

Bank Windhoek chooses PocketMedia to engage with youth

Bank Windhoek recently contracted Z-Card Africa, Middle East, India and Turkey (ZAMI) for the second time, to reproduce three different Z-Cards which engage the youth and educate them about the bank's different debit accounts and cards.



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Bank Windhoek, a provider of retail and corporate banking solutions, has its clients as its ultimate focus. As such, it has been utilizing the Z-Card marketing tool to communicate product information to them in a user-friendly format, so that they are able to familiarise themselves with the bank's products.

Whilst the Solo account targets consumers younger than 19-years-old, the Vibe account is a transactional account geared towards full-time or part-time students.

"The creative concept for these cards is young, trendy and fun ensuring that they instantly capturing the attention of the relevant youth target audience," says ZAMI's managing director, John Davis.

As the cards are only the size of a credit card, students are easily able to keep it with them to refer to if they need assistance with signing up for an account, the benefits of the account, cell phone and internet banking, other banking procedures, how and where to use their debit card and fees structures.

The accounts also offer the youth the opportunity to choose one of various different card designs, further appealing to their sense of independence and fashion.

"Each Z-Card drives the target audience to Facebook, a destination where they spend a large amount of time, to find out more information about the accounts and debit cards. This is a great example of how PocketMedia acts a web driver for financial institutions," says Davis.

"Bank Windhoek strives to communicate with its clients in an interactive manner and the cards enable us to do so," says Marike De Jager, Bank Windhoek's head of brand marketing.

"The Z-fold format enables the bank to display complex product information in an easy to digest format, and clients can choose to read each fold separately or to open the folds completely to obtain an overview of all of our product information," she adds.

The Z-Cards were distributed via perspex, Bank Windhoek branded dispensers, produced by PocketMedia Solutions. Positive feedback from clients has resulted in the bank utilising the Z-Card marketing medium across its branches.

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