

Influencers promote Nedbank's online gaming platforms to improve youth financial literacy

Nedbank launched the Roblox Chow Town campaign to engage pre-teens in an interactive and educational gaming experience within the virtual world of Roblox to teach them financial literacy skills while having fun.



Image supplied. Nedbank's Roblox Chow Town campaign engages pre-teens in an interactive and educational gaming experience within the virtual world of Roblox.

Launched in collaboration with influencer agency MSL, the campaign also partnered with child influencer Kairo Forbes and her mother, DJ Zinhle.

The campaign aligns with the bank's brand narrative of *Play, Learn, Earn*.

The campaign leverages the popularity of online gaming platforms, in particular the Roblox game.

Game play engagement and retention

The primary objective of the Chow Town campaign is to increase gameplay engagement and retention. The results speak volumes about the campaign's success.

The content reached over 5.6 million people, with over 470,000 organic content engagements and an impressive 5,400,000

organic video views.

These metrics not only demonstrate the campaign's widespread reach but highlight the level of interest and active participation it generated among the target audience.

The effectiveness of using gaming

The campaign's key performance indicators (KPIs) further underscore its effectiveness.

On Instagram, where engagement rates (percentage of engagements over impressions) were set at six percent KPI, the campaign exceeded expectations, resulting in a remarkable 10% engagement rate.

Similarly, on TikTok, where the KPI was a five percent engagement rate, the campaign achieved a commendable seven percent engagement rate. Moreover, the reach exceeded the KPI per post on both platforms, with influencers Zinhle and Kairo surpassing their respective targets by significant margins.

These results are unheard-of influencer campaign results in the financial sector that truly show the impact of brands partnering with the right influencers and having a strong strategy to change digital sentiment around the brand and financial literacy.

This level of engagement also highlights the effectiveness of using gaming as a platform to deliver financial education in an engaging and accessible manner.

The power of influencers

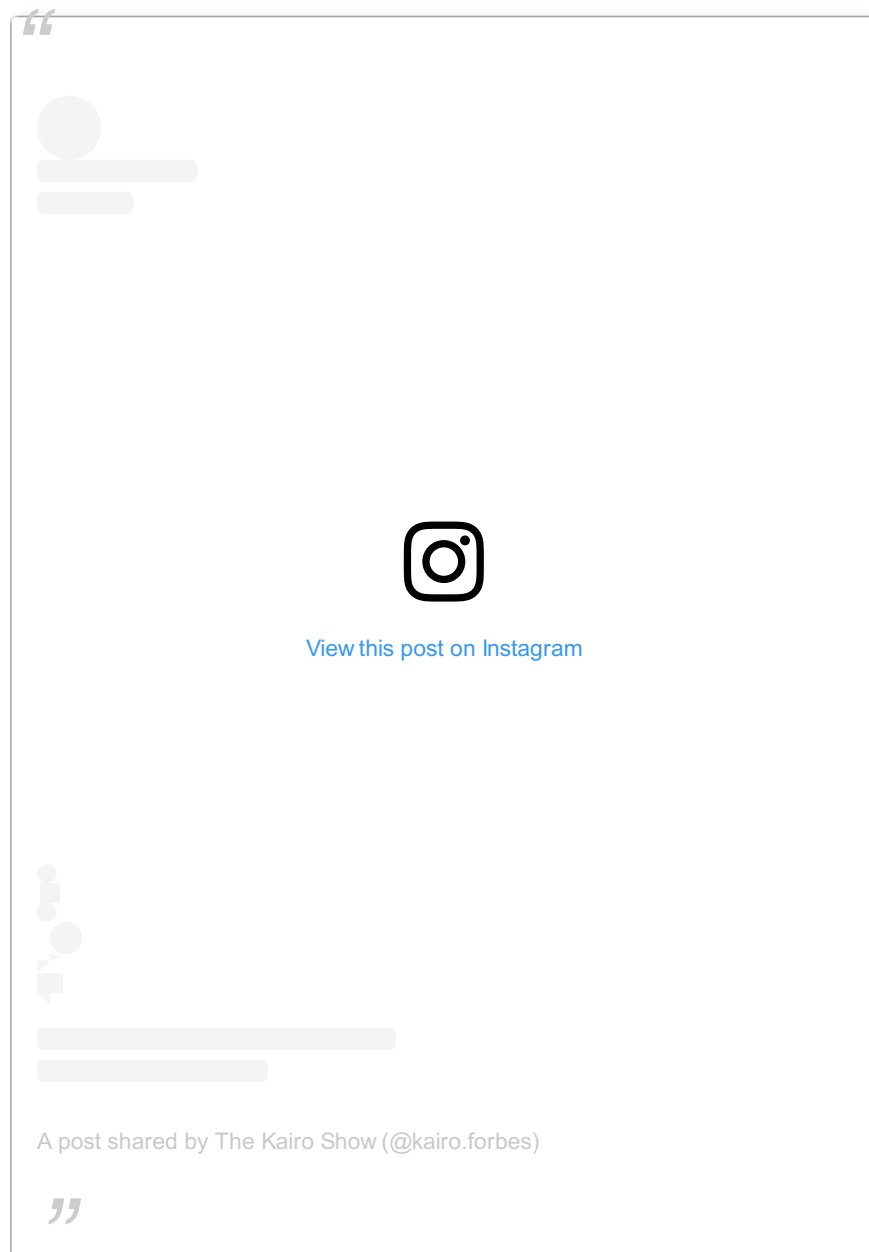
The game achieved over 100k game plays within three months of the campaign going live and this can definitely be contributed to the power of influencers,” says Michael Constantinides (Cost), senior account director: Influencer.

He explains that when a brand pushes the boundaries of influencer marketing, not only by venturing into Web 3.0 but also incorporating influencers within a 360 campaign, it will always achieve higher results.

However, he emphasises that the success of this campaign came from involving the influencers fully in the campaign as well as choosing the right influencers to partner with.

“Kairo was an incredible ambassador as she plays Chow Town and loves the game. This authentic love for the game came

through in the content created and truly was the perfect alignment.”



Addressing the issue of financial illiteracy

Through gamification, Nedbank is not only reaching a wider audience but also making financial education more enjoyable and relatable for young learners.

The Chow Town campaign serves as a shining example of how financial institutions like Nedbank can proactively address the issue of financial illiteracy.

By leveraging innovative platforms and creative approaches, Nedbank is paving the way for a brighter and more financially literate future for South Africa's youth. Enhancing financial literacy stands as a significant opportunity in South Africa.

Empowering people with a deeper understanding of essential financial principles can pave the way for greater financial security and prosperity.

See the game [here](#)

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