



Simply Possible

AGENCY BRIEF 18/10/2021

ZESA PROMOTION

Background

POSB customers have the ability purchase prepaid electricity tokens directly from their POSB accounts using the three digital platforms: Cellbank, 'On the Go' App and Online Banking.

A sales promotion will be carried out to promote the purchase of prepaid electricity via USSD platforms, Cellbank. The promotion will run for the 25th of October to the end of January 2022. The campaign communication media will mainly be through Whatsapp, social media, emailers.

10 winners will be drawn every month where 5 will win the full amount of their winning entry transaction back, up to a maximum of ZWL2,000.00 and the other five will win small household electrical appliances (steam iron, electric kettle, fan heater).

Target market:

- All POSB active customers registered or not registered on Cellbank.
- All potential POSB customers.

Promotion pointers:

- Buy electricity and get your money back.
- Amazing prizes up for grabs.
- No need to move money from your POSB account into your mobile money wallet.
- Convenience of banking in the palm of your hand.

Objectives of the promotion:

- To raise awareness of the prepaid electricity purchase functionality on digital platforms to all POSB customers.
- To remind existing customer of the utility payment and encourage them to buy more.
- To cause excitement among existing customer and in turn create promoters/advocates who spread positive word of mouth.
- To drive short term revenue growth.

Promotion Rules

1. Register for Cellbank (Dial *223# for Ecocnet or *222# for Netone/Telecel).
2. Buy prepaid electricity tokens from your POSB account using Cellbank between 25 October 2021 and 25 January 2022. *Minimum qualifying transaction amount is **ZWL1,000.00**.
3. You will be automatically entered into the competition to win your money back or electrical home appliances.

*terms and conditions apply.

Required from Agency:

Deliverables	Direction	Work required
Main advert	<ul style="list-style-type: none">- Announcing the promotion launch, promotion running dates, rules and prizes etc.- To be resized to A5 e-flyer, A1 poster, web banner and email signature.	Design
Sustenance adverts	<ul style="list-style-type: none">- 6 promotion sustenance adverts resized to A5 e-flyer and social media squares.- 2 in Shona, 2 in Ndebele and 2 in English, using modern street lingo language.	Design
Winners' adverts	<ul style="list-style-type: none">- Monthly winners' advert resized to A5 e-flyer and social media squares.	Design
Animated video	<ul style="list-style-type: none">- With voice over (male and female voice)- Announcing the promotion launch, promotion running dates, rules and prizes etc.	Concept, Production

Artworks required by 1000hrs 26 OCTOBER 2021

Milba Njodzi

MARKETING OFFICER