

Are FNB shooting themselves in the foot with Fuel Rewards?

There are going to be a lot of disappointed people who think that they may qualify for 15% off on their fuel purchases.

Unless you are spending R50000 per month on your FNB Platinum credit card for 12 consecutive months (amongst 6 other restrictive conditions) you are not going to qualify for the 15% benefit. In fact, with the heavily skewed points table you are more likely to qualify (even as a reasonable earner) for a 1% to 2.5% benefit (test for yourself at fnb.co.za).

Are FNB not setting themselves up to disappoint? The benefit makes for great headlines, but I could not help being left with a sour taste after my expectations were raised so much. It sounds and feels like a marketing stunt.

Any 'money back' is a worthwhile benefit, and I can't help feeling that FNB should have tempered the benefit claim to preserve their brand integrity.

Forum created by **Adam McKeon**

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