



BIMA  
Digital Day

# BIMA Digital Day Challenge

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Human First Collective



RSPCA.

## 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  
**RSPCA.**

3.  
Prize from  
**BIMA**

FOR MORE INFORMATION, VISIT

[www.bima.co.uk/bima-programmes/bima-digital-day/](http://www.bima.co.uk/bima-programmes/bima-digital-day/)

## CHALLENGE PARTNERS

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**RSPCA.**

# BIMA DIGITAL DAY CHALLENGE

CHALLENGE PARTNER

The RSPCA logo is displayed in a white rectangular box. It consists of the letters "RSPCA" in a bold, blue, sans-serif font, followed by a small blue square.

## WHAT'S THE STORY?

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. So, your challenge is this:

## 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 I 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?
- The audience is wide, so be careful to consider groups that can often be excluded. Think of people that might be easily overlooked.

## 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**



**@BIMA**  
**#DigitalDay24**



**BIMA**  
(British Interactive Media Association)