

## Media Release

**For Attention: Marketing & Advertising Media**  
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### **Old Mutual Empower Staff With Mamba Media**

*Customer service, or the lack of, is always a contentious topic in South Africa. To highlight its commitment to service excellence, Old Mutual has enlisted Mamba Media to illustrate its employees' dedication and adherence to always providing great, and friendly service to the customers of this financial institution.*

Each animated communication platform created by Mamba Media for the Old Mutual Investment Group Property Investments (OMIGPI) presents the success story of a different employee, following them as they provide customers with the ultimate experience in service.

"Employees are helped by a group of fictional characters to follow the company's AIM (Assisting, Inspiring and Motivating) initiative," explains Mamba Media MD Craig Nadelman. "Working behind the scenes, these characters interact with real life employees assisting them to reach new heights of service excellence through the animated storyboard."

By casting award winning front line OMIGPI staff at each of the malls as the heroes of their own comic books, staff members receive recognition and acknowledgement for their hard work and dedication.

"Mamba Media stands for education and entertainment through storyboards on multiple platforms," says Craig. "This initiative by Old Mutual highlights its staff as truly committed to the company's service excellence deliverable and as a result will increase customer loyalty and patronage to the brand."

For further information on Mamba Media visit [www.mambamedia.co.za](http://www.mambamedia.co.za)

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