

FNB Namibia introduces lifestyle banking Z-card

The First National Bank (FNB) Namibia have introduced a new Lifestyle Banking offering to its consumers, with a Z-Card produced by Pocket Solutions. The new offering provides consumers with four different lifestyle accounts.



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The FNB Namibia Z-Card encourages consumers to 'plan ahead to stay ahead' and provides tips to help keep them financially safe. It also portrays the convenience that the bank offers its consumers via cellphone, online and internet banking, whilst promoting its cost-effective Lifestyle Banking products at the same time. The Lifestyle accounts are namely Turquoise, Silver, Gold and Platinum.

The engaging marketing application also communicates the bank's InContact SMS notification service to consumers in Namibian and incorporates an additional piece of branded card on which to attach a debit card.

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