**Meta – Live online career challenge**

We have partnered with Meta to bring you a live online career challenge on **Thursday 17th October** **at 6pm**. This 45-minute live session will give you all the tools and information required to solve their business problem below.

**Why join this session?**

* Develop data literacy, problem solving and storytelling skills
* Gain virtual work experience with Meta
* Add you certificate to your CV, LinkedIn profile, employer applications
* Positive experience to talk about at interview
* Get employer ready!

**All our events are FREE to attend and hosted on MS Teams.**

[**Register now to reserve your place**](https://digdata.online/meta-career-challenge-step-up-registration-form-new/)

**Step Up Challenge: Help a Global Sportswear Brand Dominate the UK Market!**

**Goal:** Join Meta’s Marketing Science team to help launch a game-changing campaign that propels the sportswear brand to new heights in the UK market. Your expertise will shape a strategy that turns innovation into market leadership!

**Overview:** Meta is teaming up with a top global sportswear brand to launch their groundbreaking new activewear range in the UK. To set them apart from the competition, we need to create and perfect a cutting-edge advertising product that will elevate their campaign to new heights.

**Data Scientist approach** – can you advise us if the implementation of this new advertising product has had a significant impact on performance?

* **Approach:** Leverage diverse data sources including study results and campaign metrics.
* **Outcome:** Unveil the impact of the new product on campaign success and highlight the key factors that drive outstanding results.

**Data Strategy approach – Design the Ultimate Campaign**

* **Plan:** Develop a campaign strategy that seamlessly integrates the new advertising product.
* **Strategy:** Use your data-driven insights to optimise the campaign for maximum effectiveness, ensuring it stands out and achieves remarkable success.