



BIMA
Digital Day

BIMA Digital Day Challenge

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HOW TO USE THIS SHEET

1.

Get into teams of no more than five. Work together initially to brainstorm your idea, then assign tasks to different team members.

2.

Use this sheet as a template. We've designed it large so you can stick, staple or tape your work onto it. This will allow you to separately work on a computer, draw by hand or use photography to illustrate your submission. You can use both sides of the sheet to demonstrate your idea, just remember to clearly label everything.

3.

Pitch your work to the class at the end of the day. Tell them about your idea and explain how you got to your solution. This is your time to shine. If your teacher thinks you have the best idea, you will be entered into the Digital Day nationwide competition and could be in with a chance to win some amazing prizes.

4.

If your idea is chosen to be entered into the nationwide Digital Day competition, your teacher will send us your entry to judge. Please make sure all the work you wish to be judged is securely fixed to your challenge sheet. Please fold or roll the final submission once completed, down to A4.

Return your entry to the address below:

**BIMA, The Nest Post, 2-4 Sampson St,
London, E1W 1NA**

PRIZES

2.
£500
cash prize for
your school

1.
Prize from
vue

3.
Prize from
BIMA

FOR MORE INFORMATION, VISIT

www.bima.co.uk/bima-programmes/bima-digital-day/

CHALLENGE PARTNERS

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BIMA DIGITAL DAY CHALLENGE

CHALLENGE PARTNER



WHAT'S THE STORY?

Vue Entertainment is one of the biggest entertainment providers within the UK and Ireland, with 91 state-of-the-art cinemas, over 870 screens and more than 150,000 seats.

We're committed to delivering the 'big screen' experience and offer a diverse range of content in our venues, from the most highly-anticipated blockbusters, to live-streamed sporting events and concerts, and event cinema screenings covering opera, ballet, and theatre.

In a post-pandemic world – where cinema was one of many entertainment and leisure providers forced to close – and in the midst of a cost-of-living crisis – where people are having to make more considered choices about where they spend their money – we know that cinema might not always be the number one choice of leisure activity.

And with the rise of streaming services, we know that young people especially may be less likely to choose cinema. So that's where you come in – what would make YOU choose cinema over another leisure activity?

WHAT'S THE CHALLENGE?

From adverts, apps, websites and in store shopping experiences -

How can we use technology and digital solutions to incentivise more young people to choose cinema over other entertainment sources?

WHAT DO I NEED TO THINK ABOUT?

Customers can go directly into one of our 91 cinemas to book their tickets, but they can also use our website (www.myvue.com) or our app. Roughly two-thirds of our customers book their cinema tickets online, with the majority of those customers preferring to book their tickets on our website via their mobile phones. Although fewer customers use the app to book their tickets, the customers who do use the app are our most loyal: they are most likely to return to Vue again and again to watch films with us. We communicate with our customers by email, push notifications, and our social media channels, and advertise on Facebook, Instagram, Google, YouTube, and TikTok, as well as in non-digital channels such as radio, newspapers, billboards, and more.

Here's some questions to get you thinking...

- How can Vue use technology and digital solutions to get young people excited about a trip to the cinema?
- What ways can we build out immersive experiences using technology to attract more young people?
- What helps you decide between cinema and other types of entertainment? Is it the cost? Convenience?
- How do you connect with friends? How can this be used to create communities around movies?
- What do you think will grab young people's attention?

Considerations:

- **Be inclusive:** Many of our customers are comfortable using and interacting with technology, but there are others who aren't. How can we make our technology more usable for everyone and explore additional solutions? For example, consider those with disabilities, low-income backgrounds, and non-native English speakers etc.
- **Be practical:** is this something we could easily launch into our business?
- **Be creative:** Think about the whole cinema experience, from ordering tickets through to ordering food in the venue. What about if you had to report unsociable behaviour? Think about every aspect of a cinema visit and use that to help you think about the kind of digital solutions that could make the experience better.

DISCOVER – NOTE ANY INFORMATION YOU FOUND IN YOUR RESEARCH


What were the top 3 things you learnt?

1.

2.

3.

IDEA – WRITE DOWN YOUR IDEA



Psst! Don't forget to tell us what problem you are trying to solve.

DESIGN – SHOW US YOUR IDEA

Hint! Take us through a step-by-step story of how people use your idea, with illustrations and a brief explanation of how it works from beginning to end.

**DELIVER – ADD ANY NOTES TO
YOUR PRESENTATION**



BIMA

Digital Day

Don't forget to tell us **who you are!**

School Name

Team Members

SHARE YOUR DIGITAL DAY WITH THE REST OF THE COUNTRY!

Get social and interact with students and agencies across the UK. We will be tweeting great pictures and stories from Digital Day as they emerge.

#DigitalDay23

Submit your entries by **Monday 4 December**

RETURN YOUR ENTRY TO

BIMA, The Nest Post, 2-4 Sampson St, London, E1W 1NA



@bima_hq



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#DigitalDay23



BIMA
(British Interactive Media Association)