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Digital Day

Digital Day Challenge briefs

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Microsoft

You've no doubt heard of Microsoft! It's one of the biggest technology companies on the planet. And you've definitely heard of AI (Artificial Intelligence) that's starting to affect our lives in loads of different areas. Microsoft wants to make sure that AI is used for good.

What's the challenge?

Microsoft re-invents homework and hobbies! How can Microsoft use its technology to re-invent home learning for Secondary school students?

The products at your disposal are:


- Microsoft Copilot AI.
- Microsoft Teams.
- Microsoft gaming (Minecraft and XBox)
- LinkedIn.
- Skype.

Use any digital tools (like those above or similar) to encourage students to aid their education at home. This could be to help with homework and special projects or to learn a new skill or hobby.

What do I need to think about?

1. Personalised Learning, Collaboration: Working remotely on platforms such as Microsoft Teams and Skype.
2. Accessibility: AI can help make learning materials more accessible. For example, it can read text aloud for students with reading difficulties or translate text for students who do not speak English as their first language.
3. Engagement: Gamification can increase engagement levels and add a competitive and rewards process.
4. Social Interaction: How can you use social networks or human interaction online to improve your learning?
5. Digital Divide: Not all students have equal access to technology. Consider that the use of technology in education does not widen the digital divide.
6. Focus on ideas: AI can make execution of tasks easier and quicker, but AI is only as good as the ideas we put in. Can homework kickstart students to think about how AI can be used throughout their adult lives?

What can you invent using Microsoft tools that helps children learn feeling supported, entertained and included. Think about people who might have particular difficulties such as disabilities, access to transport or technology.



Considerations:

Remember, the goal is to use technology to enhance learning. AI and other technology is a tool, and like any tool, its effectiveness depends on how it's used. It's up to us to use it in a way that benefits all students

Burberry

Burberry, a global leader in luxury fashion, is known for its iconic trench coats. These timeless pieces are not only a symbol of British heritage but also a testament to craftsmanship, durability, and style. Now, Burberry wants to explore how we can make these trench coats even more relevant to a younger audience by promoting their “Made in Britain” production and boosting awareness around their sustainability.

What's the challenge?

How can we highlight Burberry trench coats to a younger audience as a symbol of sustainability, supporting British craftsmanship and reducing environmental impact?

We want you to:

1. **Celebrate British Craftsmanship:** Explore innovative ways to promote the fact that Burberry's trench coats are made in Britain. How can we show that supporting local production helps sustain British industries, jobs, and traditional craftsmanship?
2. **Emphasise Sustainability:** Demonstrate how producing garments locally in Britain, with a shorter supply chain, reduces carbon emissions and makes the coats more sustainable. How can this be creatively communicated to a younger, eco-conscious generation?
3. **Design for the Future:** Burberry trench coats are known for their durability. How can the design or marketing of these coats showcase the value of buying long-lasting, sustainable fashion made to last a lifetime?

What do you need to think about?

- **Storytelling & Marketing:** How can we tell the story of British-made trench coats in a way that resonates with younger and modern consumers? Think of innovative marketing strategies (social media campaigns, digital advertising and events) that could highlight Burberry's commitment to sustainability.
- **Creative Collaboration:** Could partnerships with other companies, schools, or environmental organisations bring new life to the trench coat's story of sustainability and craftsmanship? Maybe think about gamification and partnering online games?





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- **Technology:** Can digital tools like virtual try-ons, augmented/virtual reality, or online content be used to educate customers about the trench coat's sustainability journey from factory to wardrobe?

RSPCA

The RSPCA stands for the Royal Society of the Prevention of Cruelty to Animals. Because people in the UK famously love animals, it's a very respected organisation.

However, when we think about preventing animal cruelty, we tend to only think about pets, but ensuring farmed animals are treated with kindness and respect is really important too.


30 years ago, the RSPCA created RSPCA Assured, a not-for-profit ethical food label and farmed animal welfare assurance scheme that helps protect the welfare of farmed animals. Today, RSPCA Assured remains the only assurance scheme in the UK that is solely focused on improving farmed animal welfare.

In order to be certified by RSPCA Assured, farms must carefully follow the welfare standards set by the RSPCA. These standards ensure that farmed animals are treated with kindness, compassion and respect for the entire of their lives. Farms that follow these standards are able to put the RSPCA Assured logo on their products. This logo tells consumers that the produce has come from animals who have lived better lives. definitely heard of AI (Artificial Intelligence) that's starting to affect our lives in loads of different areas. Microsoft wants to make sure that AI is used for good.

What's the challenge?

How can we use technology (like apps, advertising, VR, websites, social media, QR codes, AI and more) to educate consumers about the importance of RSPCA Assured and higher welfare farming?

What do you need to think about?

- How and where should RSPCA Assured use technology to help our customers understand what good farmed animal welfare means?
 - How can RSPCA Assured help people identify higher welfare produce in a supermarket? How can RSPCA Assured help people to recognise the RSPCA Assured logo and understand what it means?
 - Can you think of a way that a digital experience in the supermarket could increase support for higher welfare products?
 - Where do you get your information about the food you eat and how welfare-friendly it is?
 - Who would be the most influential and credible people that you would listen to?
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- The audience is wide, so be careful to consider groups that can often be excluded. Think of people that might be easily overlooked.

