

Z-CARD chosen to market Rawbank prepaid debit card

My Africa Marketing Consulting has selected a Z-CARD as the marketing tool for its client, Rawbank, to launch its new prepaid debit card in the Democratic Republic of the Congo (DRC).



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Rawbank's new prepaid debit card, called the China Card, facilitates transactions for its clients when travelling to China.

"The front cover of the Z-CARD is an exact replica of the China Card - in size, shape and design - and consumers are thus instantly aware of Rawbank's new offering," says Less Sita Mana, the managing director of My Africa Marketing Consultancy.

"My Africa Marketing Consultancy aims to help our clients improve their sales and marketing skills and competencies, and to build and deliver relevant, strategic and tactical marketing campaigns. The Z-CARD, which contains all of the relevant information about the China Card, was thus an ideal marketing tool to use for this campaign," he adds.

Rawbank commenced with the distribution of its Z-CARD, which was written in French to make it easy to understand for DRC consumers, at a China Card launch event in Kinshasa mid-March.

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