

Would you see money differently if it talked to you?

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With the aim to educate, excite and inspire all in South Africa to see money differently, Nedbank has become the first bank in South Africa to embrace a new digital functionality to educate consumers using two things in their pockets - their money and their mobile device.



Nedbank is embracing digital technology through the mobile app Shazam, to make money talk through a series of innovative and immersive educational experiences. The campaign, which forms part of Nedbank's recently launched brand proposition and payoff line, combines mobile technology with educational content that delivers a compelling message about the way we can all empower ourselves to achieve more, and do good by changing the way we look at and think about money.

"One of the reasons only 6% of the population will retire happily is limited financial knowledge. Nedbank's purpose as an economic enabler is to use our financial expertise to do good for individuals, families, businesses and society. Thus, ensuring that a higher percentage of the population starts seeing money differently and equip themselves with the necessary information to better manage their money and plan for their future," explains Thulani Sibeko – Group Executive: Marketing, Communications and Corporate Affairs at Nedbank."



In order to live our purpose, Nedbank has embedded five authentic South African stories to inspire consumers to see how money well-managed can make a real difference in people's lives. Accompanied by useful money tips, these stories will be found in all five South African notes where beautifully narrated real life stories from entrepreneurship to instilling a culture of conscious consumerism are unpacked to inspire and empower consumers. Through the use of technology, utilising the

Shazam App, Nedbank has turned money into new media within the **R72, 2 billion worth of South African notes**, for all in South African to learn and act on their aspirations.



“As a bank for all, Nedbank continuously looks for inspiring moments and journeys from all corners of the country. This includes individuals the bank has journeyed with as clients over the years and non-clients whose powerful life journeys continue to be an inspiration to all. Our objective or aim is to inspire, empower and educate consumers through the experiences of real people how money well managed can do good. And, we believe that the five stories captured in this campaign are evidence of this,” concludes Sibeko.

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