

# Nedbank appoints The Odd Number

Nedbank has appointed The Odd Number to manage its digital media services.

“The media landscape is constantly changing and as a brand, we need to stay abreast of these trends to ensure that we reach our desired audience in an efficient and cost-effective manner through media buying strategies,” explains Khensani Nobanda, group executive for Nedbank Group Marketing and Corporate Affairs, who believes this appointment will help them drive and meet this objective.



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Tatiana Ndlovu, head of Group Media at Nedbank, adds: “This philosophy and their approach to performance media, rooted in strong conversion capabilities, is what attracted us to The Odd Number. Furthermore, their diversity is aligned to Nedbank’s transformation strategy, and they have proven to have the correct culture fit to meet our business needs.”



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Commenting on behalf of The Odd Number, MD Xola Nouse says, “We’re extremely proud to partner with Nedbank. With our ability to execute end-to-end strategy, creative, data and analytics, as well as our focus on one-on-one digital marketing, we will help the bank grow sales, lead innovation, win awards and ultimately, dominate the market. And by putting together a formidable team made up of industry experts, we will make sure the bank achieves its business objectives.”



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Ann Nurock 2 Mar 2017



Nedbank recently embarked on a brand repositioning journey which will allow the bank to use its financial expertise to get money working for the future by helping clients and communities to see money differently and give them the tools with which to manage it. The appointment forms part of this journey aimed at driving business strategy to meet the goals of the organisation.

“We are excited about this new chapter in the digital media space and our partnership with The Odd Number as we seek to enhance our share of voice on various digital media platforms, with the aim to drive commercialisation,” concludes Nobanda.

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