BRED Packaging for prepaid cards program

Teenagers discovering payment solutions today are tomorrow’s loyal customers.
Teenagers join BRED’s prepaid card program using Gemalto’s packaging solutions with cool, creative artwork

Financial institutions have a vested interest in building loyal and long lasting relationships with young customers from the moment they meet their first payment needs. Teenagers from 12 to 17 can learn about money spending, under the authority of their parents, thanks to prepaid payment cards with a pre-defined spending limit. Teenagers are internet-native so a refill solution on the web is de-facto the right solution for them. They also demand cards that visually communicate teen values.

A new market segment with a different mind set

Why target teenagers? Because they are numerous, largely un-banked and have payment needs earlier than previous generations. In France, the potential market segment for such customers to be is very promising. Spending money requires a learning curve. Parents want to be in control, while teenagers want to acquire the freedom of using their own card as soon as possible.

Cool looking cards and packaging for young people

Who said payment cards always have to have a “gold plated”, “platinum” or other serious image? That’s a 20th century view of the world. In the 21st century, youngsters want attractive cards and BRED understood that reaching teenagers implies designing artwork in their image.

BRED introduced the Wizz card, with a choice of 4 different artworks prepaid payment cards, that can be refilled on bredwiz.com, and Gemalto provided the cards and the packagings. The Wizz card looks really fun and young. It is designed to break the “adult-image” barrier that seemed set in stone.

Nothing is a “detail” when it comes to packaging

It’s also well suited both to the lifecycle of these first payment cards and to teenagers’ needs. Teens tend to be less organized than adults in their use of cards and don’t always stow them back in their wallets, the value of the card is enhanced by a fun handy sleeve which carry the same artwork as the card.

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