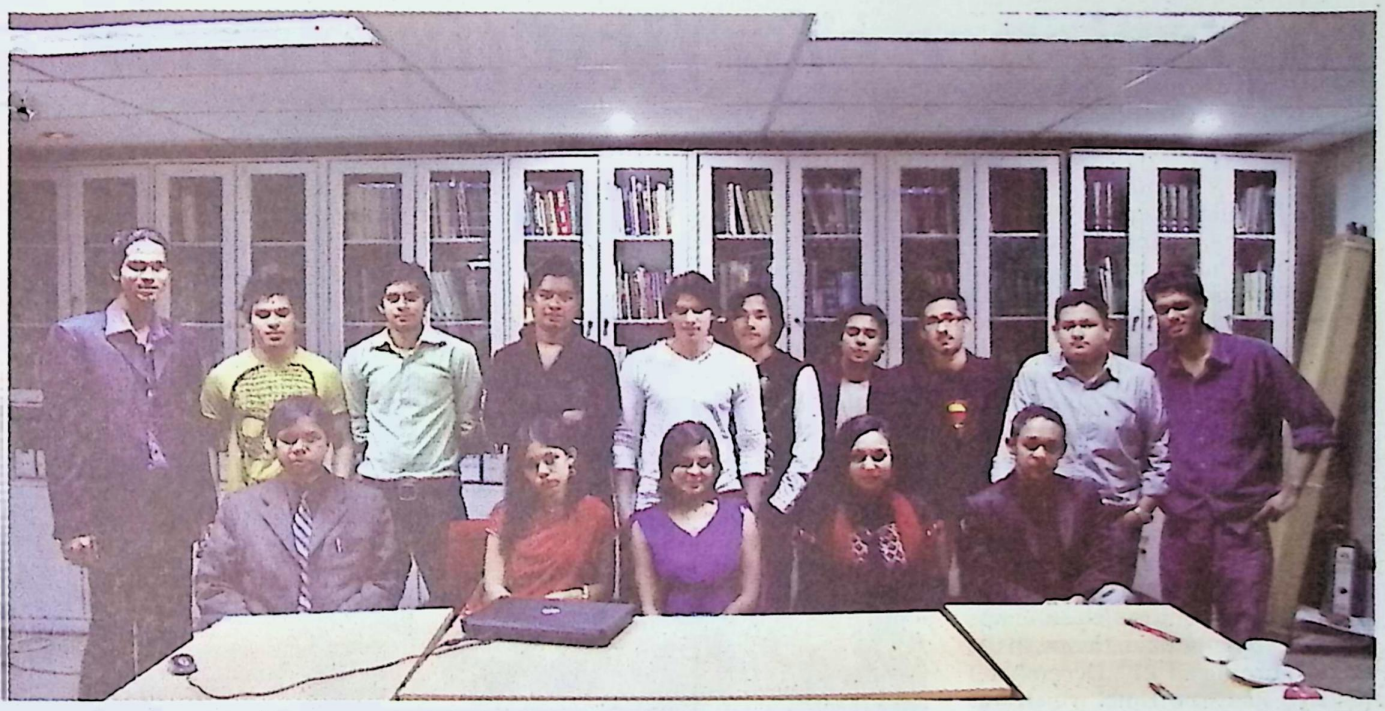




number and they were to be evaluated by an esteemed panel of judges of Star Campus. The response was amazing! Over 1000 MMS were received from aspiring candidates spread all across the nation during the activation period which lasted for 3 weeks.

Through this campaign djuice wanted to establish further the notion that it is a brand that not only acts as a facilitator in the life of every youth but is also actively involved with the development of youth. Be it their affiliation with the 'Know Bangladesh' program of Bishwa Shahitto Kendro or such novel activations as the 'model hunt' campaign, djuice is always interested in bringing the talent of today's youth to the forefront and provide a platform for further career development.

