

Niko Fiti

Content Calendar 2020



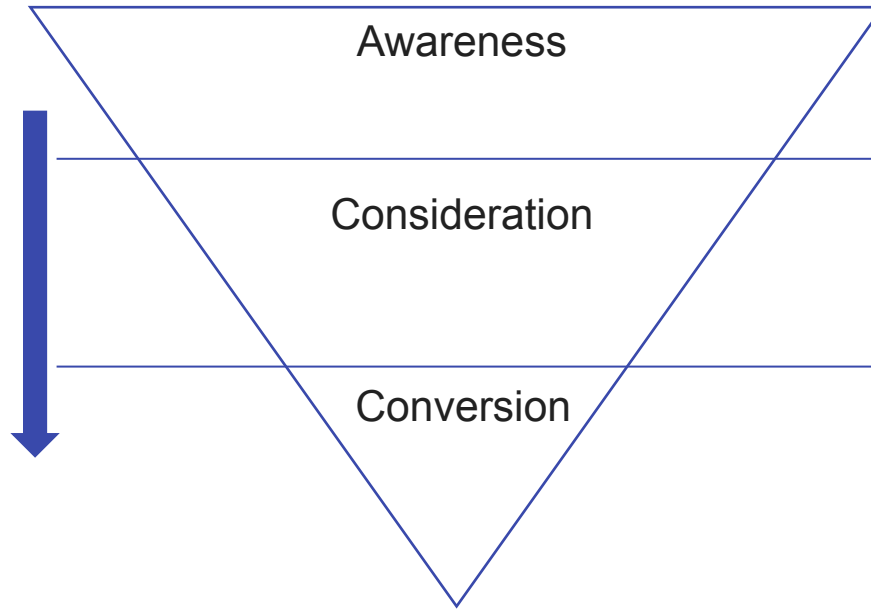
Campaign Brief:

Niko Fiti is financial literacy program founded by Tanzania Bankers Association in collaboration with FSDT designed to enhance financial literacy in Tanzania.

Niko Fiti apart from providing financial literacy awareness and education will also aim to enhance digital financial services usage in Tanzania through creation of awareness and insights.



Campaign Messaging:



Niko Fiti

- A broad financial literacy program that promotes financial literacy and digital banking usage via mobile, internet, Agents and so much more.
- Enabler to better use of financial services
- Financial services is more than brick and mortal RTBs
- Safe and secure way to use financial services
- Access from anywhere you are.
- Financial education
- Accessed through mobile USSD, Mobile Apps, ATMs, Agents, Internet etc.
- Financial literacy content
- How to information

Creative Assets:

- E-Posts with theme topics:



Creative Assets:

- E-Posts with Pics only (Content added)



Creative Assets:

Niko Fiti Kitaa

Niko Fiti Kitaa

“ Vicoba vimenitoa, kutoka kupiga vizinga mpaka sasa nina genge. ”

Asha Juma

Bank logo

FSDT
FINANCIAL SECTOR DEEPENING TRUST

TBA
TANZANIA BANKERS ASSOCIATION

www.tanzaniabankers.org

Niko Fiti Kitaa

“ Huwa naweka sh.20,000/= kila wiki kwenye akounti yangu ya akiba. Kwani mwisho wa mwaka nataka nianze kujenga ”

Rashidi Saidi

Bank logo

FSDT
FINANCIAL SECTOR DEEPENING TRUST

TBA
TANZANIA BANKERS ASSOCIATION

www.tanzaniabankers.org

Niko Fiti Kitaa

“ Huduma za benki kwa njia ya simu zimenifanya niokoe muda na fedha, kwani zamani ilikuwa lazima nitoke kwenda benki. ”

Rashidi Saidi

Bank logo

FSDT
FINANCIAL SECTOR DEEPENING TRUST

TBA
TANZANIA BANKERS ASSOCIATION

www.tanzaniabankers.org



#MsogezeeWife

Bank logo



www.tanzaniabankers.org



#MsogezeeMshkaji

Bank logo



www.tanzaniabankers.org



#MsogezeeBaba

Bank logo



www.tanzaniabankers.org

Full Content



Content



Content



Content



*Mchumia juani
hulia kivulini...*

Bank logo



www.tanzaniabankers.org



Ndondondo si chururu...

Bank logo



www.tanzaniabankers.org

Content



“ Huwa naweka sh.20,000/= kila wiki kwenye akounti yangu ya akiba. Kwani mwisho wa mwaka nataka nianze kujenga **”**

Rashidi Saidi

Bank logo



www.tanzaniabankers.org



#MsogezeeShosti

Bank logo



www.tanzaniabankers.org



#MsogezeeWife

Bank logo



www.tanzaniabankers.org

Content



#MsogezeeMshkaji

Bank logo



www.tanzaniabankers.org



#MsogezeeMama

Bank logo



www.tanzaniabankers.org



#MsogezeeBaba

Bank logo



www.tanzaniabankers.org

Content



#MsogezeeBaba

Bank logo



www.tanzaniabankers.org



#MsogezeeBabu

Bank logo



www.tanzaniabankers.org



#MsogezeeBibi

Bank logo



www.tanzaniabankers.org