Media Release

Capitec Bank Invests in Mamba Media

Every Tuesday in the Daily Sun, Capitec Bank will be educating the paper's readers through a four panel cartoon strip utilising the animation skills of Unlimited subsidiary Mamba Media. The stories revolve around the Nyathi family, and the manner in which they deal with today's tough economic climate.

"The Nyathi family is one which the Daily Sun readers will connect and identify with," says Mamba Media's Group MD Andrew Kramer. "Each four panel strip discusses issues like creating and sticking to a budget, how making small sacrifices will make a big difference and how to save money. The Capitec strip is created in such a way as not to 'lecture' but rather to educate through entertainment."

The full colour strip aims to entrench Capitec Bank in the minds of the mass market and empower consumers to better manage their finances. "We are at early stages of the communication but so far the feedback from client and readers has been very encouraging," says Andrew.

"Mamba Media's format is easy to follow, colourful, educational and builds a positive image around the brand being advertised."

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