

Brand	Product	Job No.	Date
Exim Bank	Agency Banking		01.04.2024

WHY IS THIS BRIEF HERE?

Tanzania introduced Agency Banking in 2013 as an alternative channel of service delivery to either retain or acquire new customers. Regulations allow banks and other financial institutions to collaborate with agents in distributing and marketing banking products and services hence increasing market presence, brand visibility and reduced pricing at agent's location since customers are looking for low-cost banking.

We would like to launch Agency Banking service and inform the market that Exim Bank is officially providing Agency Banking services. Exim Bank through its Branch Network has been providing banking services to 15 upcountry regions and we are looking to expand the scope of our services to countrywide coverage via Agents that are readily available country wide.

Objectives:

- 1) Inform people that Exim is now offering Agency Banking services via agent's outlets.
- 2) Drive leads

WHO DO WE NEED TO INFLUENCE?

a. Non-Exim Customers.

John is a 30 years-old entrepreneur looking to push his business to the next level via leveraging financial support from Bank institutions. With this case it brings him frustration that he must look for the reliable and trusted banker with convenient service to start a relationship and consequently create a credit history. He is currently not banking with Exim Bank but is looking for banking service beyond normal banking services & alternative options to access his account, if need be, then Exim Bank came in to offer him Agency Banking services as an alternative channel of service.

b. Exim Customers

Violet has been Banking with Exim for quite a while but faces challenges when she travels to regions without Exim Bank's footprints and may sometimes be limited to access affordable service (by access other Bank's alternative channel). Since Violet is banking with Exim then Agency Banking proposition makes it convenient and affordable to use Wakala for basic day-to-day Banking.

WHAT DO WE NEED THEM TO DO AS A RESULT OF THIS COMMUNICATION?

DO: Opt to use and adopt banking services via Agent's outlets

Feel: Valued and prioritized by easing access to Banking services whenever they are, be it urban or rural area

HOW WILL THE COMMUNICATION ACHIEVE THIS?

By leveraging that Exim Agency Banking is the most affordable, reliable and time efficient service.

WHAT DO WE NEED TO CONVEY?

Exim Bank brings the banking services closest to you, assuring access to your account via a wide agency network.

WHAT DO THEY NEED TO KNOW?

That Exim Bank is now extending presence to remote locations without branch presence to give access to financial services to our customers and prospects

WHAT DO THEY NEED TO FEEL?

That Exim Bank is offering them reliable and convenient banking services via Wakala.

WHY WOULD THEY CARE?

Customer looking for access to banking service at affordable costs and beyond the normal banking hours.

HOW WILL SUCCESS BE MEASURED?

The number of new Agents and consequently number of transaction request during and after the campaign.

- 1,800 closed agents and 5,400 transaction turnover within 3 months of the campaign
 - Campaign duration is three months.
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MANDATORIES

- Exim Wakala identity and lock-up

CHANNELS

- 360