



**Meezan Bank**  
The Premier Islamic Bank

## **MEEZAN BANK DIGITAL CHALLENGE – STUDENT BRIEF**

### **BRIEF:**

Meezan Bank wants to hold a competition among university students where students will compete to create innovative digital campaigns to increase brand awareness of Meezan Bank while providing them the opportunity to get first-hand experience of handling Digital Media Marketing Department.

### **PRIMARY OBJECTIVES:**

The idea should focus on:

1. Create awareness regarding Meezan Bank as a one-stop solution for all their banking needs with products and services that cater to them with special focus on Deposit and Financing products
2. Highlight Meezan Bank as a technological and digitally advanced bank with special focus on Alternate Distribution products and services including Mobile Banking Application, Internet Banking and Debit Cards, etc.

### **SECONDARY OBJECTIVES:**

- Alter perception of potential customers regarding conventional and Islamic banking being the same.

### **DELIVERABLES:**

The deliverables are divided into three phases.

In the first phase the students are required to share a maximum of 10-minute video of no more than 9 MB in size or maximum of 1000-word document briefly introducing their team and explaining their ideas.

Students selected from the first phase will be informed and will be enter the second phase. Deliverables in the second phase include presentation and accompanying report must include engaging digital campaigns (video, static 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. It should include animations, video advertisements, documentaries, etc. in order to achieve primary and secondary objectives.

Participants selected in the second phase will have to defend their ideas and justify them during the evaluation process before a panel of industry experts.

### **PANEL OF EXPERTS/EVALUATORS:**

The expert panel will include industry experts as well as Head of Marketing representing Meezan Bank

### **ELIGIBILITY:**

1. Presently enrolled Bachelor's or MBA university students will be eligible to participate in the competition in teams of 3-5 students of the same university. Multiple teams from the same university can participate.

2. Students will have to share coloured copies of their University ID cards along with a letter from the concerned University authenticating the student's enrolment.

