Visa appoints PocketMedia Solutions

Visa recently appointed PocketMedia Solutions' Z-Card to communicate important information about its Visa Debit Card in Kenya, Nigeria and Ghana.



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Produced by ZAMI (Z-Card Africa, Middle East, India and Turkey), a subsidiary of Z-Card, the cards educate consumers about the safety and convenience of using a Visa Debit Card.

The three-panel Z-Cards, designed to look exactly like an actual Visa Debit Card, are being distributed to various banks' consumers, from their branches in Kenya, Ghana and Nigeria.

The content of the card explains to consumers what a Visa Debit Card is and that it enables them to spend their money at shops and restaurants worldwide, without having to carry cash. A step-by-step instruction guide about how to use the debit card is included.

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