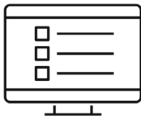B@S videochallenge

A BCG INITIATIVE

b@s
videochallenge –
Knowledge

Overall Download

Writing a script with AI tools

Define your role & assignment
Describe exactly what the assignment is and from whose perspective the AI tool should write a script.

Use clear language, good grammar, and correct spelling
You'll get better results if you pose clear, concise questions.

Ask about the method and sources
Ask the AI tool what method it employed and request that it cite all the sources it used. This will enable you to check the results.

Interact with the AI tool
You can continue to ask the AI tool questions and give it feedback until you are satisfied with the results.

You're a 14-year-old student who wants to make a video **about a company** for the videochallenge (LINK) that answers the following four questions in **four minutes or less**:
- 1. What does the company do?
- 2. What three aspects make the company successful?
- 3. What are three risks for the company?
- 4. What are three recommendations for greater success?

Use only publicly available sources and music not subject to GEMA fees, and back up all assertions with sources

YOU

AI

To make a convincing and informative video about company XYZ, the script needs to be carefully planned. Here's what I recommend:
- Video structure (duration: 4 minutes)
1. Introduction (30 seconds)
- Content: A brief introduction to the company and what it does
- …

OK

Provide context and examples
Give the AI tool all the information about the assignment.

Break down complex assignments
Break down your assignment based on the four questions. This will help to keep your script clear and structured.
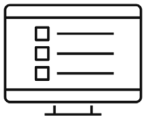
Critically review all responses
AI can make mistakes, too! That's why you always have to check the results.

Caution:
Do not give AI tools any personal information, such as names and addresses!

BOOM!

Further links 1 2 3

Note: If not otherwise noted, content generated using AI

OOH!

Exercise

Carefully read the **example prompts**. What could have been done better? **In each case, write a better prompt, using the tips from the knowledge document** "Writing a script with AI tools".

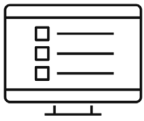| Example prompt	What works better?	My suggestion for improvement
1 How do you make a video?		
2 how does copany make their succeses and risk?		
3 Explain how company XYZ dominates the market, analyzes its competitors, develops marketing strategies, and establishes customer loyalty.		
4 Write a script about the success of company XYZ.		
5 Please tell me something about the history of company XYZ.		

Exercise

Carefully read the **example prompts**. What could have been done better? **In each case, write a better prompt, using the tips from the knowledge document** "Writing a script with AI tools".

Example prompt	What works better?	My suggestion for improvement
1 How do you make a video?	• Define role and assignment • Ask a more specific question	• "I'm a 14-year-old student and want to participate in the b@s videochallenge. Please make me a list of important points I need to keep in mind when making my video."
2 how does compay make their successes and risk?	• Use good grammar and correct spelling • Give clear and specific instructions	• "What makes company XYZ successful, and what could threaten its success? Please provide an exact description of every relevant aspect."
3 Explain how company XYZ dominates the market, analyzes its competitors, develops marketing strategies, and establishes customer loyalty.	• Too many questions for one prompt • Better to ask numerous questions individually	• "What makes company XYZ a market leader?" • "How does company XYZ analyze its competitors?" • "Describe a marketing strategy that company XYZ could use to reach more customers." • "What could company XYZ do to establish a loyal customer base?"
4 Write a script about the success of company XYZ.	• Provide specific context • Define role and assignment	• "Write a script for a four-minute video explaining how company XYZ has become successful in its industry. The video will be my submission in the videochallenge contest."
5 Please tell me something about the history of company XYZ.	• Ask a more precise question • Request sources	• "Can you please provide me with reliable information about the history of company XYZ and name your sources?"

Note: If not otherwise noted, content generated using AI

Filming your video:
Do's for smartphone videos

B@S videochallenge

BAM!

DOs

The speaker should be visible from the chest up, with some space above their head.

Tips

Start filming.
Get into position.
Pause for two seconds before starting to speak.

Look into the smartphone camera throughout the recording.

After you have finished speaking, pause for two seconds and then stop the recording.

Leave some room behind you

Clean, plain background with neutral colors

Monochromatic (one-color) clothing—no prints

Camera positioned at **eye level**
Smartphone positioned **horizontally**
Filming with **back of smartphone**

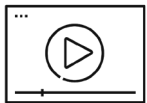**Well-lit** space with bright light/ spotlight on subject or speaker (e.g., from a window)

Tripod (with smartphone holder) or a shelf, stack of books, etc. where the smartphone is held with a clamp

Filming your video: Don'ts for smartphone videos

Back against a **bright source of light** (such as a window)

Background noise

Distracting background

Clothing with loud print

Things in the background that are **unnecessary** or should **not be seen by the audience**

Camera not at eye level

Camera positioned vertically

Camera held by hand

Too close to background

CRASH!

DON'Ts

Vertically oriented

Too close

Below eye level

Head centered

Tilted horizon line

Head cut off

Backlit, too dark

With a partner, make three short videos in which you briefly introduce yourselves and describe your favorite hobbies (each video should be 30 seconds long at most).

Use a different angle for each video:

a)

b)

c)

Which angle is the best for making a video?

From the "Best-of" videos, choose one in which the team filmed themselves. Evaluate it closely using the following questions:

a) Describe what is in the background. What do you think is good, and what would have been better?
b) Describe how the video sounds (clear audio, background noises, etc.?). How is the quality of the sound, and what could have been done better?
c) How do the people in the video interact with the camera? Do they make eye contact, and does it appear natural?

Note: Many videos of the best-of section are in German. However, you don't need to understand the language for this task!

Look for a place with a good background for making a video at home or school.

Explain your choice.

Extra exercise: Find a background that would not be good for making a video. Can your team members find all reasons why?

Editing your video

Sound editing

- You can use video editing programs to edit the sound.
- Change the **volume** and erase **background noise**.

Music and sounds

- You can use **music and sounds** to highlight your message and make your video more appealing.
- The music should be **quiet and in the background** to ensure all voices can be understood.

Sources

- Don't forget to **cite your sources**.
- It's best to **insert them directly into your video**.
- Alternatively, you can also provide your sources as a PDF with your submission.

Room for videochallenge logo

- Don't put anything in the **upper right-hand corner**!
- This is where we will put the videochallenge logo in the final videos.

Overlays

- Enhance your video with **overlays.**
- Use a **lower third** for names.
- You can also insert **pictures and graphics** into your videos.

Video editing

- Use **corrections and styles** when editing your video.
- For instance, you can use **effects** between clips or scenes for better **transitions**.
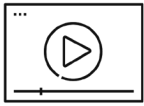
Tip

Check which programs are already installed on your computer or search for a free video editing program.

Often, you can get **one trial month at no cost!** There are lots of **tutorials for different programs on YouTube.**

Exercise

Choose one of the "Best-of" videos from the videochallenge or any other short **explanatory video** and answer the following questions in a few words.

1 What style is the video? Is it a self-made video, a recorded presentation, an illustration, or something else? Why do you think the creator(s) chose this style?

2 How is the quality of the sound? Is there background noise?

3 What emotion or mood did the creator(s) try to evoke with the music and sound?

4 What kinds of inserts and overlays do they employ (e.g., text, graphics, pictures, etc.)? Do these elements aid the understanding the content? How?

5 Can you detect any special effects or filters? If so, which ones?

6 Is there anything in the video you would have done differently? If so, what?

COOL

Note: If not otherwise noted, content generated using AI

Getting business insight: Annual reports

B@s videochallenge

Annual reports are often long. You don't have to read everything! Check out the standard parts that comprise most annual reports and use them to answer the four questions.

For many large companies, their annual reports serve as a "report card." They describe the company's financial situation, achievements, and goals.

You can usually find a company's annual report on its website, under "Investor relations" or "About us."

Management report

Annual reports generally start with a management report. Here you can find a lot of information at a glance.

Many companies describe their targets and development here, as well as their opportunities and risks.

Financial statements

The financial statements include the company's balance sheet and its profit and loss statement.

This is where you can find the company's sales and revenues.

BOOM!

WOW

Further links ①

Corporate governance report

This section will help you understand what the company does: How is it structured and managed?

The way a company is organized can also tell you something about its opportunities and risks.

Auditor's report

An independent auditor ensures that requirements have been fulfilled.

Auditors sometimes mention risks for the respective companies in their reports.

Note: If not otherwise noted, content generated using AI

COOL

Exercise

Find an annual report and answer these questions!
Tip: Select a large, well-known company that is listed on the stock exchange. Smaller companies do not always publish annual reports.

1 Which business lines or segments are described in the annual report?

2 How many employees does the company have?

3 Did the company make a profit or loss in the reporting year?

(Tip: Review the profit and loss statement. Is it positive or negative?)

4 Are any opportunities for the company mentioned in the management report? Describe one!

WOW

Further links ①

5 Are any risks for the company mentioned in the management report? Describe one!

Note: If not otherwise noted, content generated using AI

Respecting copyrights

DOs

Use Creative Commons works
One place to find them: https://search.creativecommons.org/.
Please note that there is no charge for content under express license, but **attribution to the author is often still required** (click here for more information).
If you would like to use materials without a Creative Commons license, ask the author.

Use photographs, graphics, or drawings you made yourself
But observe personality rights and refrain from using protected trademarks, brands, designs, and private property.

Use official logos, images, and videos from the company you are analyzing—under one condition: The company owns the copyrights to the material.

Tip: Ideally, place all license information directly at the lower edge of the video.
Of course, you don't need to label materials you made yourself.

DON'Ts

Violate copyright
Pictures, videos, music, GIFs, and similar (including emojis, world maps, elements from TV shows, etc.) are protected by copyright. You may not use them without permission from the copyright holder.

Violate personality rights
Anyone who is recognizable in photos, illustrations, videos, etc., must approve their use. You also need to be careful when using pictures of celebrities!

You **must have approval** to make videos in buildings or on company grounds.

Use purchased music
Purchasing a song does not permit you to use it in a video.

Further links ①

Exercise

Answer the following questions about copyrights.

B@S videochallenge — A BCG INITIATIVE   Hogan Lovells

I took a photograph or drew a picture myself. Am I allowed to use it in a video?

YES! You may use photographs, graphics, or drawings you made yourself.
But observe personality rights and do not show any protected trademarks, brands, designs, or private property.

Can I use pictures of the company I'm analyzing? What about logos?

YES! You may use official logos, images, and videos from the company you are analyzing—under one condition: The company owns the copyrights to the material.

Do I need permission to make a video on the grounds of the company I'm analyzing?

YES! But you need permission to make a video on company grounds or in one of the company's buildings.

Note: If not otherwise noted, content generated using AI

You can see other people in the background of my video. Can I still use this material?

NO! Anyone who is recognizable in photos, illustrations, videos, etc., must approve their use. Be careful also when using pictures of celebrities!

I want to use music in my video. Is it enough to just buy the song?

NO! Purchasing a song does not permit you to use it in a video.

Can I use pictures and clips from the Internet if I cite the source?

NO! Pictures, videos, music, GIFs, and similar (including emojis, world maps, elements from TV shows, etc.) are protected by copyright. You may use them only if the holders of the copyrights consent!

Performing a SWOT analysis

Tip
A SWOT analysis can help you collect ideas and answer the four key questions.

OK

SWOT stands for

Strengths

Weaknesses

Opportunities

Threats

Internal factors are things the company can directly influence or change.

External factors are things that are out of the company's control and must be monitored.

OH...

Strengths

Strengths are positive aspects over which the company has control.

Examples for a fashion company include
- Good quality clothing
- Unique design
- Strong online presence

Weaknesses

Weaknesses are the company's challenges or problems.

Examples for a fashion company include
- High production costs
- Limited number of available sizes
- Few stores in cities

Opportunities are useful possibilities outside the company.

Examples for a fashion company include
- Growing demand for sustainable fashion
- New markets in other countries
- Partnerships with well-known brands

Opportunities

Threats are potential risks outside the company.

Examples for a fashion company include
- Intensifying competition
- Changes in the fashion industry
- Fluctuating prices for raw materials

Threats

WOW

Further links 1 2 3

Note: If not otherwise noted, content generated using AI

SWOT

B@S videochallenge

Further links 1 2 3

WOW

OH...

Exercise

Perform a SWOT analysis for your company!

Internal factors

External factors

Strengths

Weaknesses

Opportunities

Threats
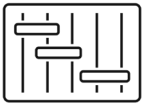
Setting up project organization and teamwork

Project organization means **defining steps and goals for a plan** in order to carry it out successfully. It helps you to stay organized, make the best use of your time, and work together effectively.

Note: If not otherwise noted, content generated using AI

Further links

1 3
2

OH...

START

WOW

LIKE!

Understand the task: What needs to be done (performing research, writing a script, filming, editing, etc.)?

Define project goals: What do we want to achieve with our project ("make an informative, entertaining video")?

Get to know the team: Who are the members of the team, and what are their individual strengths?

Distribute roles: Make assignments based on team members' strengths and interests (e.g., team spokesperson, script author, cameraperson)

Communication: How do your team members want to stay in touch and keep each other updated?

Set milestones: Set important deadlines (e.g., by when to get permission to film, wrap up filming, and finish editing), including buffer time

Define steps toward the goal: All team members work on their respective assignments.

**Monitor progress:** The team spokesperson keeps an eye on the schedule and deadlines.

Prepare for challenges: What will you do if things don't go according to plan? Find solutions together with the team!

Do a dress rehearsal with an audience (such as your class, friends, or family):
How will the video be made? Are there any suggestions for improvement?

Submit your video: The deadline for submissions is October 1.

Reflect: What went well? What could have gone better, and what did you learn?
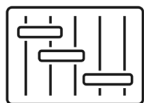
B@S videochallenge

Company selected:

Team spokesperson: Role:

Team member:	Team member:	Team member:	Team member:	Team member:
Role:	Role:	Role:	Role:	Role:

Assignment	Who's responsible?	Must be done by ... at the latest	Completed on ...
Sign up on the videochallenge website Team spokesperson invites all team members and any involved teachers. Check: Has everyone filled out a consent form?			
Select a company and research it Were different sources used? Have questions been formulated for the Q&A with the company?			
Write a script Which format will be used (informational video, illustrations, presentation, etc.)? Have all four questions been answered?			
Make video How do we want to make the video (with a camera, smartphone, etc.)? Has a filming location with good light and sounds been found?			
Edit video Which video editing program will be used? Is the video four minutes long maximum?			
Perform final checks Have all sources been provided and copyrights observed? What do your friends and family have to say about your video? Do they have any suggestions for improvement?			
Upload video to the videochallenge website		October 1	

Critically evaluating sources
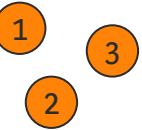
Would you bite into a piece of fruit that looks rotten? Of course not!
When it comes to information, it's not always easy to tell what's "rotten" and what's not. Here are a few tips to help you differentiate between reliable sources and "fake news."

What are reliable sources?

- **Company websites** and the company's **social media**
- **Search machines** like "Blinde Kuh" or "fragFINN" specially developed for kids
- **Articles in trade journals** with specialized information on specific topics
- **Large, cross-region newspapers**, which often contain well-researched information
- **Statista:** You can use the platform as soon as you have registered

What are source of "fake news"?

- **Some Internet sources:** The statements and content in many online articles, blogs, and social media posts is not solidly researched, and sources are often not cited
- **Blogs and Internet forums**, which contain personal opinions, but not objective information

How can I find reliable information?

- Check out various sources to get an overview of the topic.
- Cite your sources.
- Be cautious and ask critical questions—especially if something sounds too good to be true.
- Read further than just the first hits in Google.
- If you use AI tools like ChatGPT, always ask for sources of information and date of publish, and check the links yourself!

How can I spot "fake news"?

- Check the trustworthiness of the source.
- Watch out for exaggerated or emotionally charged headlines.
- Check the date of publish.
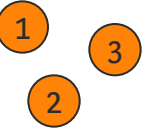- Compare the information with other, trustworthy sources.
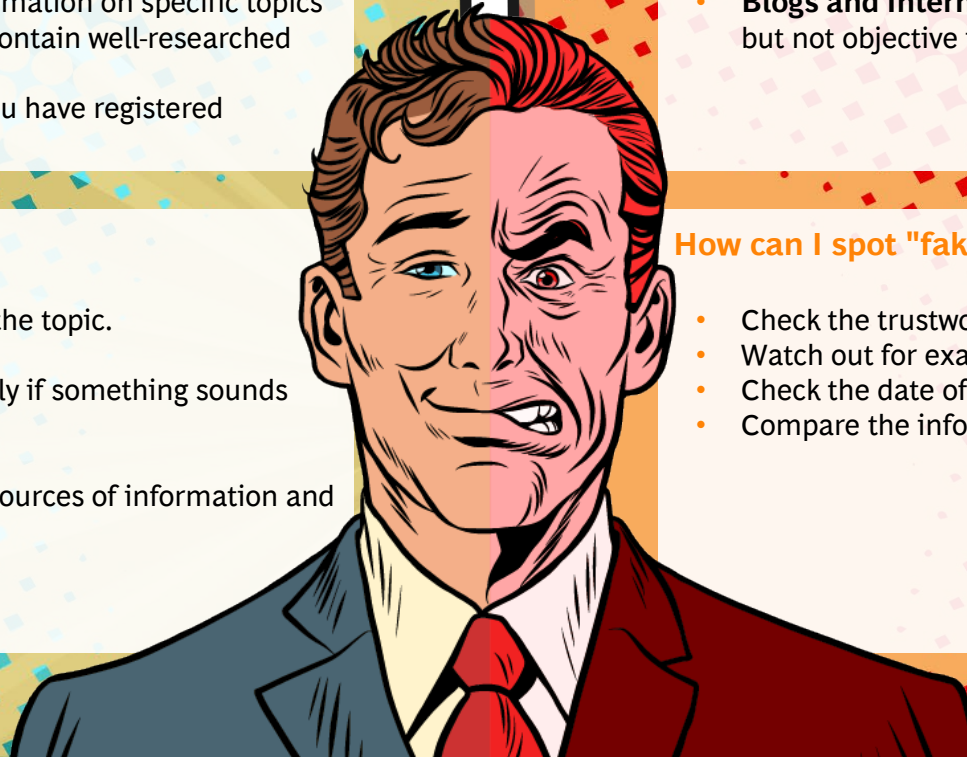
Carefully read both articles, A and B, about the fictive company "Sparkyon Technologies" and answer the following questions:

1. Which source would you trust? Why?
2. If you want to check the credibility of the two articles, what other sources could you use?

A

Sparkyon Technologies bets on AI, endangering jobs

A recent decision by Sparkyon Technologies to make broad use of artificial intelligence has unsettled its employees.
Insiders report that numerous jobs may be cut as a result of automation. The technology, which was introduced without sufficient consultation with employees, could do more harm than good.
Critics warn that personal customer service, which has traditionally been one of Sparkyon Technologies' strengths, could be lost.

Source: Tech critic blog

B

Sparkyon Technologies introduces AI to improve customer service

Sparkyon Technologies, a leading provider of electronics products, announced that it will be introducing artificial intelligence in its customer service departments.
The company's goal with the technology is to improve response times and offer personalized service options.
According to a company spokesperson, the investment in AI will help secure jobs at the company long-term as it frees up employees to devote themselves to more complex tasks. A comprehensive six-month pilot phase at the company preceded the launch of the technology.

Source: Business page of local newspaper

Note: If not otherwise noted, content generated using AI

Carefully read both articles, A and B, about the fictive company "Sparkyon Technologies" and answer the following questions:

1. Which source would you trust? Why?
→ Source B is more trustworthy.
→ The headline of article B is not as emotionally charged as that of article A.
→ A local newspaper is a more credible source than a blog post in which the author can express their own opinion.
→ In article A, it is not explained who the "insiders" are.
    In article B, a company spokesperson is named as the source, which can easily be confirmed with an inquiry.

2. If you wanted to check the credibility of both articles, which additional sources could you use?
→ The company website of Sparkyon Technologies
→ In particular, the press releases of Sparkyon Technologies
→ Other (local) newspapers and business publications

A

Sparkyon Technologies bets on AI, endangering jobs

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B

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Source: Business page of local newspaper

Doing research with Statista

Start with the company's website

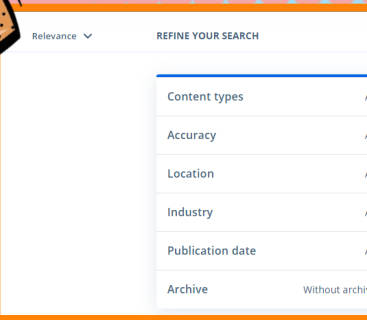Get to know the company. What is their product? What sets them apart?

In particular, check out the pages entitled "About us," "Press" or similar.

Define your research questions

What do you want to find out with Statista?

Examples:
The company's main competitors
Current trends influencing the business
Company revenue

Use Statista

Enter your search criteria in Statista and use filters to find relevant data.

For instance, you can filter by location or industry to get more exact data.

https://www.statista.com/search/?q=flixbus&Search=&p=1

Cite sources

Cite the sources of your data. Keep in mind that Statista is not always the original source!

In Statista, click on the quotation mark symbol to the right of the statistics to see how to correctly cite the sources.

https://www.statista.com/statistics/625966/market-share-long-distance-companies-germany-by-trips/

Apply your results

Ask yourself how the statistics can help to answer the four questions.

You can insert graphics with sources in your video.
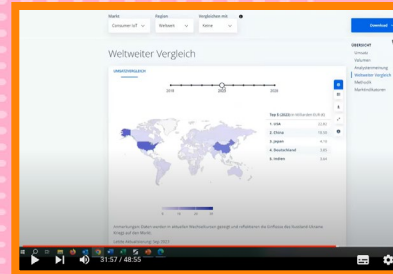
https://www.youtube.com/watch?v=tfpSBUsMRKE (in German)
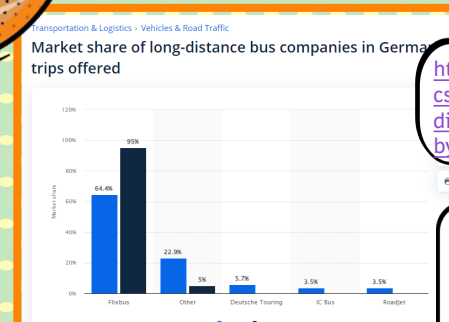
Analyze the data

Examine the sources and diagrams. What do they show? Note the important information.

https://www.statista.com/statistics/625966/market-share-long-distance-companies-germany-by-trips/

Exercise

As soon as you have registered, start using Statista to answer the questions! Always state the year from which the data originates.

Tip

Words in boldface can be used as search terms. You can also find a lot of statistics collected in the report "Long-distance bus market in Germany"

---

1 How many **long-distance bus lines** are there in **Germany**? Has this number increased or decreased relative to past years?

2 Who are the three **biggest long-distance bus companies in Germany** (by number of trips offered)?

3 How many **passengers** travel by **long-distance buses** in **Germany**? Has this number increased or decreased relative to past years?

4 What percentage of the German population reported never using long-distance buses? (**Frequency of travel with long-distance buses**)

5 How many passengers were transported by long-distance buses in Germany? And how many by long-distance trains? (**Number of passengers transported by mode in Germany**)

6 What do **you think**— why do vacationers and business travelers prefer other forms of transportation? What do you think could be done to make travel by long-distance buses more attractive?

Exercise

As soon as you have registered, start using Statista to answer the questions! Always state the year from which the data originates.

Further links

1
2

1 How many **long-distance bus lines** are there in **Germany**? Has this number increased or decreased relative to past years?

76 long-distance bus lines (as of 2023). This number has declined strongly compared to previous years.

2 Who are the three **biggest long-distance bus companies in Germany** (by number of trips offered)?

By market share and number of passengers (as of 2020) : 1. FlixBus (64.4%) 2. Other (22.9%) 3. Deutsche Touring (5.7 %)

3 How many **passengers** travel by **long-distance buses** in **Germany**? Has this number increased or decreased relative to past years?

10.4 million (as of 2023). The number of passengers has risen since 2020 and 2021, but has not yet reached the levels seen before the COVID-19 pandemic.

4 What percentage of the German population reported never using long-distance buses? (**Frequency of travel with long-distance buses**)

64.6% of the German population reported that they never use long-distance buses (2023).

5 How many passengers were transported by long-distance buses in Germany? And how many by long-distance trains? (**Number of passengers transported by mode in Germany**)

Approximately 7.52 million passengers were transported by long-distance buses in Germany, compared to 138,45 million by long-distance trains (2022)

6 What do **you think**— why do vacationers and business travelers prefer other forms of transportation? What do you think could be done to make travel by long-distance buses more attractive?

Reasons may include: Private vehicles offer more flexibility; lack of options for continuing travel after de-boarding long-distance bus; delays, etc. The following recommendations could make travel by bus more attractive: Better marketing of busses as a "greener" form of transportation, improved punctuality and on-board amenities, etc.
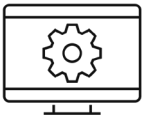
Tips for using AI tools

The **use of AI tools is allowed** in the **b@s videochallenge**. But you must use them fairly and with consideration for others. If you keep the following in mind, nothing can go wrong.

Further links ① ② ③

Get familiar with AI

Familiarize yourself with the optimal use of AI tools. The more you know about AI, the better you will be able to use it.
In particular, learn how to **get the best results with the right prompts**.

If you produce something with AI, name it as a source

Often, it's hard to tell if someone created something themselves or with the help of AI tools. That's why it's important to disclose that a **picture, text, or video was created with AI**.

How to cite AI tools as a source:

"Generated using the AI tool <X> <URL> with the following prompts from <Firstname Lastname> on <Date>:
1. [...],
2. [...]."

If you're not sure

Ask your peers or teachers if you are unsure about anything. Your questions are helpful for others, too. If something isn't clear for you, someone else is sure to have the same question.

BOOM!

OK

Protect your personal information

AI tools will also use any information you enter (e.g., your name or picture) for other purposes.
Therefore, **do not enter any personal information about yourself or others.**

Don't use others' material

Never use others' images, text, or video as a basis for your work without asking for their permission. **Otherwise, you could infringe upon their rights.**

Critically analyze results

Sometimes the results of AI tools are inaccurate, even though they may look plausible at first glance. So don't trust them blindly, and analyze results critically. **That way you can find and correct any errors.**

What is AI? And what is GenAI?
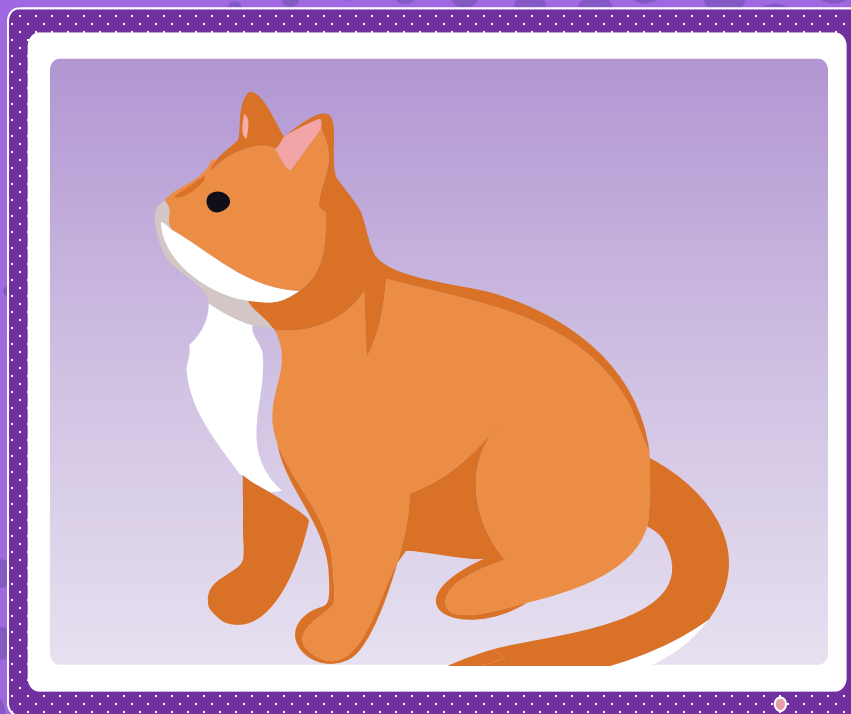
BCG PLATINION

B@s videochallenge

Excercise

On the left, you will find various tasks that may arise during the b@s videochallenge.

Decide for each task whether you would rather use an **AI tool or a GenAI tool** and **justify** your **decision**.

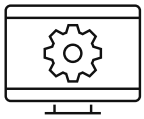| This is what you want to do:	What is better suited: A GenAI tool **or** an AI tool?	Justify your choice:
Create images for a video You want to create suitable images and graphics for your video that do not yet exist.		
Add subtitles to a video You have a video in a foreign language and want to automatically add subtitles.		
Gather information You need to gather information on a specific topic, e.g., about climate change.		
Find script ideas for the video You are looking for creative ideas for the script or dialogue.		
Choose suitable sound effects You need sound effects that already exist and can be used without violating copyrights.		

What is AI? And what is GenAI?

BCG PLATINION

Excercise

On the left, you will find various tasks that may arise during the b@s videochallenge.

Decide for each task whether you would rather use an **AI tool or a GenAI tool** and **justify** your **decision**.

Note: If not otherwise noted, content generated using AI

This is what you want to do:	What is better suited: A GenAI tool **or** an AI tool?	Justify your choice:
Create images for a video You want to create suitable images and graphics for your video that do not yet exist.	GenAI tool	Because GenAI tools can generate new content like images and graphics based on text prompts.
Add subtitles to a video You have a video in a foreign language and want to automatically add subtitles.	AI tool	Because AI tools transform existing speech into text and do not create new content.
Gather information You need to gather information on a specific topic, e.g., about climate change.	AI tool	Because you search with AI tools for information that already exists and is analyzed, rather than generating new content.
Find script ideas for the video You are looking for creative ideas for the script or dialogue.	GenAI tool	Because GenAI tools create new text suggestions and creative ideas based on your input.
Choose suitable sound effects You need sound effects that already exist and can be used without violating copyrights.	AI tool	Because you select existing music or sounds that are analyzed by the AI but not newly generated.