

Comeback to school

On the back to school season, TSC collaborated with BASSMA to ensure a special comeback to school to the NGO's children. For a period of one month, TSC was inviting social media users to reveal



what they remember since elementary school from stories and special moments, or share their school pictures tagging their friends. For every memory shared through Facebook, Instagram or Twitter, TSC customers and fans were helping others while having the chance to win cash back vouchers from TSC.