

The African Telatelist

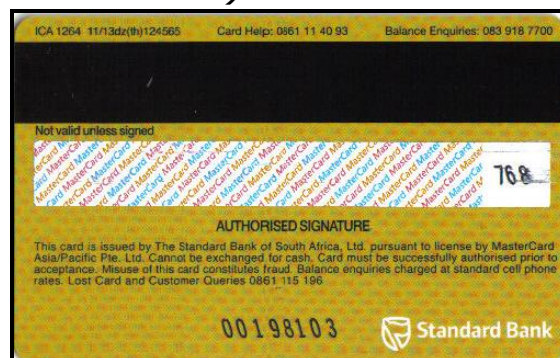
Newsletter 202 of the African Telately Association – April 2015.

VISA & MASTERCARD BRANDED GIFT CARDS (Cedric Edwards)

On the 11th August 2014 Warwick's wife purchased a gift card from Brooklyn Mall which was unusual for South African mall cards. (ref: N/L 197 Page 13)



Instead of having the malls branding on it, it was a generic MasterCard gift card. This is a first for South Africa.

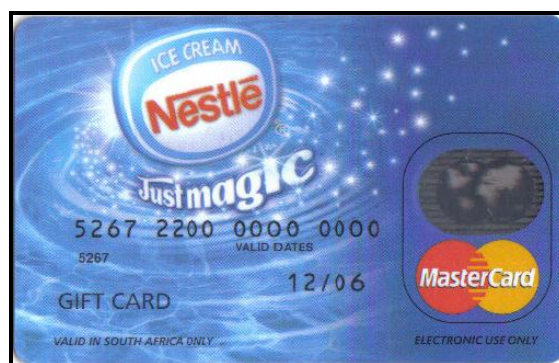


Above: Brooklyn Mall Gift Card.

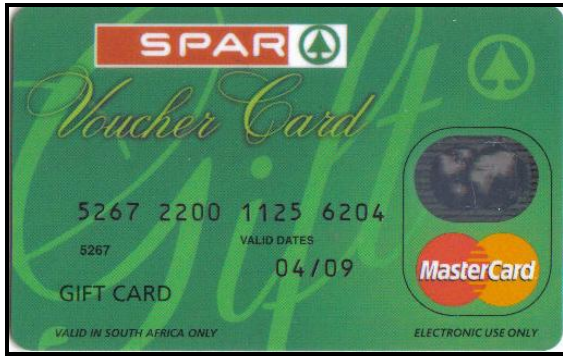


The Cape Town Integrated Rapid Transit (IRT) system, MyCiTi, is a bold initiative to transform the public transport sector by dramatically improving the customer's experience thereof. The MyCiTi card in Cape Town can be used both for transport and at retailers.

Up until now most of our Visa and MasterCard gift cards have been issued for use at a specific shopping centre. A few though have been issued for specific retailers such as Total, Nestle, Spar, Altech, Kyocera, Sony, Vodacom and eWards.



Above: South African Nestle Gift Card



Above: South African Spar GC



Above: South African Altech Gift Card



Above: South African e-wards Gift Card

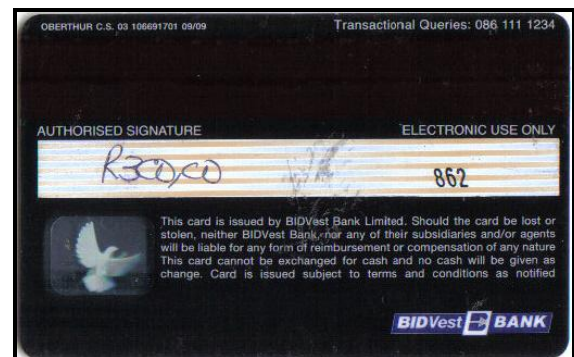


Above: South African Vodacom Gift Card

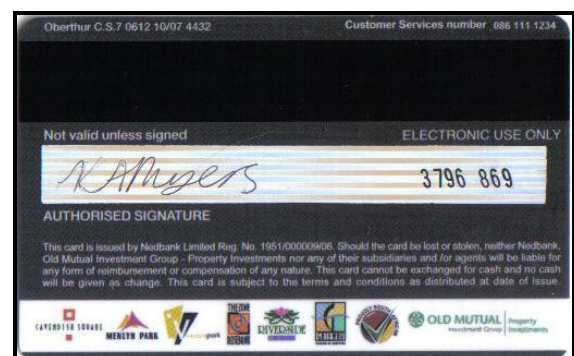
All Association branded gift cards are essentially prepaid debit cards, they can in theory be used at any merchant that accepts that associations cards, not necessarily at the mall issuing the card. They are usually restricted in use to the country of origin and

cannot be used to draw cash.

They must all have the backing of an issuing bank (a member of the Association) which holds the accounts for each gift card. In some cases cards can be "reload" with cash, in others the card can only be used once. In South Africa Visa gift cards have been sponsored by Bidvest Bank and Old Mutual.

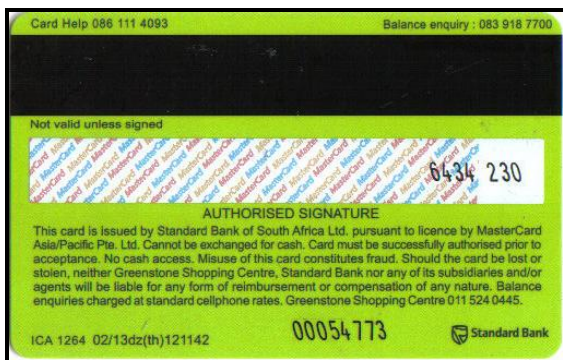
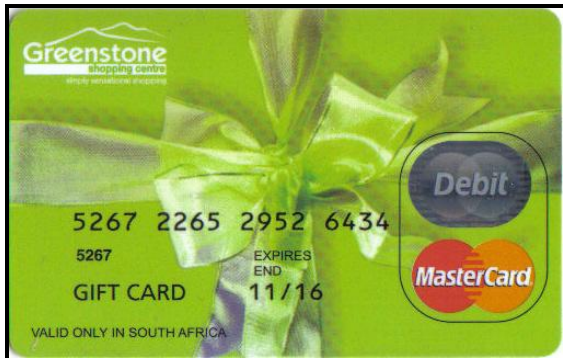


Above: Visa - Bidvest sponsored



Above: Visa - Old Mutual sponsored

MasterCard gift cards are mainly sponsored by Standard Bank and a few by Old Mutual. The majority of South African cards have no preset value, the card being "loaded" with funds at purchase.



Above: Master Card - Standard Bank sponsored



Above: Master Card - Old Mutual sponsored

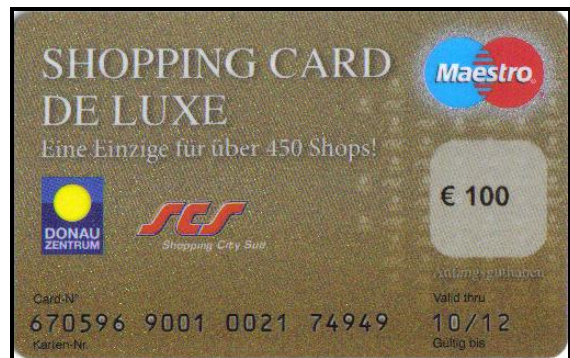
The situation overseas is quite different.

The majority of Association branded gift cards issued abroad are generic (can be used anywhere in the country) and have a preset value.

Among the countries issuing such cards are Argentina, Austria, Australia, Brazil, Canada, France, Poland, Russia, Thailand, Turkey, U.K. and the USA. Very few of these are mall cards.

Some retailers overseas issue Visa or MasterCard cards alongside their own branded cards, such as Walmart, Target, Best Buy and Woolworths. Visa prepaid cards were also issued for use at the Sochi Winter Olympics and the London Olympics.

Some examples of these cards are depicted below:-



Above: Three Austria Gift Cards



Above: Canadian Gift Cards



Above: 3 x UK Gift Cards



Above: Russian Gift Cards



Below: USA related Gift Cards



Above: Turkey Gift Cards

