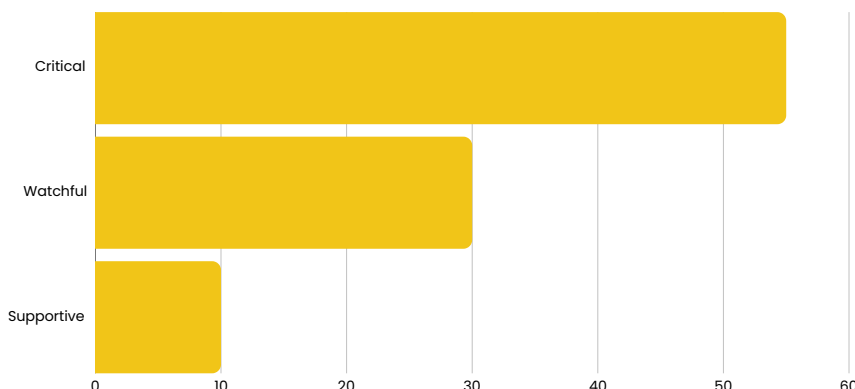


CONTROVERSIAL "CYBER SECURITY AND CYBER CRIMES ACT" AMENDMENT TABLED



Government proposes new amendments granting broader surveillance powers to state agencies, citing national security. Digital rights groups and the Law Association of Zambia (LAZ) have raised immediate concerns over privacy infringements. (Source: Lusaka Times, Tech360 Zm)

Sentiment:



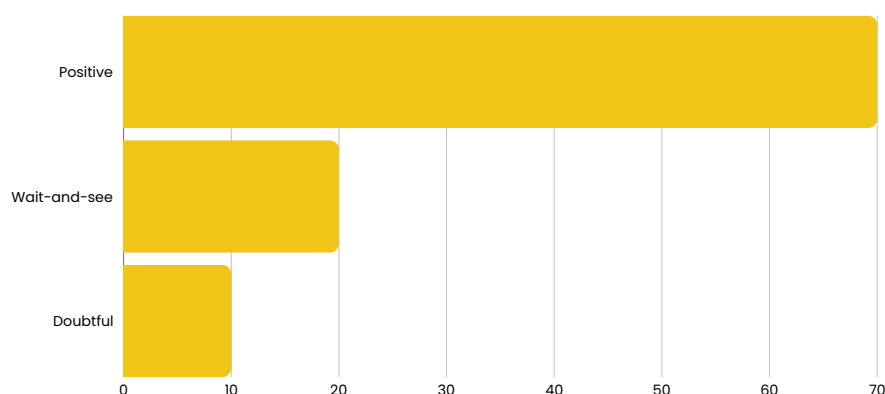
ZESCO ANNOUNCES PHASED REDUCTION IN LOADSHEDDING HOURS



Citing improved water levels at the Kariba Dam and successful maintenance on key infrastructure, ZESCO announced a significant reduction in loadshedding, from 12 to 6 hours daily in most areas.

(Source: ZNBC, News Diggers)

Sentiment:



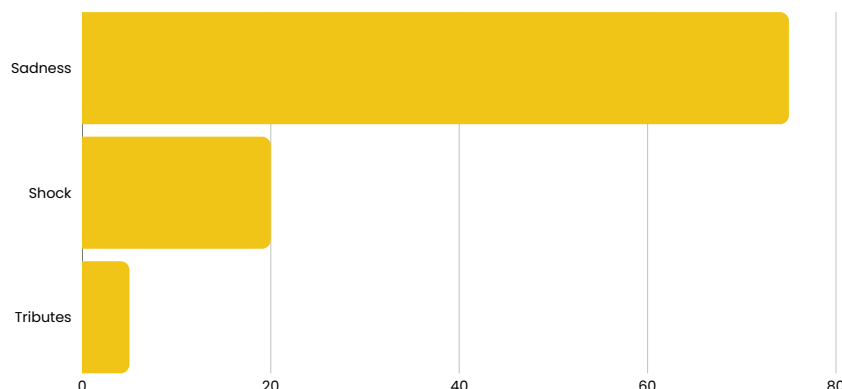
POPULAR LUSAKA RADIO PERSONALITY "DJ SPARKZ" PASSES AWAY SUDDENLY



The unexpected death of the beloved radio host sent shockwaves through social media, with **#RIPDJSparkz** trending nationally as fans and celebrities shared tributes.

(Source: Social Media Trends, Diamond TV)

Sentiment:



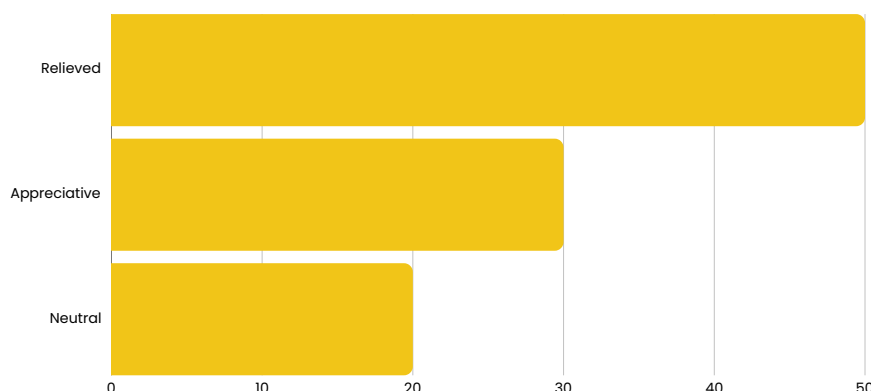
ZRA CLARIFIES STANCE ON WITHHOLDING VAT, EASING SMALL BUSINESS FEARS



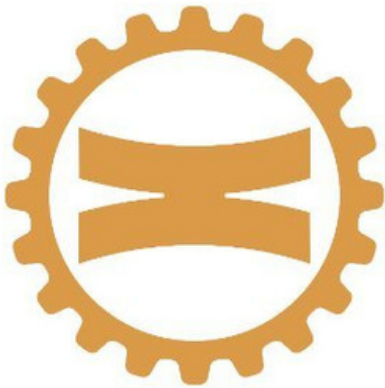
Following weeks of confusion, the Zambia Revenue Authority issued a detailed circular providing clarity and extended timelines for compliance, bringing relief to the SME sector.

(Source: ZRA Statement, Business Weekly Zm)

Sentiment:



SECTOR SPOTLIGHT: FINANCIAL SERVICES



ZANACO

- Launched a new low-interest digital loan product targeted at smallholder farmers. Sentiment was largely Positive (60%), with some expressing Watchfulness (30%) regarding eligibility criteria.



ATLAS MARA

- Faced significant social media backlash (Negative 70%) after a system glitch failed to process end-of-month salary payments for thousands of customers for over 24 hours.



BANK OF ZAMBIA

- The Bank of Zambia's announcement of a new financial literacy initiative was met with Positive (55%) and Hopeful (25%) sentiment, though some were Neutral (20%), awaiting concrete results.

TOP-PERFORMING CONTENT

"ZESCO Official Announcement: The Lights Are Coming Back!"



***Video Clip from ZESCO's Facebook Page
Reach: 550K+ views, 22K+ shares in 48 hours***

Why it worked:

- **High Utility & Relatability:** Delivered critical, good news affecting nearly every household.
- **Authentic Messenger:** The message came directly from a usually criticized source, creating a powerful positive surprise.
- **Clear & Visual:** Used simple graphics to clearly explain the new loadshedding schedule.

Lesson for brands:

Being the bearer of good news, especially when it breaks a negative pattern, generates immense goodwill and shareability. Transparency and clear communication build trust.

MEDIA TRENDS & DIGITAL INSIGHTS

- **"Cyber Act Amendments" dominated analytical pieces on News Diggers and Lusaka Times, sparking intense debate in comment sections.**
- **#RIPDJSparkz became a top trend on X (Twitter), demonstrating how national radio personalities have powerful cross-generational digital footprints.**
- **TikTok saw a surge in "Get Ready With Me (GRWM) during loadshedding" videos, showcasing resilience and creativity.**
- **Emerging Trend: Financial institutions are increasingly using WhatsApp Status for bite-sized customer education and product announcements.**

ROCKHOUSE REFRAME (MARKETING SPIN)



Story: ZESCO Announces Reduction in Loadshedding

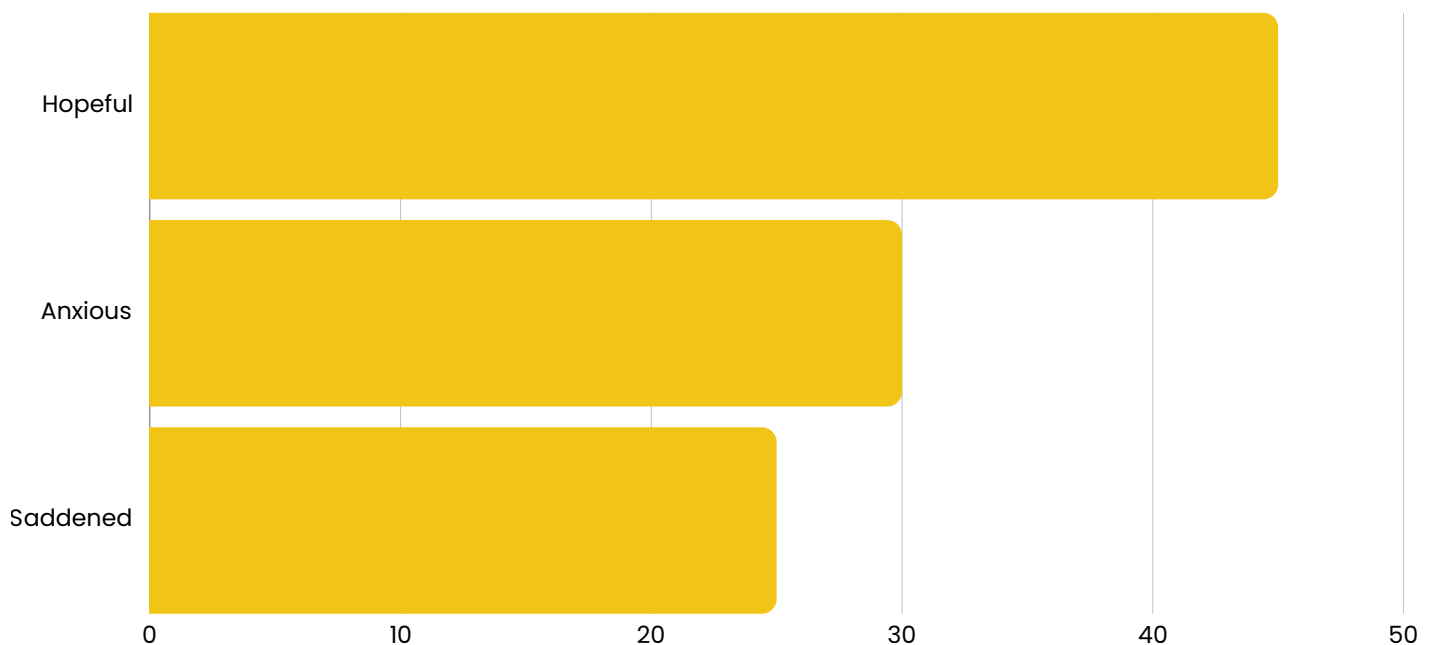
The Spin: A leading electronics retailer (e.g., GAME Stores) launches a campaign: "Power's Back! So Is Your Productivity."

Execution: A social campaign promoting uninterrupted work-from-home setups, featuring inverters, laptops, and routers. The hook: "With more hours of power, get more hours of productivity. Our tech solutions ensure you're ready."

Takeaway: Align your product with a positive national development. It shows your brand is in tune with the public mood and offers a timely, relevant solution.

ZAMBIA'S MOOD THIS WEEK

Mood Pulse



A week of contrasting emotions, balancing optimism for tangible improvements with concern over digital freedoms and collective mourning.

REGIONAL MOOD PULSE

HIGHEST POSITIVE INTENSITY

- **Copperbelt & Lusaka: Strong positive sentiment driven directly by the reduction in loadshedding, a daily QoL improvement.**

HIGHEST NEGATIVE INTENSITY

- **Lusaka (Youth & Digital Communities): Significant concern and criticism regarding the proposed Cyber Act amendments.**

SECONDARY ATTENTION

- **Southern & Eastern Provinces: Cautiously optimistic sentiment regarding the Q2 growth figures and its potential trickle-down effect on agriculture.**

A simple heatmap would show Lusaka/Copperbelt in green (positive), Lusaka also with an amber overlay (negative on cyber laws), and other regions in light green/yellow)

ROCKHOUSE SPOTLIGHT SERVICE

Brand Development Package – K10,000/month



**In a noisy media landscape, a strong brand is your best asset.
Our package includes:**

- **Brand Strategy Workshop:** Define your core story, audience, and differentiators.
- **Visual Identity Audit & Refinement:** Ensure your look and feel communicates your value.
- **Monthly Content Pillar Strategy:** A plan for what to say and where, aligned with your goals.
- **1x High-Production Brand Video** for digital channels.

ROCKHOUSE TACTICAL TIP OF THE WEEK

EMBRACE REAL-TIME MARKETING (BUT DO IT RIGHT):



This week's loadshedding news was a golden opportunity for brands. The key is to act fast, be genuinely relevant, and add to the positive sentiment, never exploit a negative situation.

How to execute:

- 1. Monitor Trends:** Use free tools like Google Trends or social listening to spot breaking news.
- 2. Quick Approval:** Have a system for rapid creative and legal approval for reactive content.
- 3. Align with Values:** Ensure your post aligns with your brand's voice and actually provides value or solidarity to your audience.

WHAT TO WATCH NEXT WEEK

1. **Cyber Act Public Hearings:** LAZ and civil society are organizing forums; expect heated public discourse.
2. **BOZ Monetary Policy Committee Meeting:** Analysts will watch for signals on inflation control and interest rates.
3. **Funeral Arrangements for DJ Sparkz:** Expected to be a major media event, celebrating his life and impact.

BRAND SHOUTOUT

Muncha.com (Lusaka)

Their social media team brilliantly pivoted during the loadshedding news, posting a "Now you can order your groceries online and be sure we'll keep them fresh!" campaign. A perfect example of real-time marketing that is relevant, positive, and product-focused.



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