



Audacity is rewarding! Africanbank scoops two titles at the SA Loyalty Awards

Africanbank's Audacious Rewards loyalty programme was a big winner at the annual SA Loyalty Awards.

Audacious Rewards won Best Relaunch Programme of the Year, while Dr Nceba Hene, the Head of Africanbank's loyalty programme, was voted the Industry Talent of the Year. Audacious Rewards was also nominated in the Best re-launched loyalty programme Short-Term Loyalty Marketing Campaign of the year category.

"We are humbled with the recognition that Audacious Rewards is gaining among South African consumers, and industry experts the across the world ," says Sbusiso Kumalo, Africanbank's Group Chief Marketing Officer.

"It proves that not only do we have a world-class loyalty programme, but that Audacious Rewards offers real value to our consumers. At a time when the cost of living is rising sharply, the appeal of immediately available, easy-to-earn points is undeniable."

Earlier this year, Audacious Rewards made an audacious splash in Dubai by winning Best Short-Term Initiative at the prestigious International Loyalty Awards. This global recognition is all the more impressive considering that Audacious Rewards was only officially launched in February 2023 to replace Africanbank's previous loyalty programme.

Since then, Audacious Rewards has realised a significant growth in customers, revenue, and digital adoption, mirroring the overall strategic growth Africanbank. The programme's unique differentiator is its focus on the financial wellness of its customers. Audacious Rewards members earn bonus points for improving their credit score, which is available for free to Africanbank customers, and for behaviours that boost their financial health.

The programme was designed to "reward the unrewarded", giving customers who struggle to benefit from other mainstream loyalty programmes the opportunity to earn points that they can either exchange for cash, or use at an expanding eco-system of loyalty partners at the Audacious Rewards store.

The Best Re-launched Programme of the Year award is given to the loyalty brand that can demonstrate an overall commercial benefit to its organisation and its customers. Dr Hene's triumph in the Industry Talent of the Year category is testament to his innovative approach to loyalty initiatives and financial inclusion. Under his stewardship, Audacious Rewards has grown in popularity, with membership leaping from 22 000 to over 800 311 000 in little over a year.

Africanbank was founded to partner with our people on the path to prosperity. So, if they are running low on cash at the end of the month, it helps to know that there are Audacious Rewards points they can rely on for groceries, airtime, electricity, and other essentials.

Through Audacious Rewards, we can reward our customers, simply for banking with us. When you factor in the tremendous value our customers get from their MyWORLD transactional account, you have a proposition that puts something back in their pockets on a daily basis.

For more on Audacious Rewards, visit www.africanbank.co.za