

Z-Cards produced for Nigeria's SOL

Z-Card Africa, Middle East, India and Turkey (ZAMI) has been contracted by Nigerian-based human resources outsourcing company, Strategic Outsourcing Limited (SOL), to produce 10 000, six-panel, credit card-sized Z-Cards.



The objective is to communicate with its target audience, which spans all sectors of the Nigerian economy including banking, hospitality, retail and automotive.

“By utilising a Z-Card, Strategic Outsourcing Limited's aim is to create awareness around its unique service offerings and core competencies,” says Ronke Ogunlowo, ZAMI's representative in Nigeria.

The Z-Card features SOL's background, scope of services, customer service guarantee and details the benefits of utilising the company as well as domestic and support staff services.

“Our client needed a compact medium that would be easy to carry on person, but big enough to contain the information that it wanted to portray to consumers,” adds Ogunlowo.

Distribution of the Z-Cards commenced on 1 May and spans five regions across Nigeria. They will be included in SOL's proposals that it sends to new clients and taken to its existing clients via its relationship managers.

ZAMI also produced 5000 business cards for SOL's MD.