

Absa understands what students need

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Absa has teamed up with industry specialists TLC Marketing Worldwide to create a benefits programme for new and existing Student Silver Account holders.



Qualifying account holders will have access to a selection of benefits each month. The benefits available are relevant to the student segment and range from data to fast food vouchers. The programme is aligned to the USP of the Student Silver Account which is, “the only student account that gives you more than you pay.”

“Managing your finances whilst studying can be daunting for most students which is why we offer the Student Silver Account, specifically designed to meet the immediate and unique banking requirements of a young adult on campus. By inviting students to open a Silver Account with us, we are offering not only unlimited electronic transactions for a low, fixed monthly fee and 24/7 access to your money via the internet or your cellphone, but also the help and guidance of a trusted and respected financial partner. Don't let money worries spoil the best time of your life - secure hassle-free daily banking with Absa that will

allow you to concentrate on your studies rather than your banking hassles,” says Jan Moganwa, Chief Executive: Customer Segments 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 14 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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