

22-12-2021



Meezan Bank
The Premier Islamic Bank



WHAT IS MEEZAN BANK DIGITAL CHALLENGE?

A CHANCE TO PUT YOUR DIGITAL MARKETING SKILLS TO THE TEST AGAINST UNIVERSITY TEAMS ACROSS PAKISTAN!



PHASE 1

Team of 3-5 university students have to submit a video or a word document explaining their idea at marketing.competition@meezanbank.com



PHASE 2

Selected teams will then be asked to submit their annual digital plans, reports, artworks, videos, documentaries, etc.



PHASE 3

The Top 10 teams will get the opportunity to present to a panel of judges consisting of industry veterans.



TOP THREE WINNING TEAMS WILL GET AMAZING CASH PRIZES OF:

1ST PRIZE
PKR.300,000/-

2ND PRIZE
PKR.150,000/-

3RD PRIZE
PKR.75,000/-

For more details, visit: meezanbank.com/meezan-bank-digital-challenge/

