

Mastering Imagination: The LEGO Advertising Plan

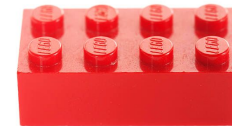
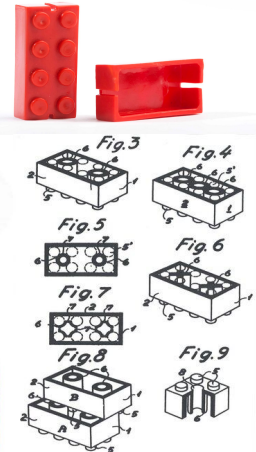


A Comprehensive Brand Audit - By Kevin Sobotka

History of Lego

Founded in Billund, Denmark in 1932, Ole Kirk Kristiansen was a carpenter by trade. When faced with Europe's economic depression, impending bankruptcy, and the loss of his wife, Ole Kirk ventured into the business of wooden toys while caring for his four sons. Starting with wooden toys, and then venturing into plastic toy production in 1947; specifically model vehicles. It wasn't until 1949 that the first version of the Lego brick was introduced, and wasn't until 1957 that the Brick that is still used today was introduced, with its stud-and-tube interlocking system that would become the Lego System.

(<https://www.lego.com/en-us/history> and The Lego Book)



Current Demographic

Lego's core demographic is children aged 7-12, embracing all genders and races. Themes such as Lego City and Lego Friends resonate with both boys and girls, with the former being particularly popular in 2023.

According to Tormod Askildsen, Head of AFOL Engagement at LEGO Group, adult sales have quadrupled in less than a decade. CEO Niels B. Christiansen underscores this growth, stating, "The strong performance of that theme is indicative of continued growth in its adult market – but not at the expense of its core demographic."



Issues

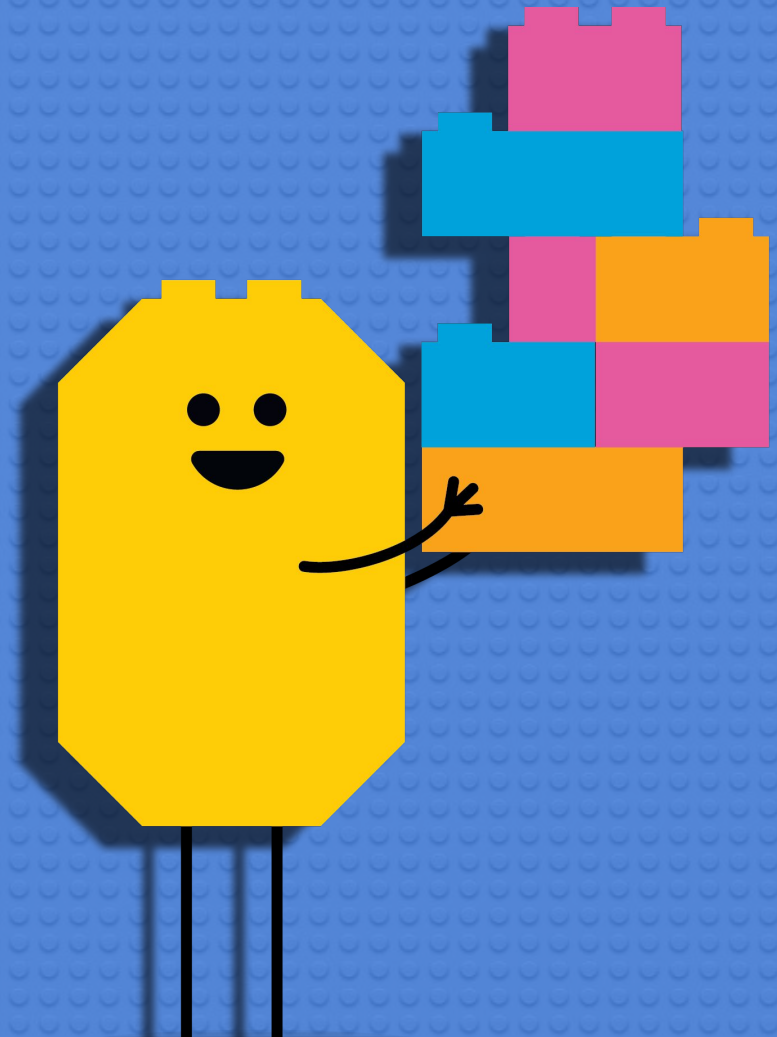
Competition from Digital Entertainment: Emerging digital technologies such as AR, VR, and video games are diverting children's attention away from traditional toys like Lego. This trend threatens the brand's relevance and market share as it competes for children's leisure time and spending.



Opportunities

Diversification of Target Demographics: With Lego's popularity spanning various age groups, there's an opportunity to capitalize on adult collectors and hobbyists who purchase sets year-round. Implementing targeted marketing strategies and expanding product lines tailored to adult enthusiasts can drive sustained growth beyond the seasonal peaks.

Enhanced Sustainability and Inclusivity: Lego's commitment to sustainability and diversity presents an opportunity to strengthen its brand image and appeal to socially-conscious consumers. By further integrating sustainable practices and promoting inclusivity within its product offerings, Lego can differentiate itself and attract a broader customer base.



SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Strong global presence and brand recognition, with a large community spanning across 120 countries.• Strong e-commerce sales and e-commerce presence.• Licensing deals with other popular brands and franchises.	<ul style="list-style-type: none">• Price (Lego tends to be more expensive than its competitors).• Heavy reliance on plastic in toy production and packaging.• Digital interaction with Lego Toys.	<ul style="list-style-type: none">• Venturing into more digital experiences. (AR, VR, Mobile, and Video Games.)• More licensing deals and collaboration with other IPs that they have not yet collaborated with.• Expanding and creating more of their original IPs that can be tied in with other media like television shows and movies.	<ul style="list-style-type: none">• Growing presence of counterfeit and imitation Lego Brick toys; Primarily being sold on sites such as Wish, Temu, and in some cases local toy shops.• Constantly changing regulatory changes and policies relating to selling and advertising to children, as well as environmental policies.• Recession (Toys are not seen as a necessity, often being the first place parents cut to save money.• Children's interest in digital entertainment rather than toys.

Creative Brief - Target Audience

Our targets are nostalgic young adults and older individuals, as well as children seeking alternatives to digital entertainment. They value creativity, imagination, nostalgia, and meaningful connections. Kids enjoy expressing themselves through digital platforms like Roblox and Minecraft, while adults revisit their past for nostalgic reasons. Mental health is also a priority for young adults.



Creative Brief – Creative objective

The creative objective is to position LEGO as a timeless and versatile brand that bridges generations, fostering creativity, imagination, and meaningful connections through shared experiences. By emphasizing LEGO's appeal to both adults and children, the campaign aims to increase brand awareness and engagement, ultimately driving sales.

Creative Brief – Strategic focal point

The strategic focal point revolves around highlighting LEGO's ability to spark imagination and creativity in every person, fostering endless possibilities through play. The campaign will communicate this idea through warm, uplifting storytelling and authentic content across various traditional and digital platforms, fostering a sense of community among LEGO enthusiasts of all ages. Connection generations.

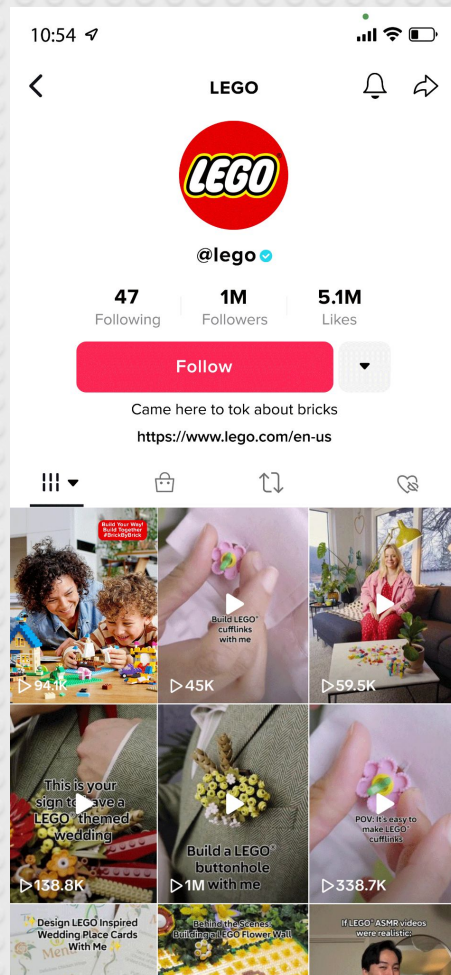
Advertising Campaign



Advertising Campaign

The billboard strategically employs concise yet impactful messaging to capture attention and drive action. With a clear call to action centered around building together, it taps into the emotional resonance of creativity and connection through play, highlighting LEGO's longstanding legacy across generations. Leveraging LEGO's established reputation for quality and innovation, the ad builds credibility while emphasizing the brand's iconic slogan, "Every Brick Tells a Story," to underscore its rich heritage and universal appeal. By featuring bold visuals against a vibrant backdrop, the billboard effectively grabs attention without overwhelming viewers, ensuring a focused and memorable impression that resonates with people of all ages.

Social Media Campaign



Social Media Campaign

The social media campaign on TikTok is centered around the theme "Build Together," emphasizing collaboration and creativity. The mission is to foster and inspire the LEGO community while encouraging new builders to join in on the fun, with a focus on generating user-generated content and showcasing the hashtag #BrickByBrick.

TikTok was chosen for its dynamic nature and large user base, particularly among younger demographics passionate about creative expression. The campaign targets nostalgic young adults and older individuals seeking to reconnect with their childhood passion for LEGO, as well as children seeking creative alternatives to digital entertainment. Through engaging challenges and collaborative building experiences, the campaign aims to raise awareness of LEGO's timeless appeal and drive engagement, amplifying the brand's presence in both the market and the digital realm.

**EVERY BRICK TELLS
A STORY.**

