



INTERN BRIEF

Client/Brand:	ZeeBank		
Date briefed:	Sept 07, 2019	Deadline:	Sept 13, 2019
Project Owner:	Digital Brands Group		
web	www.digitalbrands.africa		
Only candidates between 20-23 years will be considered			

Context:

ZeeBank is a new bank specifically targeting millennials. The owners of the bank have made a conscious decision to make use of some effective marketing, and to put millennials at the center of everything they do.

Objectives (what do you want to achieve?):

Zeebank seeks content ideas to effectively convert millennials into customers.

Target audience (who are you talking to?):

This is an internship suitable for every creative (brand design, video editing, sound design, digital marketing) in **Kenya** (specifically 20-23 years old)

Deliverables & Instructions:

We need a video with content ideas to help the bank:

- ✓ Acquire more clients
- ✓ Build a solid brand online loved by millennials

Tip: make use of digital tools like social media, apps, etc...whatever works

Format: Entries with a different format will be discarded

Phone recorded video (mp4): 1:15s min max

Please note: while we value everyone, this programme is specifically created to suit candidates between 20 and 23 years of age.

Your entry should be a video that features your pitch, your name, age, and what you'd like to learn in the multimedia industry. A link to your portfolio might help, but the decision will be mostly based on your submission.

Tip: Add a QR-code to your video to link to additional info about you (portfolio, social activities, etc...).

Any queries should be directed to **hello@digitalbrands.africa**.