

Standard Chartered Gambia launches Go Visa with Standard Chartered- Liverpool Football Club Campaign

Standard Chartered Gambia Limited launched another first in The Gambia Campaign called “**Go Visa with Standard Chartered- Liverpool FC**”. The campaign is designed to give their customer’s new and refreshed rewards for banking with them and a chance of winning a trip to England to watch Liverpool Football Club play live in Anfield.

It can be recalled that in April 2011, The Bank handed over a D1million investment account to a lucky customer for simply being a valued customer of the Bank in their “Together to win” Campaign.

This time around the Go Visa with Standard Chartered-Liverpool FC Campaign emanates from Standard Chartered’s sponsorship of the Liverpool Football Club and is the first of its kind in Africa and The Gambia. When customers sign on for a Visa Card, they instantly receive a Standard Chartered Liverpool co-branded gift which includes jerseys, caps, footballs, umbrellas, flash drives, pens, key rings, coffee mugs, draw string bags, etc.

In addition to this, all customers with new Visa Card sign on during this campaign will also enter the Mega Draw with a grand prize of a trip to England to watch Liverpool FC play live at Anfield. Two lucky customers will receive an air ticket, five night hotel accommodation, and spending money of USD500 from the Bank.

In order to reward their dedicated staff and in the Bank’s bid to be a Great place to work, staff with the highest performance in the Visa card sales will enter a staff draw to also get a chance to win a trip to England to watch Liverpool FC play live.

Commenting Ousman Njie Head of Consumer Banking said, “The Go Visa with Standard Chartered - Liverpool FC reflects our belief in developing long-term and deep relationships with our customers and clients, and with each other in our commitment to being **Here for customers**”.

Throughout this campaign, Standard Chartered and Liverpool brands will both be showcased of which are a force to reckon with in The Gambia and beyond.