

## African Bank selects a Z-Card

African Bank recently selected a Z-Card as part of its marketing mix to generate awareness that it now provides interest free\*, short-term loans to foreign nationals who are formally employed and residing in South Africa.



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"African Bank is the first financial institution to offer unsecured, short-term personal loans to foreign nationals in South Africa," says the bank's marketing coordinator, Sive Mayiya.

"We were also the first financial services provider to offer 0% interest\* on short-term loans," he adds.

### Communicating to foreign nationals

The aim of the multimedia campaign is to communicate to foreign nationals that they can now get credit from African bank.

Other communication channels included popular; and Street Pole adverts were placed in areas that have a high concentration of foreign nationals in Gauteng, the North West and Mpumalanga.

"African Bank strives to give access to financial products that help to improve the lives of those that have previously been overlooked by other financial institutions. The Z-Card acted as an efficient guide to bring this message home to consumers," says Mayiya.

*\*T&Cs apply*