

# 1. LOST FRIEND

Dear contestants, here is a letter from the creator of our competition. Your task is to help him find his friend.

When I was writing the task about the lost detective for the first Brainfinity challenge, I had no idea that it would have something to do with my life. A message arrived from my friend Vladislav, whom I hadn't seen in a long time. You can see the message at this link <https://youtu.be/Y7yslDaAl5c>

Something happened to him and prior to this, he had left me some important documents. I would like to find out what he had said to the people in the United Nations building and I am curious as to the nature of said documents. I hope this information leads me to my friend.

Ivan Anić,  
Belgrade, June 6, 2020

How will I find these documents?



## 2. BRAINFINITY PROMOTION AT KNEZ MIHAILOVA STREET

Brainfinity is a problem-solving competition for primary school students attending Years 5 through 8. This contest has become “IN” among primary school students, teachers and parents thanks to the intellectual challenge. The first level of the competition (the Brainfinity challenge) alone attracted numerous teams (333 teams from Serbia and the region took part in the Brainfinity challenge held on March 14, 2020).

Your team has the task to think of and organize the Brainfinity promotion campaign.



You need to design, prepare and add suggestions for all the marketing activities that have to be realized on that day. What promotional material is best suited for this? Who is our target group? What means of communication should we stick to? Should we provide promoters (if so, don't forget to include them in the budget)? In which part of Knez Mihailova Street should we position ourselves? Don't forget to specify the biggest goal of this type of advertising.



We would also appreciate and reward with points any additional ideas you might have for Brainfinity.





Please post the answers to both problems  
HERE not later than today at 1 pm.



Between 1 and 1:30 pm you have time to prepare the presentation for your BRAINFINITY PROMOTION ideas. Send the presentation today by 1:30 pm to [brainfinity@institut.edu.rs](mailto:brainfinity@institut.edu.rs).

You will present your ideas to the jury  
today starting from 3 pm.

**GOOD LUCK!**

