



THE ROCKHOUSE SIGNAL

(First Edition)

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

Edition 01 | Week of July 22–28, 2025

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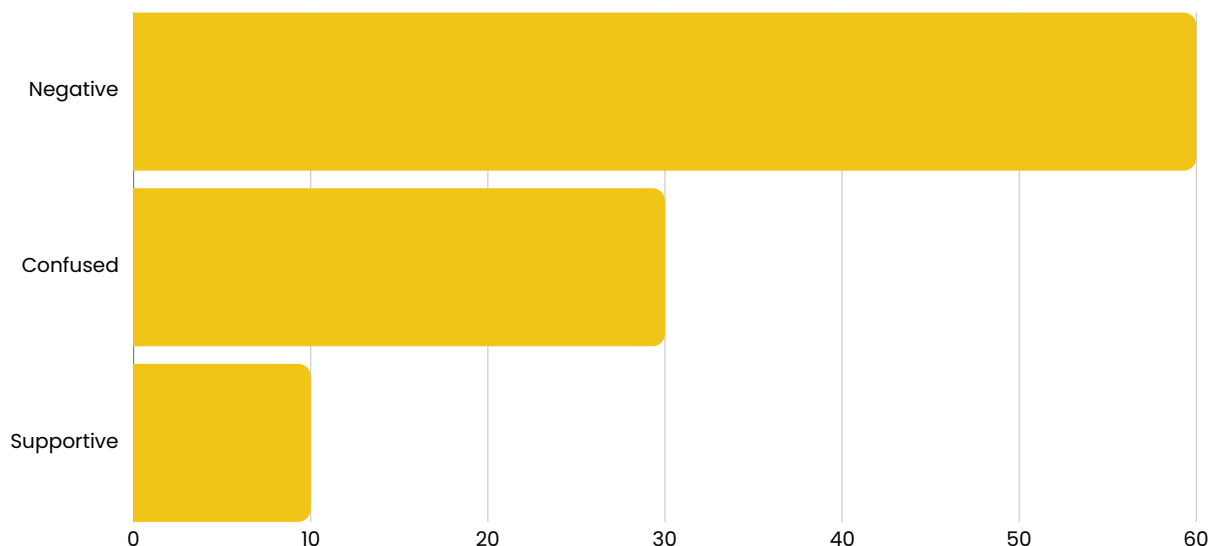
TOP 5 TRENDING STORIES IN ZAMBIA

ZRA SUSPENDS WITHHOLDING VAT SYSTEM



Small businesses and suppliers are concerned over accounting disruptions and cash flow instability.

Sentiment:

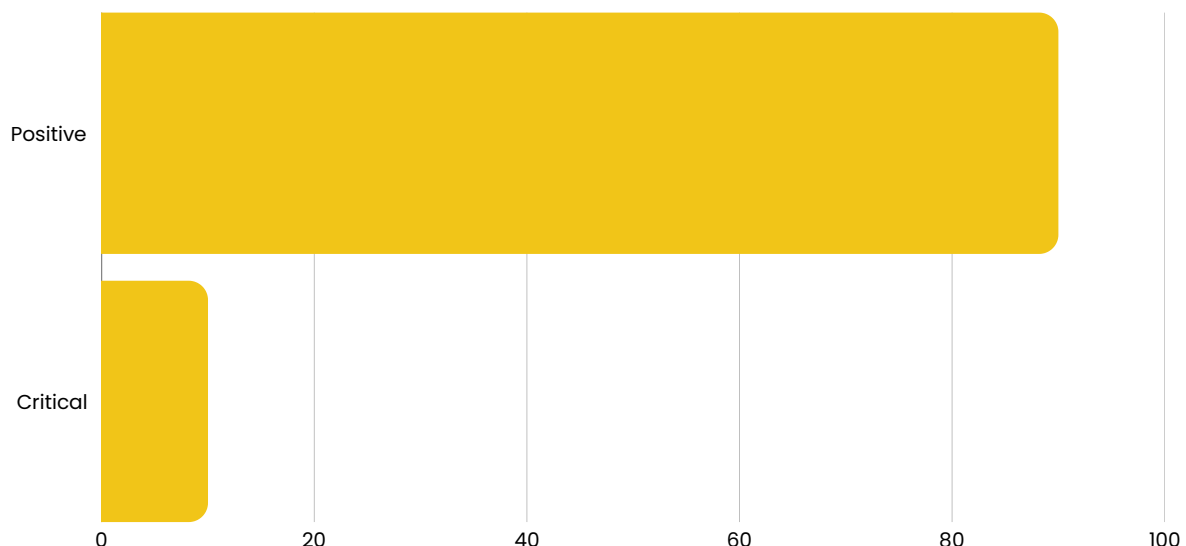


BARBRA BANDA SHINES AT WAFCON



Zambia celebrates Banda's leadership and goals in the national team's group stage performance.

Sentiment:

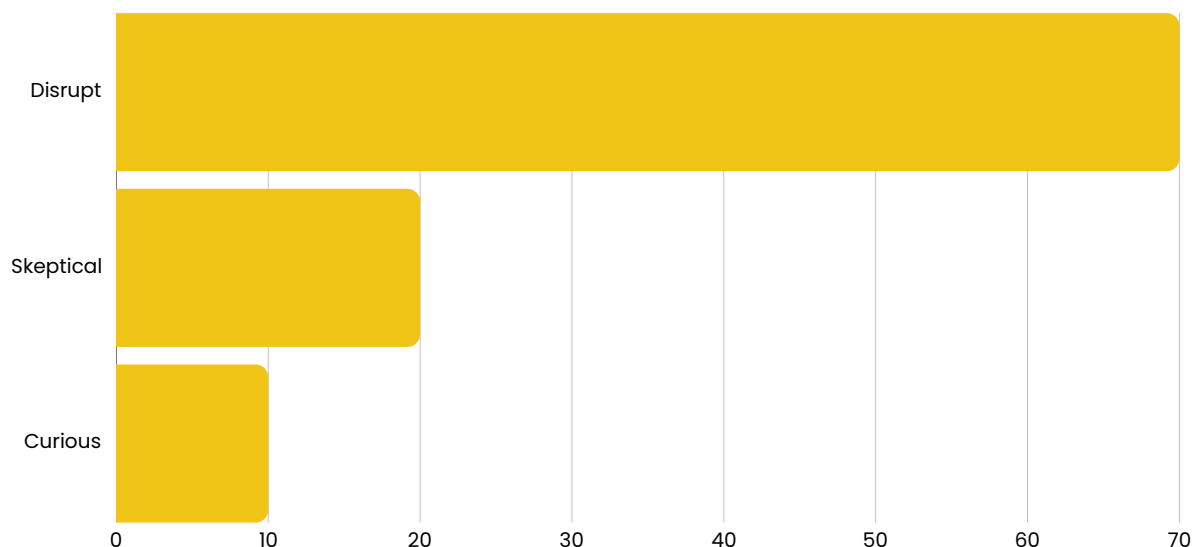


ROBERT CHABINGA AI-LEAKED AUDIO SCANDAL



PF figure blames AI for audio leak; raises misinformation concerns among digital users.

Sentiment:

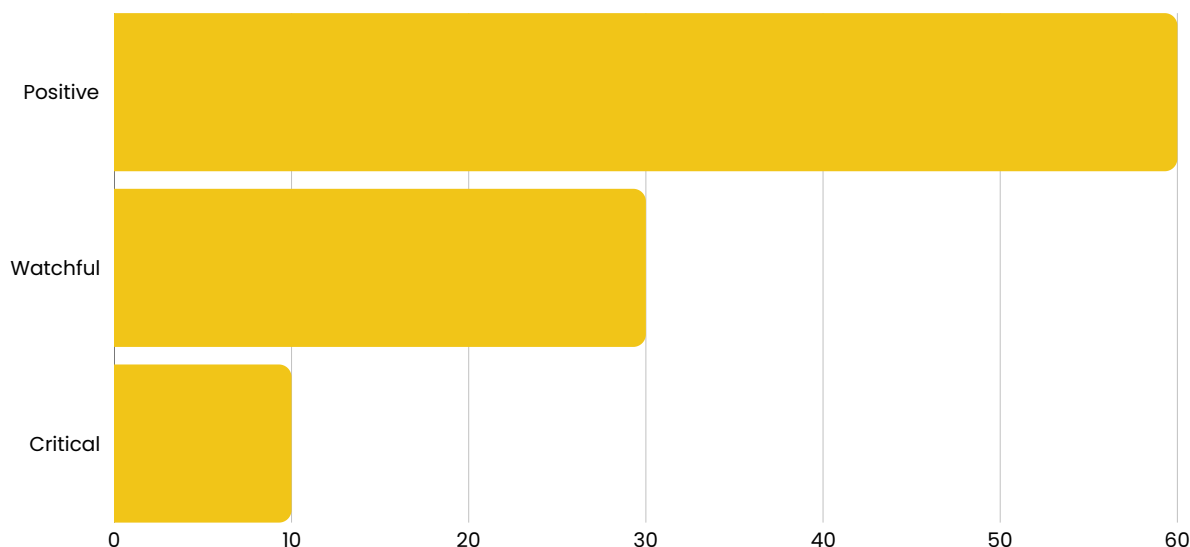


KASEMPA GOLD MINE GRANTED FULL LICENCE



Mining and investment communities view this as a major development for North-Western Province.

Sentiment:

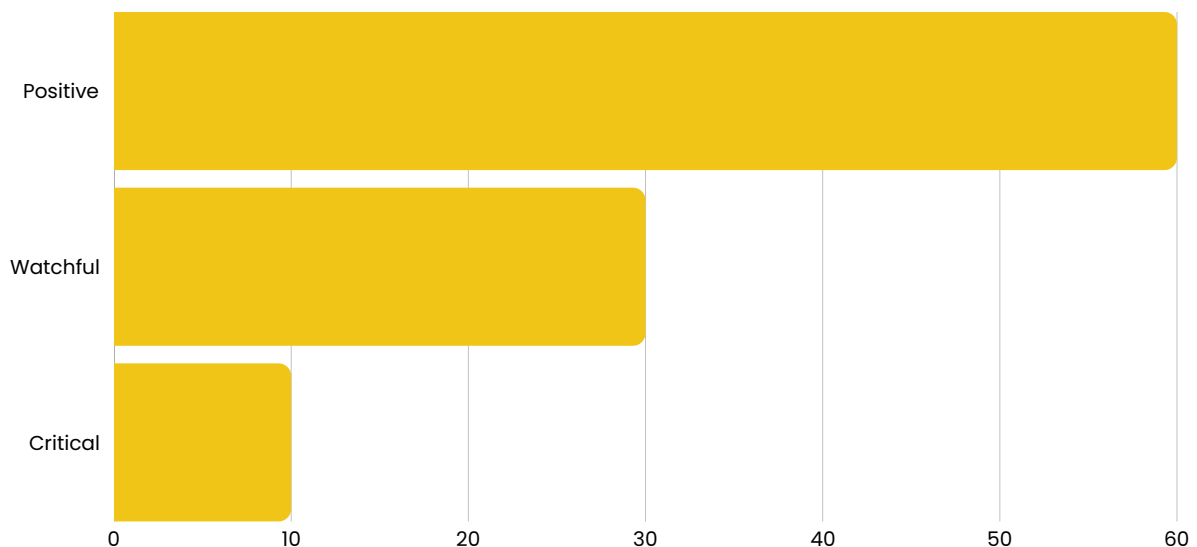


INTERCITY BUS TERMINAL RELOCATION PLANS ANNOUNCED



2045 long-term infrastructure strategy sparks debate on urban congestion solutions.

Sentiment:



SECTOR SPOTLIGHT: TELECOMMUNICATIONS (TELCO)



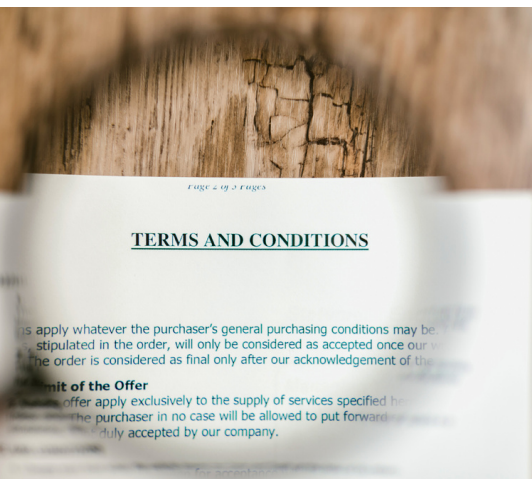
MTN ZAMBIA

received backlash over new bundle expiry changes. Complaints up 28% on Facebook and Reddit.



AIRTEL ZAMBIA

earned praise for launching faster mobile money cashouts in peri-urban areas.



ZICTA

has issued a call for public comments on spectrum reallocation policies.

TOP-PERFORMING CONTENT



Zambian Grandma style Queen

on Instagram & Tiktok

Reach: 400K+ views in 24 hours

Why it worked:

- Real emotion
- Surprise factor
- Cultural relatability

Lesson for brands:

People share content that moves or entertains them.

Emotional + authentic > overproduced.

ROCKHOUSE REFRAME (MARKETING SPIN)



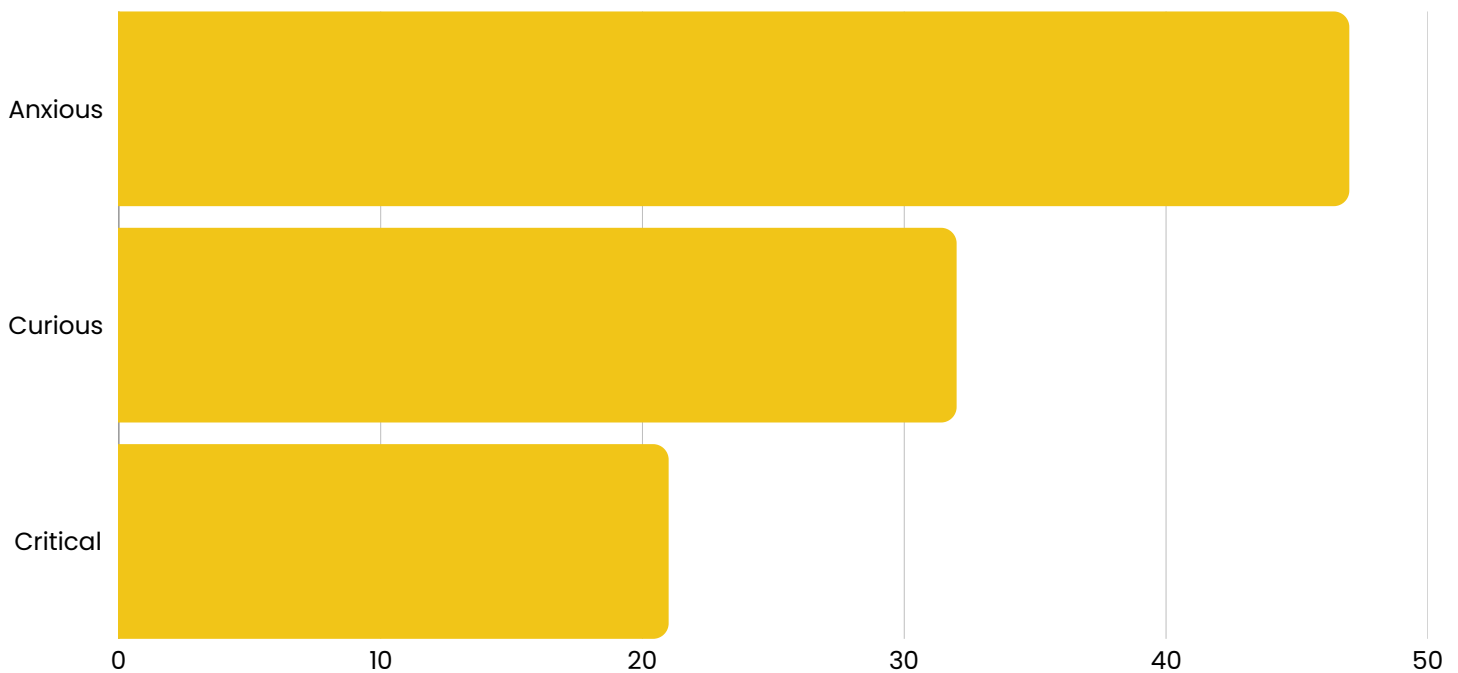
Fuel Price Hike & VAT Confusion

A local delivery brand launched a "No VAT Stress" promo: "We cover the extras so you don't have to."

Takeaway: *In chaotic moments, brands that show empathy and clarity win loyalty*

ZAMBIA'S MOOD THIS WEEK

Mood Pulse



Dominated by economic uncertainty and pride in sports icons like Barbra Banda

WHAT TO WATCH NEXT WEEK

WAFCON Knockouts:

Will the Copper Queens advance?

VAT Policy Updates:

BoZ and ZRA expected to clarify positions

ZESCO Loadshedding Forecast:

Rising concerns as dry season deepens

BRAND SHOUTOUT

Kwithu FM (Copperbelt)

Launched a hyperlocal SMS contest for youth voices on education funding. Excellent model of media inclusion + community-building.



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