The first intui is to notice that there are some characters uppercase, so we can open and filter them (we suggest to use Python).

```
#open the text file
with open('challenge.txt', 'r') as file:
    challenge = file.read()

#extract uppercase letters
insight=".join([c for c in challenge if c.isupper()])
print(insight)
```

The output is a string with a series of "ZERO" and "ONE". We can first convert them into their numerical representation.

```
insight = insight.replace('ZERO', '0')
insight = insight.replace('ONE', '1')
```

We can then look of the length of this new string: it is a multiple of 8. The new intuition is that this string represents a series of unicode characters written I binary. We just need to reverse this process.

```
result=".join(chr(int(insight[i*8:i*8+8],2)) for i in range(len(insight)//8))
print(result)
```

And the flag is reached: BITSCTF{h1d3\_1n\_pl41n\_5173}