



**Brief set by**

Duolingo

**In collaboration with**

Megha Sthankiya  
(The Marketing Store)

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## Get people motivated to do their daily lesson

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**Related Disciplines**

Open Brief

**Deadline**

22 March 2022, 5pm GMT

### The backstory

Duolingo is the world's #1 language learning app – used by hundreds of millions of learners around the world. Their mission is to make language learning accessible to everyone for free, no matter who they are.

Despite the many, very serious, benefits of language learning (from boosting brain power to reducing global economic inequality), Duolingo was founded on the idea that learning a language should also be fun. And over the years they've done this by gamifying the experience.

But no matter how fun it is, learning a language is a commitment. And the hardest part about learning is staying motivated. In most cases life events get in the way, routines change, and some slowly fall out of the habit of doing their daily language lesson. Even with all the features designed to keep learners motivated—such as daily streaks, gamified XP, leaderboard rankings, learning with friends, motivational push notifications, even passive aggressive reminders from Duo (their sidekick hype-owl), and snackable bite sized lessons, many learners stop and lose out on the benefits of learning a language.

Keeping learners learning is great for them, as it helps them continue to progress with their goals, and also helps Duolingo keep in touch with their customer base. Duolingo takes their learning styles and uses AI to deliver a better learning experience. Plus, a continual learner is a happy learner which makes them more likely to tell their friends too!

### What's the challenge?

All it takes is several minutes a day to keep the habit going and reap the benefits from knowing another language.

So, how can Duolingo get learners to do their daily language lesson in an innovative way?

You need to develop an idea that gets people back into the daily habit of learning a language and keeps 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). 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?

The exact target audience is up to you, anyone around the world who is interested in learning a language. Whoever you pick, you need to identify a core consumer market that is relevant to the Duolingo brand and by whom engaging could create a halo effect with their wider audience.

Consider the nuances behind why people learn a language when addressing your audience – for example many people learn English for improving their economic status, but may use other languages as a way to improve their leisure time, or even just as a hobby in itself.

Whoever the core target audience is that you identify, you must consider where they spend their time and where might be the best place to garner their attention.

Remember, the focus here is on existing users. This isn't about shouting all the things that make Duolingo great. This brief is about bringing old users back into the fold and integrating Duolingo into their daily lives. Focus your efforts on re-engaging them and helping them to discover ways they can get back into the Duolingo habit. Show them how Duolingo can be an easy part of their daily routine.

### 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 gets everyone talking. Maybe there's a particular cultural moment or event that you could tap into, 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 the most trending memes. They aim to continuously and humorously keep learning fun.

#### Partner up

Traditionally, someone's economic class can hamper their access or ability to learn a language. 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. However, remember that you need to keep their attention too, so how can you utilise these methods while also encouraging them to rebuild habits?



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**The important stuff**

Develop an innovative solution that re-engages Duolingo users and integrates language learning into their daily life.

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**

There are many benefits to learning another language such as higher salary pay, connecting with family, unlocking new travel destinations, understanding the lyrics of music, foreign films and content, training your brain, or the ability to connect with potential new love-partners.

Duolingo offer 96+ language courses in 40 languages (including High-Valyrian & Klingon) and offer dozens of gamified lesson types. To understand their lessons, features, and courses try learning a language with them.

Download Duolingo:

iOS: [apps.apple.com/gb/app/duolingo-language-lessons/id570060128](https://apps.apple.com/gb/app/duolingo-language-lessons/id570060128)

Android: [play.google.com/store/apps/duolingo](https://play.google.com/store/apps/duolingo)

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