

Advertising and Entrepreneurship in Bamako

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The liberalisation of the market of the 1990s did not only facilitate trade for the large transnational companies. It also encouraged local entrepreneurs to find economic niches, create branded products and sell them to local consumers. Some of these local entrepreneurs advertise their brands in various media to make their products known to a wider public and also to commit this public as consumers. Entrepreneurs use a variety of media, among them also textiles. Different entrepreneurs use textiles as a medium to advertise their products and ideas, their personality and enterprise. This paper is based on field research in Bamako between 2005 and 2011. It aims to show that advertising is not only about selling commodities but also of ideas and celebrity, and encompasses a much broader field of activities and exchange relations. Photographs on textiles are a particularly interesting example at which this broader meaning of advertising and entrepreneurship will be analyzed.