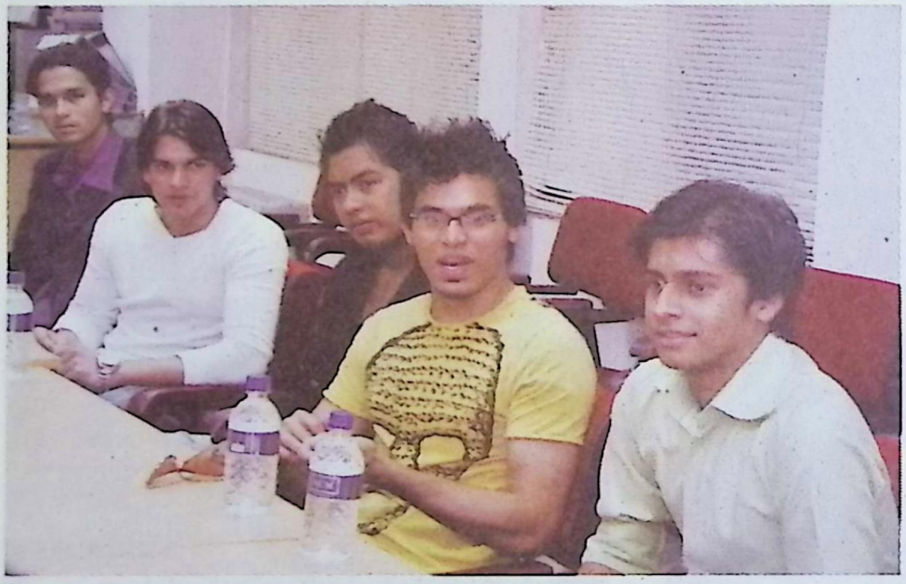
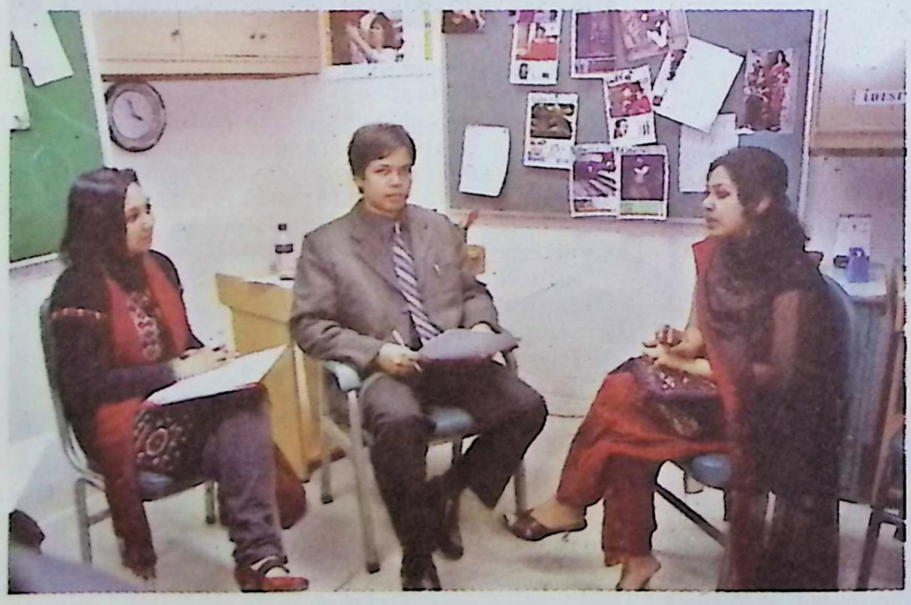
djuice 'Break Free' Activation Campaign





SINCE its launch in Bangladesh in 2005, djuice primarily targeted the youth segment of the population that was considered to be the early adopters of new services and technology. A dedicated youth brand, djuice strived to provide their youthful subscribers with products and services that not only complemented their existing lifestyle but rather enhanced it.

Over the past three years, innovative product offerings such as community pricing and "Hotspot" coupled with distinctive events such as D-Rockstars managed to firmly establish djuice as one of the most popular brands in the country with over 3.3 million dedicated followers.

In November 2008, djuice launched a new thematic campaign as part of its continuing effort to be a facilitator in the lifestyle of the youth segment of our country. With the underlying theme being djuice allows oneself to 'Break Free' from the humdrum mundane everyday life, a nationwide activation was launched as part of the new campaign. djuice teams visited 52 university and college campuses nationwide and informed interested individuals about an opportunity to fulfill their career goal of being a model, RJ or lyricist by responding according to the call for action..

Together with Star Campus magazine, djuice provided a platform for the aspiring youth of our country who had the desire to be a model but were, perhaps, unable to showcase their talent due to a lack of adequate opportunity. All interested candidates were encouraged to send their pictures (profile, frontal, full) to a designated