

## **FREQUENTLY ASKED QUESTIONS**

### **QUESTION 1**

What is Meezan Bank Digital Challenge / MBDC?

### **ANSWER**

As the name suggests, Meezan Bank Digital Challenge is a competition for university students in the domain of digital marketing considering Meezan Bank as their case. Students will compete to create innovative digital campaigns for the purpose of increasing Meezan bank's brand awareness.

### **QUESTION 2**

What is the eligibility criteria?

### **ANSWER**

1. Presently enrolled Bachelor's or MBA university students will be eligible to participate in the competition in teams of 3-5 students.
2. Multiple teams from the same university can participate
3. Participants in a team must belong to the same university
4. Students will have to share coloured copies of their University ID cards along with a letter (on the given format) from the concerned University authenticating the student's enrolment

### **QUESTION 3**

Can students who have recently cleared their Bachelor's or Master's program participate in the competition?

### **ANSWER**

Yes, students can participate in the competition who have recently cleared their Bachelor's or Master's program. Students waiting for their final results can also participate.

### **QUESTION 4**

What are the objectives for the participants to keep in mind?

### **ANSWER**

The objective for the participants is to create awareness regarding Meezan Bank as a one-stop solution for a customer's banking needs with products and services that cater to them with special focus on Deposit, Financing and Alternate Distribution Channels that include but not limited to Mobile Banking Application, Internet Banking Debit Cards and others.

Altering perception of potential customers regarding Conventional and Islamic Banking being the same.

#### **QUESTION 5**

Is there a screening process? What are the deliverables with it?

#### **ANSWER**

Yes, there is a screening process which is divided into two phases. The first phase of the screening process requires participants to briefly introduce their team members and explain the ideas by sharing either a video of no longer than 5 minutes in duration and not larger than Nine Mega Bytes (9 MB) of size or a word document of not more than One Thousand words.

Participating teams that qualify the first screening will be required to share the presentation and accompanying report that must include engaging digital campaigns (video, static art works and documentaries), digital media plans, time specific creative corporate and/or product push ideas, target market and demographic break up and analysis, budget/spend and target population details and story board / DVC for various products and services of Meezan Bank.

Top 10 teams will be selected to present their plans in front of a panel of judges.

#### **QUESTION 6**

Will the event be held physically or online?

#### **ANSWER**

This depends on the pertaining situation at the time due to the pandemic. Selected teams will be timely informed.

#### **QUESTION 7**

Will the participants be given travel allowance If the event is held at physical location?

#### **ANSWER**

The participants will have to manage their travel and accommodation.

#### **QUESTION 8**

What is the winning prize?

#### **ANSWER**

The top three winners will receive a cash prize as mentioned below:

1<sup>st</sup> Prize Rs.300,000

2<sup>nd</sup> Prize Rs.150,000

3<sup>rd</sup> Prize Rs.75,000

