

Standard Chartered Bank Launches “With you all the way” Campaign

Standard Chartered yesterday launched a new Deposit Mobilisation Campaign called ‘**With you all the way**’. The campaign is designed to reward both new and existing customers for making Standard Chartered the Bank of their choice.

The campaign is a three part series running from 1st February till December 31st 2012. Each part will last for three months, with one part leading to another, following the needs of their customers all the way through 2012.

Bintou Demba, Head of Marketing & Service Quality explains “In this campaign we have moved away from Luxury items to Necessities. Items that our customers really need will add value to their lives. This has inspired the “With you all the way” campaign”.

When Standard Chartered customers make a deposit of at least D10, 000 and Small Medium Enterprises D100, 000 and leave it on account for a month, they stand a chance of winning one of these monthly prizes:

- **Free Air Conditioning Unit, with free installation and free electricity bill for six months!**
- **American style side by side fridge freezer**
- **6 months of free electricity supply**
- **Set of 4 Ganillahs materials worth D20,000**
- **5.5KVA generator with six months gas oil supply**
- **Shopping Bonanza at Kairaba Shopping Centre or Batimant worth D20,000**
- **5 burner stainless steel gas cooker with gas refill for six months**
- **Free Air Conditioning Unit, with free installation and free electricity bill for six months**
- **Dual sim mobile phone for you and your partner with six months free mobile phone credit**

In addition, deposits of at least D100, 000 for personal customer and D200, 000 for Small and Medium Enterprises left in an account for three months could win one of these grand prizes.

- **8 months of food provisions where every month the lucky customer can spend D10, 000 on food for the rest of the year and Standard Chartered will pay for it all**
- **12 months of school fees worth D100,000 for their children**

Ousman Njie, Head of Consumer Banking stated that “our, with you all the way, campaign compliments our brand promise of being Here for good. We are supporting our customers in developing long term and deep relationships with them. With this campaign we are providing all the necessities in life – that is food, education and good shelter, with a promise to being with them all the way”.