

# That one hour you save

Foodpanda Bangladesh, the largest online food delivery platform of the country recently signed a contract with model and actress Naila Nayem for a social media campaign, named 'Save 1 Hour'. The campaign will run for four weeks on Facebook, Instagram and Twitter. This campaign focuses on the one hour that people save when they order from Foodpanda;

and more importantly, how that one hour may be invested in other activities.

Every week, Naila Nayem will be telling her fans and followers how she uses the time she saves by ordering from Foodpanda -- by putting it into other productive and recreational activities. People are requested to send in creative ideas and plans in the form of photos,

short videos, etc on what they could do in the one hour they save. Every week, prizes of various sorts will be given to the participants with the most creative answers.

Foodpanda, a venture of Rocket Internet, is an online food ordering portal headquartered in Berlin. It allows people to choose and order from a wide range of restaurants available

around their neighborhood. At present, Foodpanda is operating in more than 40 countries across five continents, and in three cities in Bangladesh (Dhaka, Chittagong and Sylhet). Foodpanda started its journey in Bangladesh on December 2013. To participate in this campaign, follow Foodpanda on Facebook, [www.facebook.com/FoodpandaBangladesh](http://www.facebook.com/FoodpandaBangladesh).



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