

BAE Systems: The Brains behind STEM Success

The Challenge:

BAE Systems is a global leader in technology solutions in defence, aerospace and security, headquartered in the UK. Here, in common with other companies and government, BAE Systems recognises the need to encourage more students to study STEM subjects – Science Technology Engineering and Mathematics.





Campaign:

We were asked to design an exhibition stand for The Big Bang Fair – a national STEM event for teenagers held annually. But, what could we do that would genuinely engage a teenage audience raised on a diet of technology and instant media access that they hadn't seen already? The answer was 'Brains' – the world's first corporate digital puppet. The Brains experience allowed audiences to interact directly with an on-screen animated character in a way none of them had previously seen. The effect was remarkable. iPhones were discarded as student after student quizzed Brains on his operation and knowledge, while he flummoxed them all. Queues and crowds formed around our stand, and everywhere we took Brains on the road thereafter.





