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BIMA Digital Day Challenge Agency facilitator brief

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Vue challenge – Agency facilitator brief

YOUR ROLE

Today you're helping students tackle a real-world creative challenge from **Vue**.

Your role isn't to come up with the solution for them. It's to help students think, question, develop and communicate their own ideas.

The students have three clear routes into the challenge. Encourage them to choose **one option** and develop their solution around it.

THE CLIENT: VUE

Most students will probably know Vue as a cinema, but there's more to the business than showing films.

Vue has 91 cinemas across the UK and Ireland, with nearly 1,000 screens, entertaining millions of people every year.

Alongside films, Vue venues can also host live experiences such as football, concerts, ballet and opera.

Vue is also developing the cinema experience itself, including:

Vue Your Way
A self-serve cinema foyer concept where customers can build their own snacks and drinks without waiting at a traditional counter.

EPIC Screens
Premium large-format screens with high-quality picture and sound, including HDR projection and Dolby Atmos.

Ultra Lux & Lux
Premium, reclining leather seating designed to make the cinema experience more comfortable.

Club Vue
Vue's loyalty programme, built into the Vue app.
At its simplest, it works like a digital stamp card: book films, collect stamps and receive rewards.
Members can also unlock surprises such as discounts or free tickets.

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THE BIGGER QUESTION

Cinema isn't just about watching a film.

For young people, it can be:

- Something to do with friends
- A break from constantly being online
- An affordable day or evening out
- A shared cultural experience
- Something to talk about afterwards
- Something to photograph, share, collect or experience together

Vue wants to understand how digital could make the overall cinema experience more exciting and relevant to young people — and encourage them to choose Vue more often.

THE STUDENT CHALLENGE

How can we use digital ideas to make Vue the number one cinema young people choose first, more often — and help build longer-term loyalty?

Students don't need to solve everything.

They should choose **ONE of the three options below** and focus their solution around it.

OPTION 1 — CLUB VUE

How could Club Vue reward more than just spending money?

Right now, Club Vue primarily rewards customers for spending money — for example, booking tickets earns stamps. But what if loyalty could be about more than buying?

Could Club Vue reward people for:

- Exploring
- Playing
- Sharing
- Interacting
- Bringing friends
- Trying something new
- Taking part in experiences

Agency prompt

Questions to ask students;
What behaviour would we like to encourage?
Why would a young person want to do it?
What could they unlock?
How could this feel different from a traditional loyalty scheme?
How could digital make the experience more fun or personal?

OPTION 2 — OFF-PEAK

How could Vue make quieter periods more appealing?

Busy blockbuster periods can naturally drive demand, but Vue also needs to think about how to encourage visits during quieter periods, particularly midweek.

Could Vue create:

- Experiences
- Challenges
- Social activities
- Rewards
- Games
- Events
- Personalised recommendations
- Reasons to visit with friends

Agency prompt

Questions to ask students;

What are young people doing instead of going to the cinema midweek?
What would make a Wednesday feel different from a Saturday?
Could the experience itself be the reason to visit?
Could Club Vue play a role?
How could digital create urgency or excitement?

OPTION 3 — THE CINEMA EXPERIENCE + APP

How could Vue improve the overall experience for Young Adults before, during and after a cinema visit?

Don't just think about the two hours spent watching the film. Think about the whole Vue experience — including the app.

Students could explore what happens:

Before

- Deciding what to watch
- Looking for something to do
- Choosing who to go with
- Booking
- Planning the trip

Arriving

- Travelling to Vue
- Waiting to go in
- Scanning tickets
- Entering the venue

Inside

- Getting food
- Exploring the foyer
- Waiting for the film
- Finding seats
- Experiencing the cinema

After

- Leaving
- Talking about the film
- Sharing content
- Rating or reviewing
- Planning the next visit

Agency prompt

Encourage students to identify a specific moment of friction, boredom, excitement or opportunity rather than trying to redesign the entire cinema experience.

STEP TWO: HOW WILL PEOPLE FIND OUT?

A great idea isn't enough if nobody knows it exists. Students need to think about how Vue would "talk" to its audience.

Agency prompt

Ask them: Where would people first hear about it?

For example:

- Social media
- The Vue app
- Push notifications
- Cinema screens
- Foyer screens
- Ticketing
- Email
- Creators
- Friends
- Partnerships

Encourage them to think carefully about their **specific audience** and any limitations. For example, there are restrictions around advertising directly to under 18s, and students should consider the implications of social media access for younger audiences.

Agency prompt

Ask:
If your audience can't be reached through the obvious channel, what else could you do?
This could lead to some of the most interesting thinking.

STEP THREE: PRESSURE-TEST THE IDEA

As students develop their solution, keep bringing them back to these five questions:

1. DOES IT ANSWER THE BRIEF?
Have they stayed focused on the challenge they selected?

2. IS THE PROBLEM CLEAR?
Can they explain what they're trying to solve in one or two sentences?

3. HOW WILL PEOPLE FIND OUT?
Have they thought beyond simply saying:
"We'll put it on TikTok."

4. IS THE IDEA ORIGINAL?
What makes their idea different?
Does something similar already exist?

5. ARE THEY USING A DIGITAL SOLUTION?
This is particularly important. BIMA Digital Day is about students using digital thinking to solve a real-world challenge, so the digital element should be central to their idea — not an afterthought.

The solution could use an existing or emerging technology such as:

- A new feature in the Vue app
- AI or personalisation
- Games or interactive experiences
- Interactive screens or in-cinema technology
- AR/VR
- Data or smart technology
- Scanning and connected experiences
- Digital rewards and loyalty mechanics
- Social or creator-led digital experiences
- Or something that doesn't exist yet

Encourage big thinking here. Students shouldn't feel restricted to what Vue could launch tomorrow.

WHAT A STRONG STUDENT IDEA SHOULD INCLUDE

By the end, students should be able to explain:

A FOCUSED SOLUTION
Which of the three options have they chosen to address?

THE PROBLEM
What are they trying to solve?

THE INSIGHT
What have they understood about their audience?

THE IDEA
What are they proposing?

THE EXPERIENCE
What actually happens?

THE DIGITAL ROLE
What technology makes it possible or better?

THE VUE CONNECTION

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Why is this right for Vue?

THE AUDIENCE
Who is it for and how will they discover it?

THE IMPACT
How could it encourage people to visit, engage or build loyalty?

The idea should belong to them. Your expertise helps them get there.