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BIMA Digital Day Challenge brief

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Vue challenge brief

First up, who's VUE?

You've probably been to a Vue cinema before, they're the market leading cinema chain in the UK and Ireland with 91 cinemas, near 1000 screens to entertain millions of people a year.

Vue isn't just about watching films. They also show football matches, concerts and even ballet and opera on the big screen.

Here's what's new: (in selected venues)

- **Vue Your Way**: a new self-serve cinema foyer, allowing customers to build their own snacks for the film - so you can grab your popcorn and drinks without queuing at a counter.
- **EPIC screens**: massive premium screens for the best picture and sound featuring HDR by Barco projection and Dolby Atmos sound
- **Ultra Lux & Lux seats**: comfier, reclining leather seats for a next-level experience.
- **Club Vue**: Vue's new loyalty programme, built into the Vue app. It works like a digital stamp card: every time you book a film, you get a stamp. Collect 10 stamps = a free ticket. You can also randomly unlock things like discounts on snacks or free tickets.

Why does this matter right now?

Cinema is having a huge moment. 78% of 16–34-year-olds go to the cinema regularly.
Here's why:

- **They're tired of screens.** They're on phones constantly, and 81% of young people say they wish they could switch off sometimes. The cinema is one of the only places where you *must* put your phone away. It's basically a break from scrolling.
- **Going out is expensive.** Cinema is one of the cheapest ways to hang out with your friends and still have a proper day out.
- **The fun doesn't stop when the film ends.** People love talking about the film after, like rating it on Letterboxd, posting clips on social media, or collecting limited-edition popcorn buckets.

Vue wants to be the cinema young people pick first, every time.

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So, what's the actual challenge for you?

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

A few things to clear up:

- **"Digital ideas"** doesn't just mean apps or websites; it can also mean tech *inside* the cinema itself (like screens in the foyer or things that happen when you scan a ticket).
- **"Number one cinema"** means: when someone thinks "let's go to the cinema," Vue is the name that pops into their headfirst - over any other cinema chain.
- **"Young people"** basically means Gen Z (14–29-year-olds). Quick note: brands legally can't advertise directly to under-18s, so keep that in mind… but you can absolutely design an experience for that age group.

Follow these steps to smash the brief!

STEP ONE

Choose an option to focus your solution on;

Option 1: Club Vue **How could Club Vue reward more than just spending money?**	**Option 2: Off Peak** **How could Vue fill their seats at off peak times?**	**Option 3: The cinema experience + App** **How could Vue improve the overall experience before, during and after a cinema visit?**
Right now, Club Vue mostly rewards you for spending money (buying tickets = stamps). Can you think of ways it could reward people just for exploring, playing, sharing or interacting - not just buying stuff? Or reasons why people would want to go on the app	Big blockbuster periods mean the new recliner venues with lower occupancy are in demand. What options are there to be more appealing mid-week? Think Monday Tuesdays, quieter film release periods	Don't just think about the two hours spent watching the film. Think about the whole Vue experience, people learn about the films in a number of ways including social & the app. At each of these moments, ask yourself: what would actually be cool or useful here? What would make you want to open the Vue app, or make your trip better?

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STEP TWO

How would people find out about it? How would you like Vue to ‘talk’ to you?

Your idea is only as good as people knowing about it. So, think about:

- Where would people first hear about this? How would you like Vue to ‘talk’ to you? (Social Media? In the app? At the cinema itself?)
- Consider your audience and any limitations e.g. social media ban for under 16s (what other ways could you reach this age bracket)
- What would make someone want to try it?
- What would make them tell their friends about it?

STEP THREE

At each stage of your idea, keep coming back to;

- Does it answer the brief?
- Is it clear which problem you’re trying to solve?
- How will your audience find out about it
- Is your idea original?
- Are you using a digital solution?
- Is it right for Vue?

To summarise:

Design something that makes going to Vue for Young Adults feel more exciting, more personal, and more shareable - from the second someone starts planning their trip, to long after they've left the cinema.