

How to Promote a Kingdom – Marketing Strategies in Buganda

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In 1993 President Museveni announced the restoration of most of the Ugandan kingdoms which had been abolished officially in 1967. On July 31, 1993, Ronald Muwenda Kimeru Mutebi II was crowned 36th Kabaka of Buganda.

Ever since the restoration, various groups have attempted to utilise the Buganda kingdom for their diverging interests.

The groups comprise e.g. opposing groups of monarchists, different religious groups, among them the ‘*Traditionalists*’, Rastafarians, Born Again Christians and Muslims, but also the ‘*Wannabes*’, the Asian community of Uganda, the Central Government, Baganda in the Diaspora, national and international companies.

To achieve their aims, all these groups make use of different marketing activities such as selling photos of the royals in the street market, publishing articles in the royal newspaper, producing booklets on the royals and their ceremonies, broadcasting royal radio programmes, running advertisements, distributing posters, organising boxing matches and conferences for the Baganda at home and abroad.

The paper will give an insight in the different motifs and strategies in the promotion of the Kingdom of Buganda.