FNB Media Release
FNB’s new brand campaign inspires South Africans to Help and have Hope

“When we all help, we have hope”

30 July 2020: FNB has launched its new brand campaign calling on all South Africans to rally behind local businesses to help rebuild the economy.

FNB Chief Marketing Officer, Faye Mfikwe says, “Our brand campaign aims to encourage South Africans to stand behind our small businesses as they are the lifeline of every community and the backbone of our economy. They drive growth and create job opportunities. By supporting and buying proudly local, we are helping to rebuild and revive our economy”.

Centred around the message “When we all help, we have hope”, the brand campaign depicts the story of a paramedic who visits a local coffee shop to buy coffee for his colleagues ahead of their shift. While he is driving, he appreciates seeing how the lockdown restrictions have eased and local businesses opening, giving hope to reviving the economy.

“The message in our ad, manifests that help is not just a single act of kindness, but it is a choice that has an impact on others, which often we don’t realise. It demonstrates the positive ripple effect that comes when we all play our part and help others, however small or insignificant it may seem. These acts of help become imperative now as we rebuild our economy, one choice at a time. It is not an individual’s sole responsibility but a collective effort from all of us to unite and bring hope”, Mfikwe added.

According to the 2019 SEDA Report, the small business sector is considered the engine for economic growth in South Africa with an estimated 2.55 million small and medium enterprises (SMME’s). The 2020 McKinsey Insights, heightened that SMME’s contributed over 38% of the gross domestic product (GDP), providing approximately 60% of the total employment.

“Our ability to achieve sustainable economic growth is highly dependent on the success of our country’s local enterprises, irrespective of size. Therefore, we urge all South Africans to play their part and reach out to their local businesses and support them. This in turn will help sustain employment, create more job opportunities and support more families”, Mfikwe concludes.
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The new campaign will launch nationwide across outdoor, television and digital on the 30th of July 2020.

You can view the campaign here.

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