

Branding with Bricks:

*The **LEGO**® Brand Plan*

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Touchpoints

Brand Element:
The Lego Community

Touchpoint:
LEGO Con



Brand Element:
Lego Instructions

Touchpoint:
LEGO AR Build



Brand Element:
Building Lego

Touchpoint:
LEGO Virtual Brick Studio





Touchpoint 1 *Lego Con*



Brand element

The Lego Community

Target Audience and Segment

Children (Ages 7-12), Parents, and Adult Fans of Lego (Collectors included) of all gender identities Worldwide!

- Families looking for creative activities to enjoy together.
- Adult fans of Lego (AFOLs) who appreciate the complexity and artistry of Lego sets.
- Collectors seeking exclusive Lego sets and merchandise.
- Builders and creators who enjoy sharing their Lego creations online and attending Lego events.

Touchpoint - Lego Con

Lego Con is making the leap into the physical realm! Formerly a digital event, it's now set to become an annual extravaganza, with each edition taking place in a different location worldwide, akin to Star Wars Celebration. The convention promises to feature vendors, exciting events like contests and panels, and plenty of reveals and exclusive sets to delight Lego enthusiasts everywhere!

The idea behind Lego Con is to provide a tangible and immersive experience for Lego enthusiasts, allowing them to connect with fellow fans, participate in exclusive events, and get a firsthand look at new Lego products and announcements.



Impact

Global Impact:

- hosting the event in different locations worldwide, Lego Con has the potential to reach a broader global audience, fostering a sense of community among Lego fans internationally.
- Hosting Lego Con in different locations each year increases the visibility of the Lego brand on a global scale. The event is a platform for showcasing new products, innovations, and brand initiatives to a diverse audience of fans, media, and industry stakeholders.
- Each edition of Lego Con held in a different location offers an opportunity for cultural exchange and enrichment. Attendees from various countries and regions come together to celebrate their shared love for Lego, contributing to a vibrant and inclusive global community centered around creativity and imagination.

Local Impact:

- Long-term, the need for suitable venues and infrastructure to host the convention may drive investments in local facilities, benefiting the host city or region.
- Hosting Lego Con in various locations can provide an economic boost to the chosen host cities and countries through increased tourism, hotel bookings, and local spending during the event. The event exposes attendees to the local culture of the host country. Through interactions with local residents, exploration of nearby attractions, and participation in cultural activities, it serves as a platform for cultural exchange and enrichment, fostering a deeper appreciation and understanding of the diversity and richness of the host country.

Short-term Impact:

- The launch of Lego Con as a physical event may generate immediate excitement and interest among Lego enthusiasts, leading to increased attendance and participation in the inaugural edition.
- In the short term, transitioning from a digital to a physical event may pose logistical challenges such as venue selection, event planning, and attendee management, which organizers will need to navigate effectively.

Long-term Impact:

- Over time, the annual recurrence of Lego Con can contribute to the sustained growth of the Lego community, fostering ongoing engagement and participation among fans worldwide.
- Lego Con can establish a lasting legacy, cementing its status as a flagship event and leaving a positive impact on both the brand and its community of fans.

Message

Emphasize the excitement and anticipation surrounding Lego Con's transition to a physical event, highlighting the unique experiences and exclusive events and products offered at the event.

Showcase the immersive and interactive nature of the convention, emphasizing the chance for attendees to connect with fellow fans, participate in exclusive events, and engage with the latest Lego products and announcements.

Communicate the sense of community and creativity that Lego Con aims to foster, inviting fans to join in the celebration of their shared passion for Lego.

***Discover,
Connect,
Create!***

Lego Con 2024

Social Media Strategy

Instagram: Regular announcements, sneak peeks, and updates about Lego Con will keep followers informed and engaged. Exclusive content and behind-the-scenes glimpses will build anticipation. Instagram Stories will share real-time updates during the event, giving followers a glimpse into the action.

Facebook: Event pages will serve as hubs for Lego Con information and updates. Announcements and updates will be posted regularly, allowing followers to stay informed and participate in discussions. Facebook Live may be used for select events, but the main live streaming aspect will be reserved for YouTube.

Twitter: Lego Con announcements will be shared on Twitter, keeping followers up to date with the latest news. Engaging content like polls and quizzes will encourage participation and excitement.

TikTok: Short, engaging videos will showcase highlights and behind-the-scenes moments from Lego Con, capturing the attention of TikTok users and generating excitement. Relevant hashtags and trends will increase visibility and engagement.

YouTube: Lego Con will be exclusively hosted on YouTube, with live streams of updates, panels, and events available for online viewers. Several hosts will guide viewers, providing commentary and insights. Recorded videos of each day's events will also be uploaded for fans to watch later.

Other Media

Feature Lego Con on the official Lego website with event details, ticket information, and updates.

Send out press releases to media outlets and industry publications to generate buzz and coverage.

Events and contest hosted at Lego Stores worldwide.

Special deals at Lego Stores and the online store during the event.

Advertising and posting updates about the Con in the Lego catalog.

Creative



*BOOK TICKETS NOW AND SECURE YOUR SPOT
FOR THE ULTIMATE LEGO EXPERIENCE...*



NEW YORK CITY

JULY 15TH TO JULY 18TH @ JACOB K. JAVITS CONVENTION CENTER

Timeline

Announcement Phase: Immediately following the closing ceremony of the previous Lego Con, with an official announcement posted on social media channels and the Lego website.

Teaser Phase: Begins on April 1st, three months before the event, featuring weekly teaser trailers, sneak peeks, and announcements on social media platforms, building excitement and anticipation.

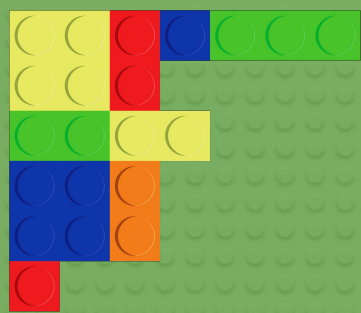
Countdown Phase: Starts on June 1st, one month before the event, with daily countdown posts on social media, highlighting featured guests, exclusive reveals, and event activities to keep the audience engaged.

Event: Scheduled for four consecutive days from July 15th to July 18th, during the peak of summer, allowing attendees to enjoy the event in warm and pleasant weather.

Event Coverage: Continuous coverage throughout the event dates on social media platforms, including live updates, behind-the-scenes footage, and highlights of key moments, followed by post-event recap content to extend engagement and maintain momentum.

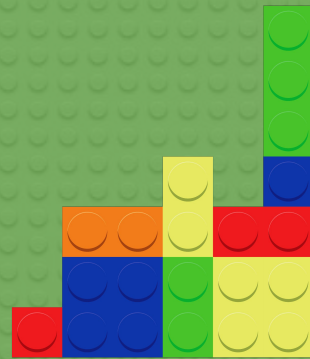
Budget

- Social media advertising: \$150,000
- Graphic design and content creation: \$100,000
- Email marketing software: \$20,000
- Press release distribution: \$30,000
- Event website development: \$50,000
- Event venue rental: \$200,000
- Event staffing (security, registration, etc.): \$100,000
- Travel and accommodation for special guests: \$150,000
- Catering and refreshments: \$100,000
- Production and AV equipment rental: \$100,000
- Miscellaneous expenses: \$100,000
- Total Budget Estimate: \$1,000,000



Touchpoint 2

Lego-AR build



Brand element

Building Lego/Lego Instructions

Target Audience and Segment

Children (Ages 7-12)

- Children who may struggle to understand the instructions and might prefer a more interactive visual building guide.
- Niche: Tech-savvy Lego enthusiasts who are looking for innovative ways to enhance their building experience.

Touchpoint

A heavy paper mat (made of sustainable/recyclable materials) designed to be used with the LEGO AR BUILD app. The mat features printed markers that trigger augmented reality instructions when viewed through the app. Users can place their phone on a stand or hold it while following the AR instructions to build the Lego sets with more detailed and interactive instructions.

The AR paper mat provides a tactile and immersive experience that combines the physical act of building with Lego bricks with the digital interactive capabilities of augmented reality technology. It offers users a more precise and engaging way to follow building instructions and brings a new level of creativity and interactivity to the Lego building process. It could also potentially offer instructions for alternative builds.

Impact

Global Impact:

- The introduction of LEGO AR BUILD can create a global buzz within the LEGO community and technology enthusiasts. Social media, online publications, and tech forums can spread awareness rapidly, reaching LEGO fans worldwide.
- As LEGO AR BUILD gains popularity, it can become a standard addition to LEGO sets globally. Its integration with LEGO's existing product lines can enhance the brand's appeal and maintain its relevance in an increasingly digital world. The global adoption of AR technology in LEGO building experiences can pave the way for further innovation and collaboration with AR developers worldwide.

Local Impact:

- Local toy stores and retailers may experience an increase in foot traffic and sales as LEGO fans rush to purchase new sets that include the AR feature. Collaborations with local educational institutions and community centers can also provide hands-on experiences for children and families, boosting engagement at the local level.
- The presence of LEGO AR BUILD in local communities can foster creativity and STEM (Science, Technology, Engineering, and Mathematics) learning among children. It can also encourage partnerships with local schools and libraries to incorporate AR technology into educational programs.

Short-term Impact:

- The short-term impact of LEGO AR BUILD is expected to be characterized by excitement, curiosity, and heightened interest among Lego enthusiasts. The novelty of the product, combined with its innovative features and potential for creativity, is likely to generate buzz and anticipation leading up to the launch. Early adopters may eagerly embrace the product, sharing their experiences and creations on social media.

Long-term Impact:

- Over the long term, LEGO AR BUILD has the potential to transform the way Lego enthusiasts engage with the brand, leading to lasting changes in their building habits and preferences. As the software becomes updated overtime new features can be introduced overtime, such as players creating their own builds, and being able to order their own custom build mat for their own custom build.

Message

Highlight the unique features and benefits of the LEGO AR BUILD concept, such as more accurate building instructions and enhanced interactivity.

Showcase the fun and immersive experience of building with Lego bricks using augmented reality technology.

Emphasize the interactivity unleashed by combining physical and digital elements into the building process.

***Build
Snappy***

***Build
Easy***

LEGO AR BUILD

Social Media Strategy

Utilize platforms like Instagram, Facebook, and YouTube to share demo videos, tutorials, and user-generated content showcasing the LEGO AR BUILD experience.

Engage with followers through interactive posts, challenges, and giveaways related to sets that have the AR Build support.

Collaborate with influencers and tech enthusiasts to reach a wider audience and generate buzz around the launch of LEGO AR BUILD.

Other Media

Feature LEGO AR BUILD in print and online publications focused on technology, gaming, and toy innovations to reach a broader audience beyond the Lego community.

Advertise sets that include AR Build support in the Lego Catalog, Lego Website, and Lego Stores.

Creative



Timeline

Product Development and Testing: 6-8 months

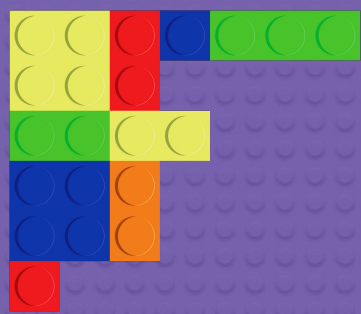
Marketing and Promotion Campaign: 3 months
leading up to launch

Launch Event: Held concurrently with major Lego
events or as a standalone launch event

Ongoing Marketing and Support: Continuous
promotion and updates post-launch

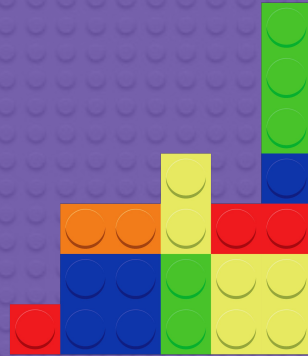
Budget

- Product Development: \$50,000
- Marketing and Promotion Campaign: \$100,000
- Launch Event: \$25,000
- Ongoing Marketing and Support: \$50,000
- Total Budget Estimate: \$225,000



Touchpoint 3

Lego Virtual Brick Studio



Brand element

Building Original Lego Creations

Target Audience and Segment

Children (ages 7-12) and adult fans of Lego who are interested in immersive VR/AR experiences and expressing their creativity.

Tech-savvy Lego enthusiasts who enjoy building and exploring virtual worlds in a VR/AR environment.

Touchpoint

A VR/AR platform that allows users to build and explore virtual Lego build using immersive virtual reality and augmented reality technology. Users can build and design their Lego creations in a digital environment or build it in digitally in their own home, experiment with different designs and configurations, and interact with other users in shared virtual spaces.

Virtual Brick Studio offers a distinct and immersive experience for Lego fans who are looking for innovative ways to build and play with Lego bricks in a virtual setting. It provides a unique opportunity for users to unleash their creativity and imagination in a fully immersive and interactive VR or AR environment.

Impact

Global Impact:

- Virtual Brick Studio has the potential to attract and engage Lego fans from around the world, offering a new and exciting way to build and share Lego builds in a virtual space.
- A multiplayer feature could enable people to build together across the world

Local Impact:

- Local Lego Stores or local events can be held to showcase Virtual Brick Studio! Allowing consumers to try it out for themselves.

Short-term Impact:

- Immediate excitement and interest generated by the launch of the Virtual Brick Studio, leading to increased engagement and interaction among Lego enthusiasts.

Long-term Impact:

- Continued growth and expansion of the platform, fostering a vibrant online community of Lego builders and creators and driving ongoing innovation and creativity within the Lego brand.

Message

Highlight the unique features and capabilities of the Virtual Brick Studio, such as immersive VR environments, customizable building tools, and collaborative play experiences.

Showcase the endless possibilities for creativity and imagination offered by building and exploring virtual Lego worlds in a fully immersive VR setting.

Emphasize the social and interactive aspects of the VR platform, encouraging users to connect and collaborate with other Lego fans from around the world in shared virtual spaces.

***Build Beyond
Reality***

***VIRTUAL BRICK
STUDIO***

Social Media Strategy

Utilize platforms like Instagram, Facebook, and Twitter to share demo videos, tutorials, and user-generated content showcasing Virtual Brick Studio.

Engage with followers through interactive posts, challenges, and virtual events hosted within the platform.

Collaborate with influencers and content creators in the gaming and technology space to reach a wider audience and generate buzz around the launch of the Virtual Brick Studio.

Other Media

Partner with VR arcades and gaming conventions to showcase the platform and attract new users.

Host events in Lego Stores showcasing the platform.

Advertisements showcasing the app in the Lego catalog.

Creative



**BUILD YOUR
REALITY**

ANYTIME...
ANYWHERE...

LEGO VIRTUAL BRICK
STUDIO

build on **O** **oculus**

Timeline

Product Development and Testing: 8-10 months

Marketing and Promotion Campaign: 3 months
leading up to launch

Launch Event: Held concurrently with major VR/AR or gaming events or as a standalone virtual launch event. Giving early access to Lego content creators and Video Gaming content creators and streamers.

Ongoing Marketing and Support: Continuous promotion, updates, and community engagement post-launch

Budget

- Product Development: \$150,000
- Marketing and Promotion Campaign: \$300,000
- Launch Event: \$30,000
- Ongoing Marketing and Support: \$70,000
- Total Budget Estimate: \$550,000