



Brief set by
Duolingo Math

Inspire audiences to build new maths habits

Deadline
21 March 2023, 5pm GMT

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The backstory

Duolingo's mission is to provide the best education and make it accessible to everyone for free, no matter who they are. Most know Duolingo as a language company and not an education company, but with the announcement of Duolingo Math – their first app focused on teaching mathematics – Duolingo is looking to change the way millions learn beyond language.

Duolingo Math makes maths fun for everyone, it teaches elementary mathematics for kids as well as brain training for adults. Maths is usually taught with textbooks, videos and lectures. But it turns out maths is a lot more fun when you can touch it, break it into pieces and move it around.

Duolingo Math is everything everyone loves about Duolingo. From bite-sized lessons, to gamified moments such as the streak, learners can learn by doing and not just viewing. Whilst apps like sudoku or other brain training alternatives can be a good mental challenge, they may not help you develop a valuable skill.

Despite the many, very serious, benefits of learning (from boosting brain power to reducing global economic inequality), Duolingo was founded on the idea that learning should also be fun. And over the years they've done this by gamifying the experience through motivational push notifications, even passive aggressive reminders from Duo (their sidekick hype-owl), and snackable bite sized lessons.

What's the challenge?

Learning mathematics has been a boring process and many suffer from mathematical anxiety, the fear that you have forgotten how to do the basics. It's also important to call out that maths scores over the recent pandemic have been dropping due to lack of focused habitual education. Is there a way we can help get people more comfortable with learning mathematics?

Create a response that draws in new audiences (see *Who are we talking to?*) to download, and stay motivated with Duolingo Math. All it takes is several minutes a day to build the habit and reap the benefits from learning maths. You need to develop an idea that gets people into the daily habit of learning and keep them there.

What's the execution? Well that's completely up to you. The only thing that is off-limits is the app and app design itself (no new builds or changing the existing functionality of the app itself). Whatever you pick should tie into what you learn about your audience, how it fits within the Duolingo brand identity, and how it can inspire consumers to stay committed to learning a new language.

Who are we talking to?

There are two target audiences you should choose between:

- Parents with Elementary/Primary school students 8yrs+, with lessons are geared towards multiplication, division, fractions and more.
- Older Audiences 45yrs+ those who are looking to train their brain and keep it sharp.

The app will be global, so whichever you pick, you should consider how and where they'll find your idea to get their attention. You can choose to localise your response, but consider how your idea could create a halo effect around the world.

Things to think about

Get people talking

How can your idea show up where their attention naturally is in a buzzworthy way. In a way that becomes a part of culture and your cult audience and everyone talking? Maybe there's a particular cultural moment or event that you could tap into, something in relation to one's hobby or how they spend their time or maybe it is something else entirely!

Go big

Duolingo want big, innovative and scary ideas. An idea that starts with an insight and speaks to your audience, that looks directly at how it can engage with current culture or even start your own cultural conversation.

Keep it fun

Duolingo have been known to find cult audiences, and disrupt learners to do their lessons- from unignorable push notification flying drones, to toilet paper that turns any bathroom into a classroom, to turning language into a currency for free food, to jumping in on most trending memes and entertainment. They aim to continuously and humorously keep learning fun.

Partner up

Duolingo is free, all you need is a screen and access to the internet to have the ability to change your future. Consider if there's a way to grab people's attention through an unexpected partnership, new media channels, or hacking/using new technology to get people to do their lesson.

Be platform smart

Duolingo might well be renowned for their place on TikTok, but think carefully about whether this is really where these audiences spend their time. Is there a more strategic place you could grab their attention?



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The important stuff

Develop an innovative solution that gets more people doing their daily lessons on Duolingo Math.

Whatever your response, you'll need to present:

- Your **solution**. Clearly explain your idea and how it would work.
- Your **creative process**. How you arrived at your solution and key insights from your research.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further information

Download the app

apps.apple.com/us/app/duolingo

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