

Zim bank lures football fans in marketing drive

TN Bank has turned on the power of football into a marketing tool by bankrolling a match between Zimbabwe's most popular team, Dynamos FC and the DRC's TP Mazembe on 18 July 2010.

By [Dumisani Ndlela](#) 18 Jun 2010

The catch is on how fans will pay to watch the game - entry into the stadium will only be by TN Cash card.

A match notice said fans could get the TN Cash card for free from TN Bank branches, but they will have to upload the cards with cash to enable them to pay for entry into the match venue. The cheapest ticket will cost US\$10.

Match, a crowd-puller

"For those who already have a TN Cash Card, make sure it is uploaded in preparation for the match," the bank said in an announcement.

It said the cash card, which will be available to fans within 48 hours of application, would be the only ticket to watch the game.

"Should you have spent your money on the TN Cash card in any of the retail networks...before the match, you will be able to upload the card by the gates on the day of the match," the bank said.

Dynamos attracts an average of 10 000 fans at most of its domestic league matches and the game against TP Mazembe will certainly be a crowd-puller, with most fans likely to become TN Bank customers.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.
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