

Absa takes graduates to the next level of banking

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Absa has teamed up with industry specialists TLC Marketing to reward graduates who open a Gold Graduate Account as they start out their careers.



Not only will graduates who open a new Gold Graduate Account (Gold Value Bundle Cheque Account) enjoy the benefit of a discounted rate of R25 per month on their banking fees for seven months, but if they transact three times within 30 days of opening the account they qualify to receive a spa treatment or an adventure activity for free!

The offer is exclusively available to final year students who will start formal employment in 2016. New account holders need to transact three times within 30 days of opening and qualify for either a spa treatment or an adventure activity anywhere within South Africa.

"Managing your finances during the beginning stages of your career is a daunting prospect for most graduates which is why we create specific banking products to suit every lifestyle and life stage - which includes this often uncertain period as you start your professional journey. It's all about understanding the needs of a young adult and ensuring that our products meet their immediate and unique requirements - and will continue to do so into the future. By inviting graduates to open a Gold Graduate Account with us, we are offering not only our help and guidance, but also the assurance of a trusted and respected financial institution to partner with them in assuring their financial future," comments Jan Moganwa, Chief Executive: Customer Segments, Products and Analytics at Absa Retail and Business Banking.

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 17 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit www.tlcmarketing.com

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TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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