



BIMA
Digital Day

BIMA Digital Day Challenge

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Human First Collective

BURBERRY

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
BURBERRY

3.
Prize from
BIMA

FOR MORE INFORMATION, VISIT

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

CHALLENGE PARTNERS

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BURBERRY

BIMA DIGITAL DAY CHALLENGE

CHALLENGE PARTNER

BURBERRY

WHAT'S THE STORY?

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 I 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?
- **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?

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

A teal-colored geometric graphic consisting of a large right-angled triangle on the left and a smaller square on the right, both sharing a common vertical edge. The square contains the text.

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.

#DigitalDay24

Submit your entries by **Monday 2nd December**

RETURN YOUR ENTRY TO

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



@bima_hq



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#DigitalDay24



BIMA
(British Interactive Media Association)