

Generation Mox campaign launch

Internal Communications

*Slack message and email will be sent by **xx** at 2:30pm on Mon, 18 May 2020. Slack message will be shared via #General channel.

Slack Message and Email draft

Share our first campaign with everyone you know – Generation Mox campaign

Dear Moxsters,

I am super excited to announce that we are launching our very first campaign - the Generation Mox campaign - on our social media platforms including Facebook, Instagram and LinkedIn today!

As you all know, Mox's mission is to help everyone in Hong Kong grow – their money, their world, their possibilities. We believe banking should be so much more than just numbers. Designed to cater for their needs and built with smart technology, Mox aims to be an everyday partner in enabling our customers to live the life they love.

Just like virtual banking itself, this mission embodies a new way of thinking. We hope to use the Generation Mox campaign to explain this new concept. Our campaign consists of six videos, featuring different people sharing what Generation Mox means to them.

Please share this exciting campaign with everyone you know and invite them to follow all our social media channels, sign up on our website and become Generation Mox together!

Best,

(Insert name)