

# My Money Plan: Phefumla

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Leads generation is key in the financial service industry and from 2015 we played a vital role in supporting Old Mutual on the My Money Plan. With the objective of generating leads, the My Money squads hit the road and got busy gaining the confidence of South African consumers.

- " International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa 26 Feb 2024
- " Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma 21 Feb 2024
- " Coke Studio brings 'real magic' to the neighborhood 7 Dec 2023
- " Jungle surprises South Africans with new Oat Drink, taking over the streets and skies of Mzansi 8 Nov 2023
- " OLC's fresh faces and new client collaborations: A new era of game-changing moves 3 Nov 2023

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