

ASSUPOL

#BossUpWithAssupol

BOSS UP!



## AT A GLANCE

The Boss Up with Assupol financial literacy campaign was all about empowering today's young trailblazers with the keys to financial wisdom! We threw down some super cool digital workshops, diving into all sorts of awesome financial topics. From mastering budgeting tricks to unlocking the secrets of saving, we gave the youth of today the ultimate power-up to level up their financial game!

## OBJECTIVE

Assupol recognized the real struggles young people face today, from financial stress to making ends meet, and the need for support in navigating this complex world. In stepped Assupol in partnership with Student Village, ready to revolutionize financial literacy! With COVID-19 making things even tougher, we knew it was time to provide societal support, especially when it came to money smarts.

## SOLUTIONS

We kicked things off with some super cool facilitators and making financial literacy a core part of their mission. We took financial wisdom right to where the action was - on campus radio and online, and even enlisted a squad of student influencers and WhatsApp warriors to make finance cool again. We hosted 9 epic virtual workshops, diving deep into budgeting, savings, credit, and more. Student Village and Assupol weren't just offering education; we were lighting up the path to financial freedom for the youth, one workshop at a time!

## CONTACT

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## HIGHLIGHTS AND RESULTS

- > 119 Campus/Local Radio Interviews
- > R4 Million EMV
- > 200+ Webinar Sign ups
- > 97% Positive sentiment