

Access Bank appeals to youth through AccelerateTV platform

In an aim to target Nigeria's youth, Access Bank Plc has launched AccelerateTV, a social interaction platform which delivers creative content ranging from information and entertainment articles to videos, fashion trends and real-time reportage of the latest world trends.

Says Amaechi Okobi, Head: Strategic Brand Management: "AccelerateTV is the ultra-cool blog for professionals and youths interested in world trends. In fulfilment of the bank's promise to cater for the needs of its heterogeneous customer base, we identified a gap and sought to fill it with the creation of this unique platform."

For more, go to www.acceleratetv.com



For more, visit: <https://www.bizcommunity.com>