

Dream Out Loud asked to create "culture of saving" within African Bank

Dream Out Loud have taken on the challenge of creating a "culture of saving" among African Bank employees. They won their pitch for the internal communications campaign with their strong strategic approach. The campaign which consists of three phases spans over six months and makes use of various mediums from traditional posters to induction packs, interactive CD-ROM, desktop media and even SMS gateways. DOL have also created a new brand which encompasses all the benefits in one package, called Safety Nett. The first phase commences in May 2007.

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