



# ADVENTURE

# COMPETITION



*Win Win Agency*

# WHAT A TEAM!



**Provider  
Relationship  
Manager**



**Community  
Manager**



**Event Project  
Manager**

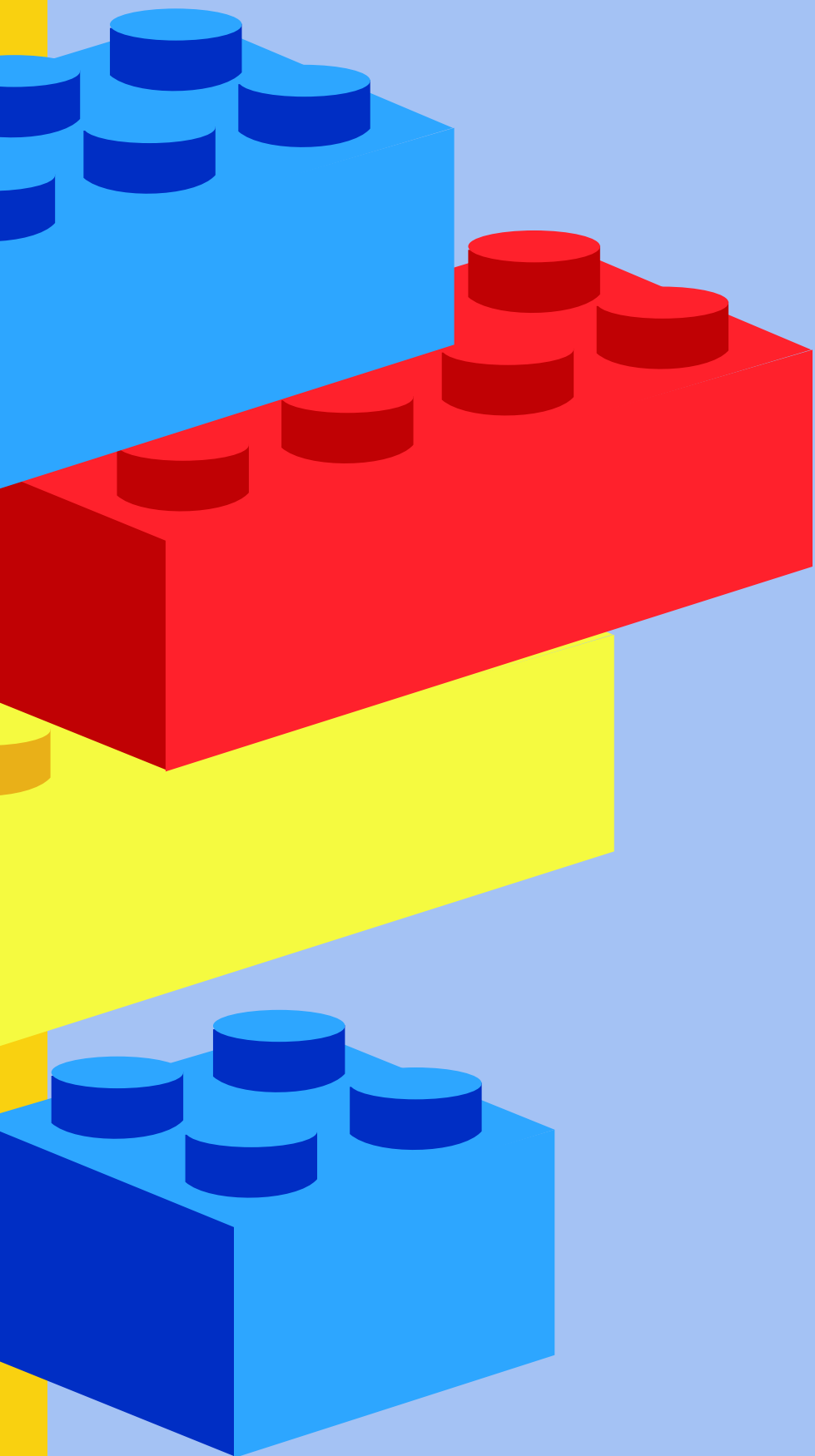


**Creative  
Director**



**Project  
Manager**

# LET'S PUT IT IN CONTEXT ?



♥ **Catalog in  
children's  
hands**

♥ **Unique  
experience  
around the  
catalog**

♥ **Families**

♥ **6 to 10 years  
old**



# IN THE MILL!



6 to 10 years old



Parents



Family & Relatives



Media - networks

# First : the primary studies

**100% of the children**  
circling their wishes in catalogs

**76% of the children**  
prefer Lego's different universes

**A survey with 60 children**

**60% of the children**  
are aware of the catalog's existence





# Children, what do you think about it?



**6 ans**

“ I love looking through catalogs to make my gift list because it inspires me, but all catalogs are the same and boring

”



**8 ans**

“ Everyone in my class has the newest toy because it allows us to play together, but sometimes I wish I had something that was just me and unique

”

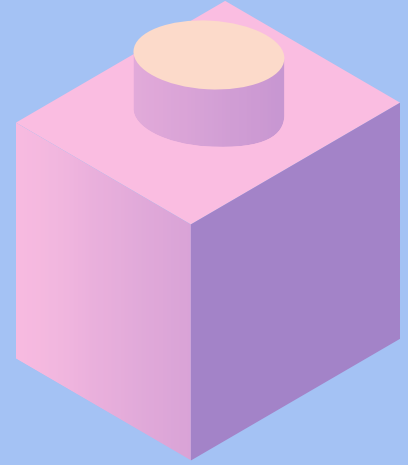
**10 ans**

# A SMALL PROBLEM!

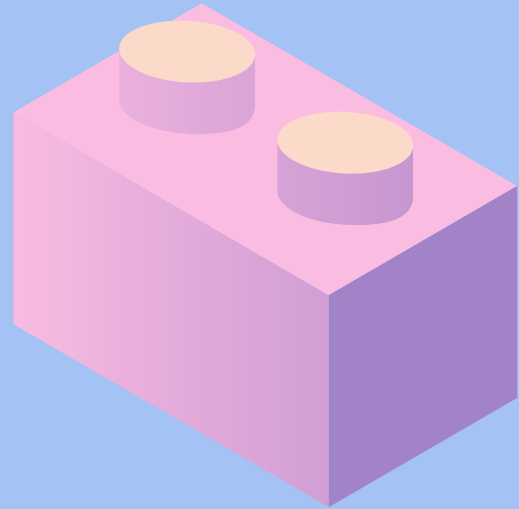
**How to make children interested in the LEGO catalog when few of them know it and all the catalogs look the same ?**



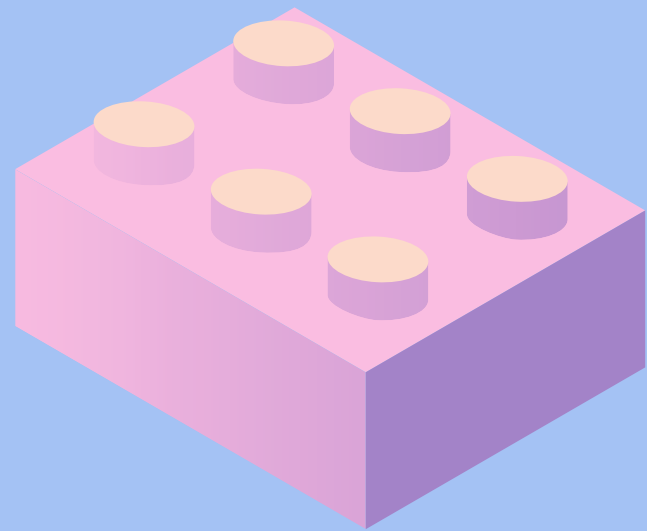
# OUR AMBITIONS!



**To drive more children from 6 to 10 years of age to the catalog with at least 30 % more downloads on the website within 6 months**

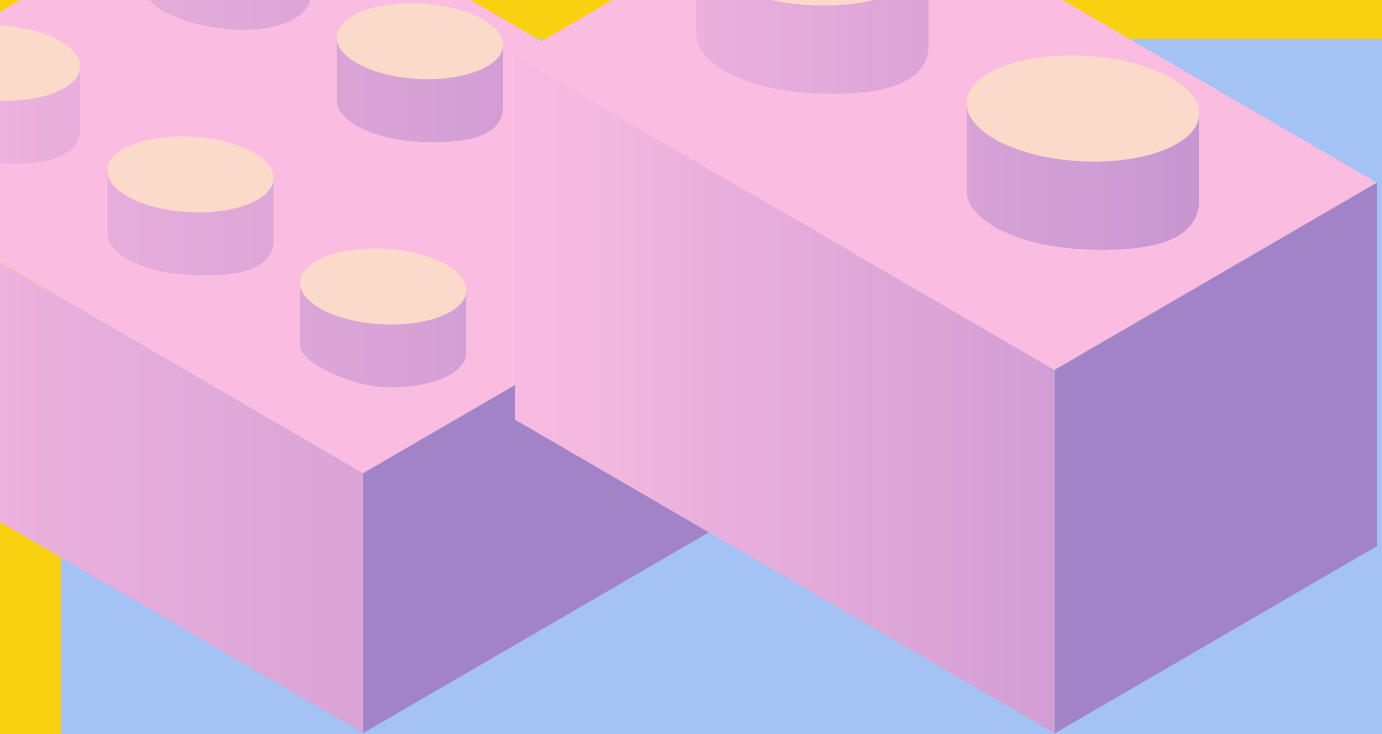


**To increase in-store catalog acquisition for visitors with a 45% conversion rate within the first year**



**To transform the catalog into a viral seasonal staple with a global trending topic on social media at least once during the campaign duration.**





# OUR CHALLENGES!



**Refocus on the audience**



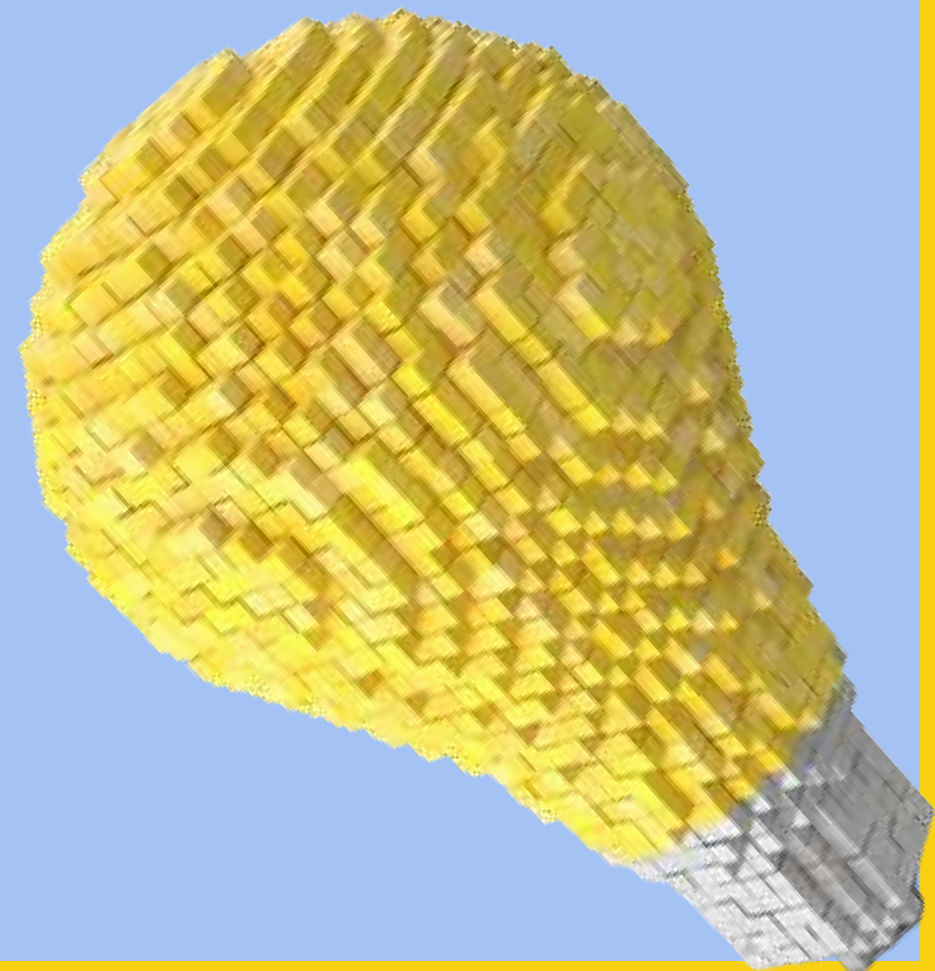
**Most families do not have easy access to the catalog**



**All of the competitors' catalogs are standardized and harmonized, and children crave uniqueness**

# DID YOU SAY: SMP?

**What if your catalog became  
your magical book ?**



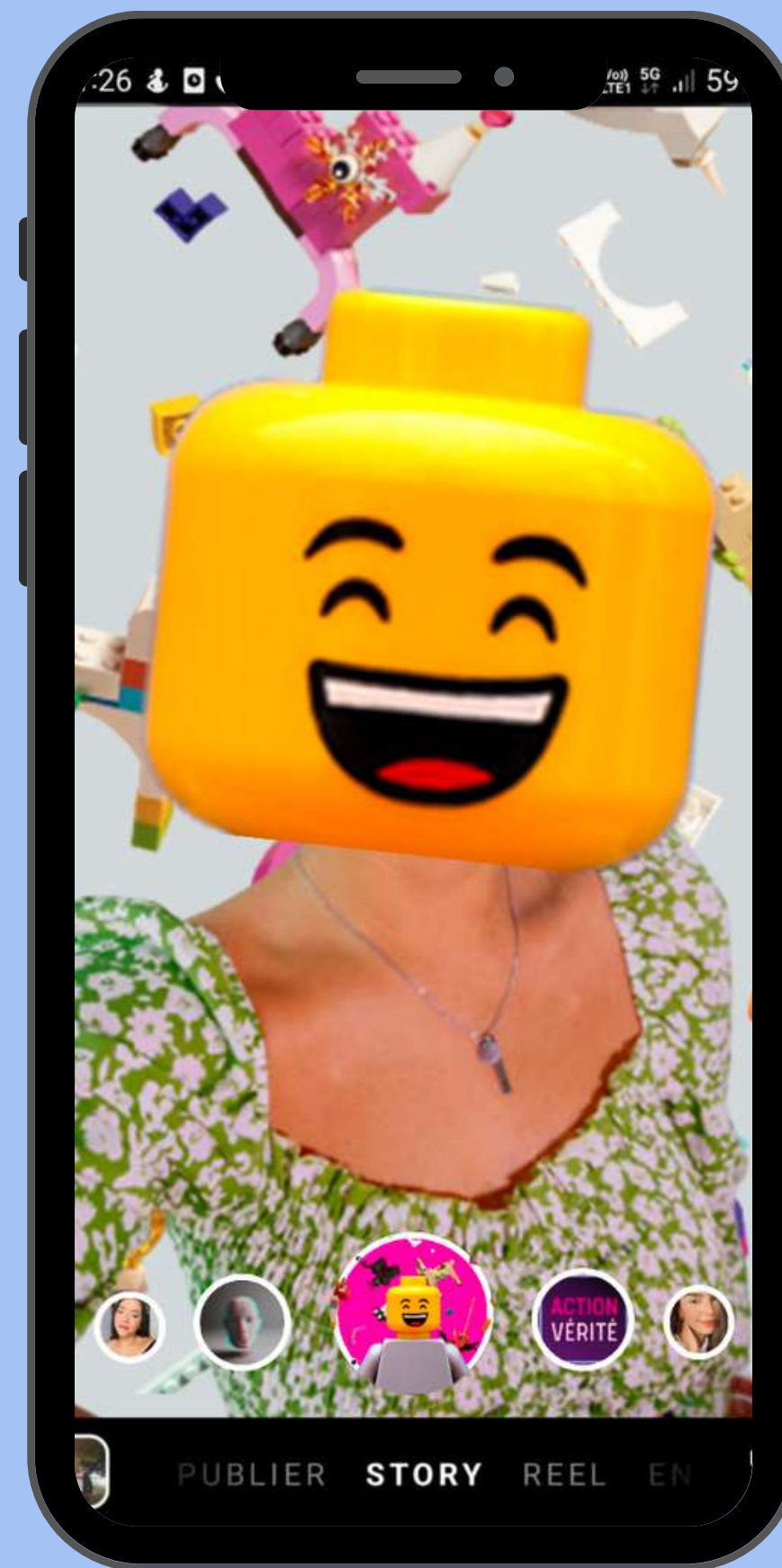


# THE PLACE AND THE COMMUNITY





# SOCIAL NETWORKS ARE IN THE SPOT



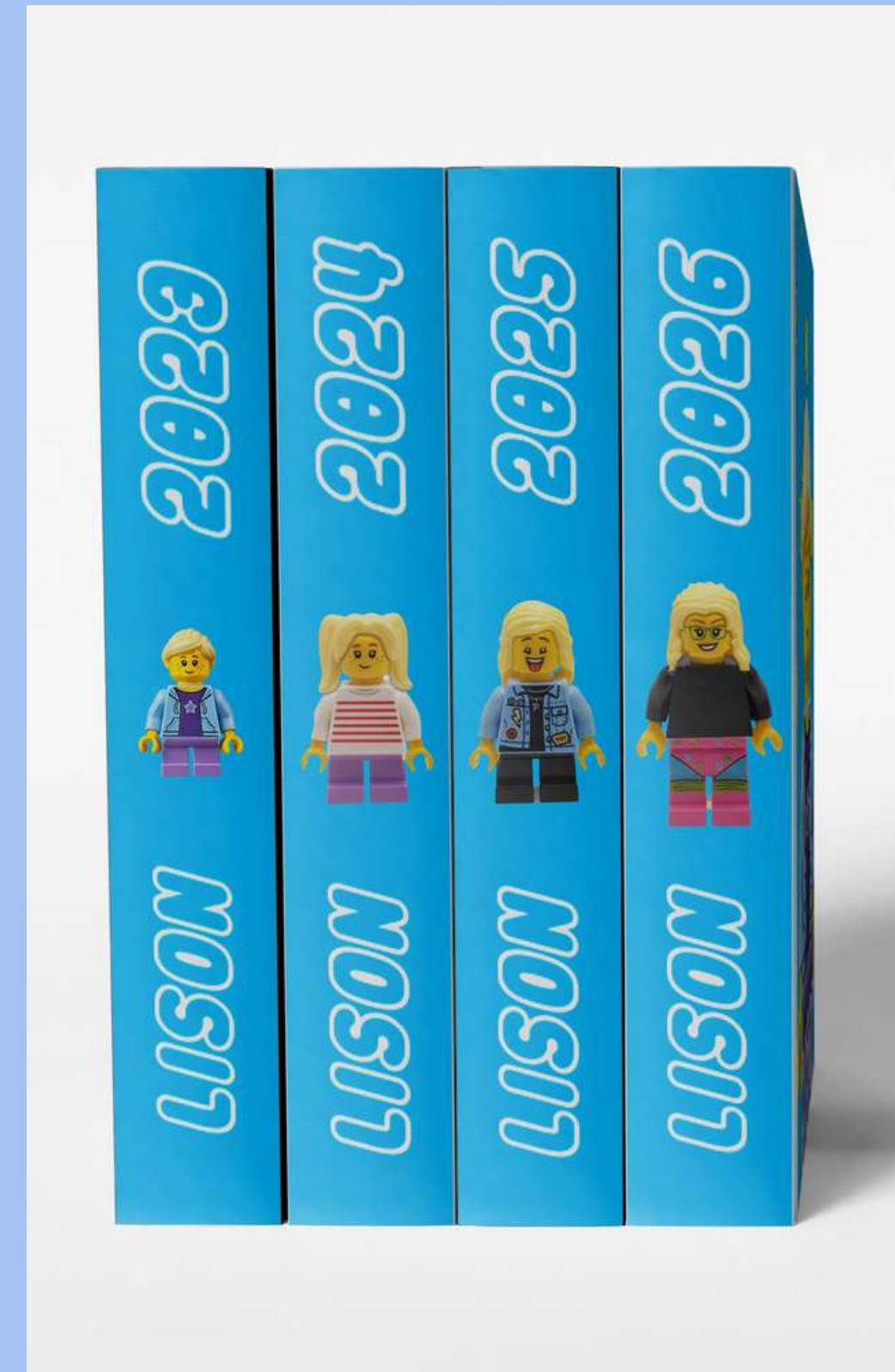


# A MAGIC BOOK ? NO WAY !



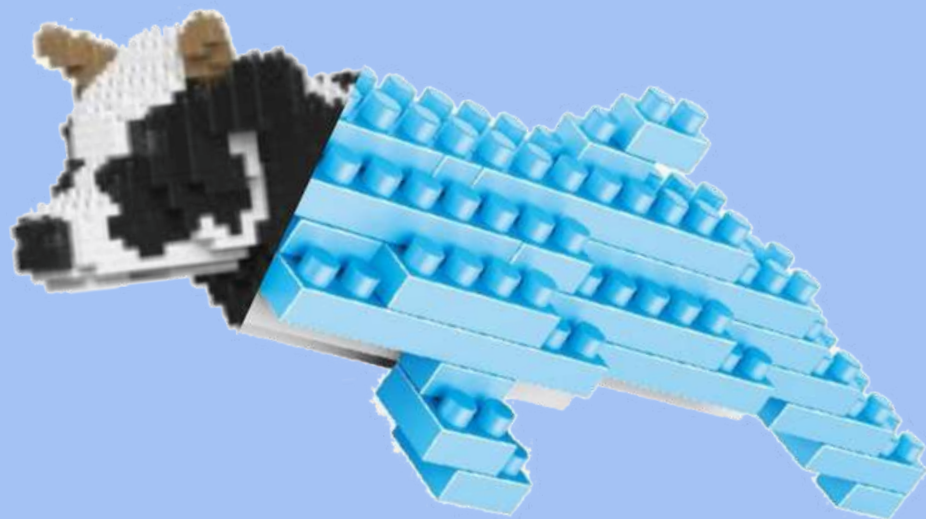


# LOOK MOM! IT'S ME!



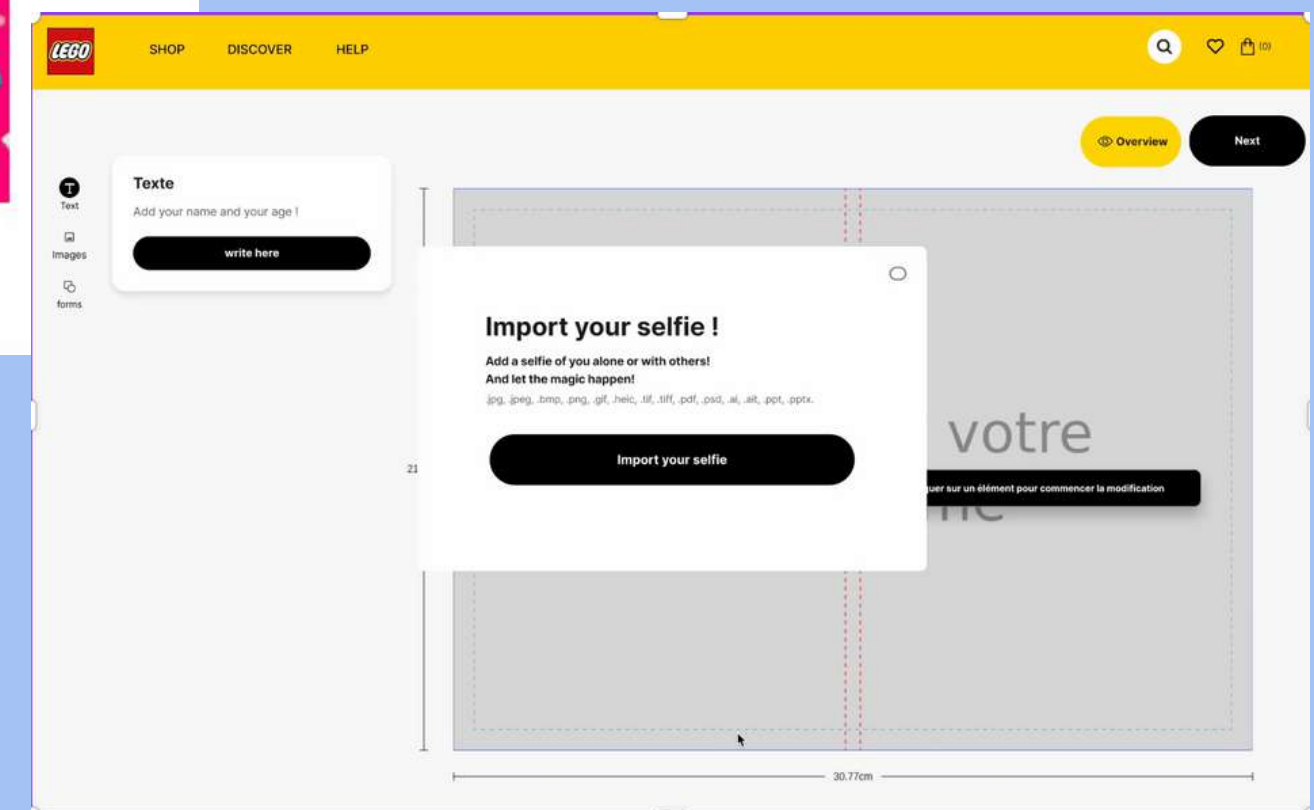
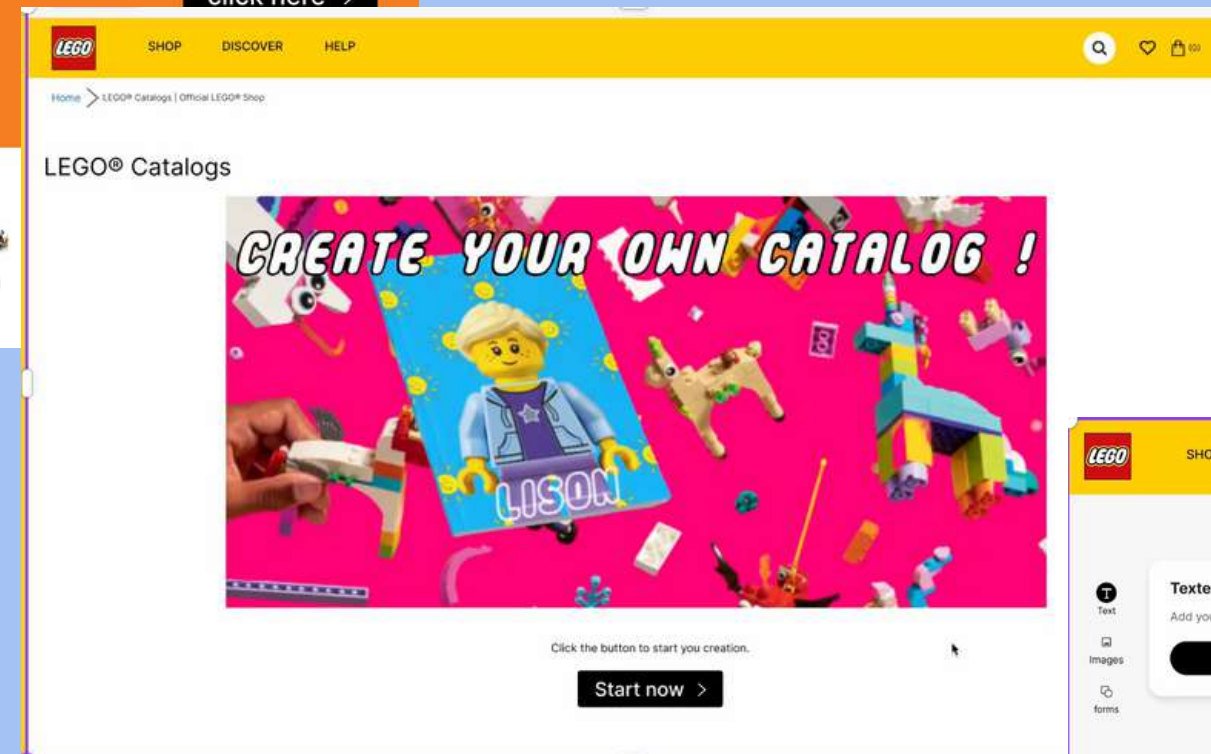
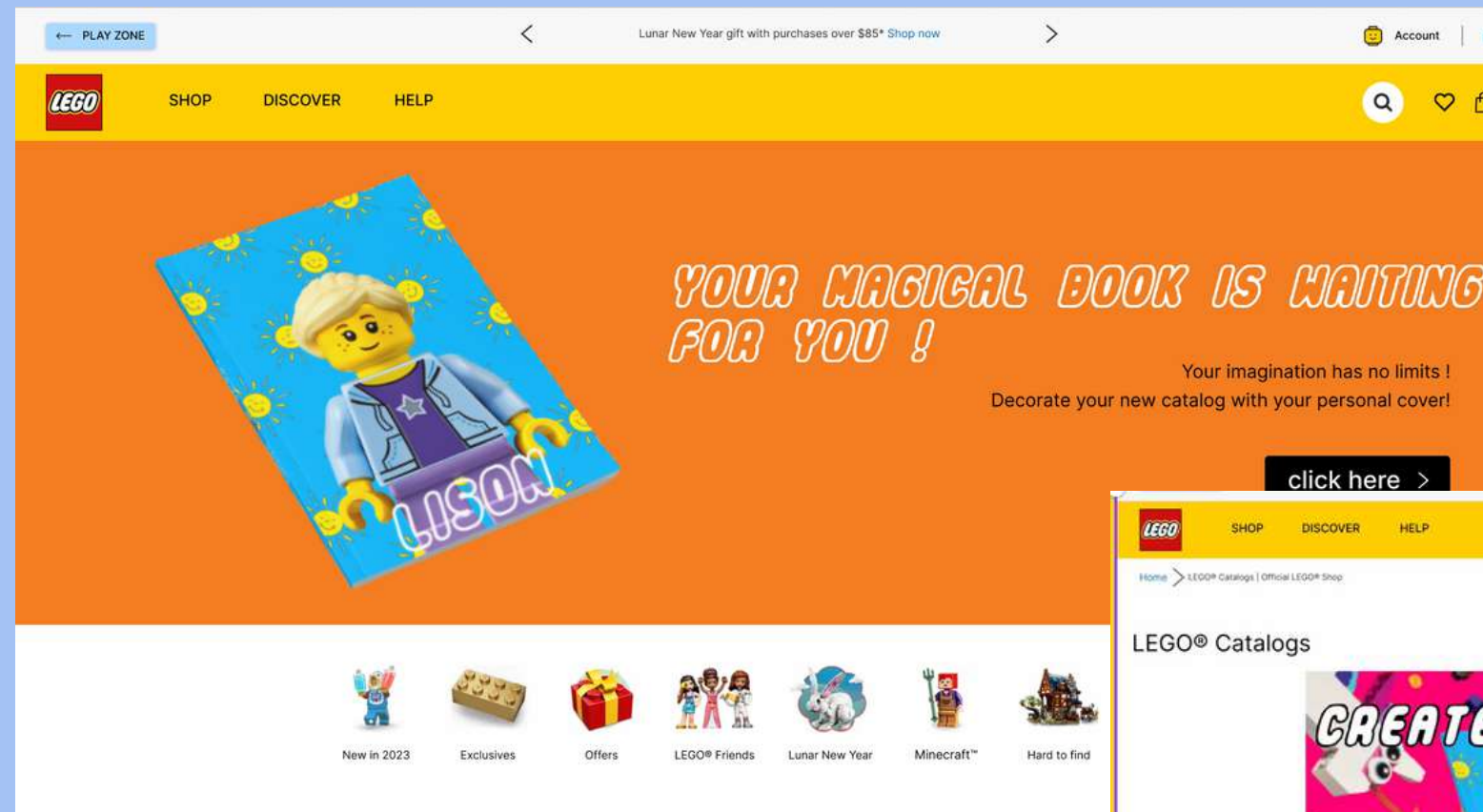


# I CAN DRAW MY OWN LEGO?





# EVERYONE CAN HAVE IT!





# IS IT ME IN THE MIRROR?





# THE EYE-CATCHING DISPLAY





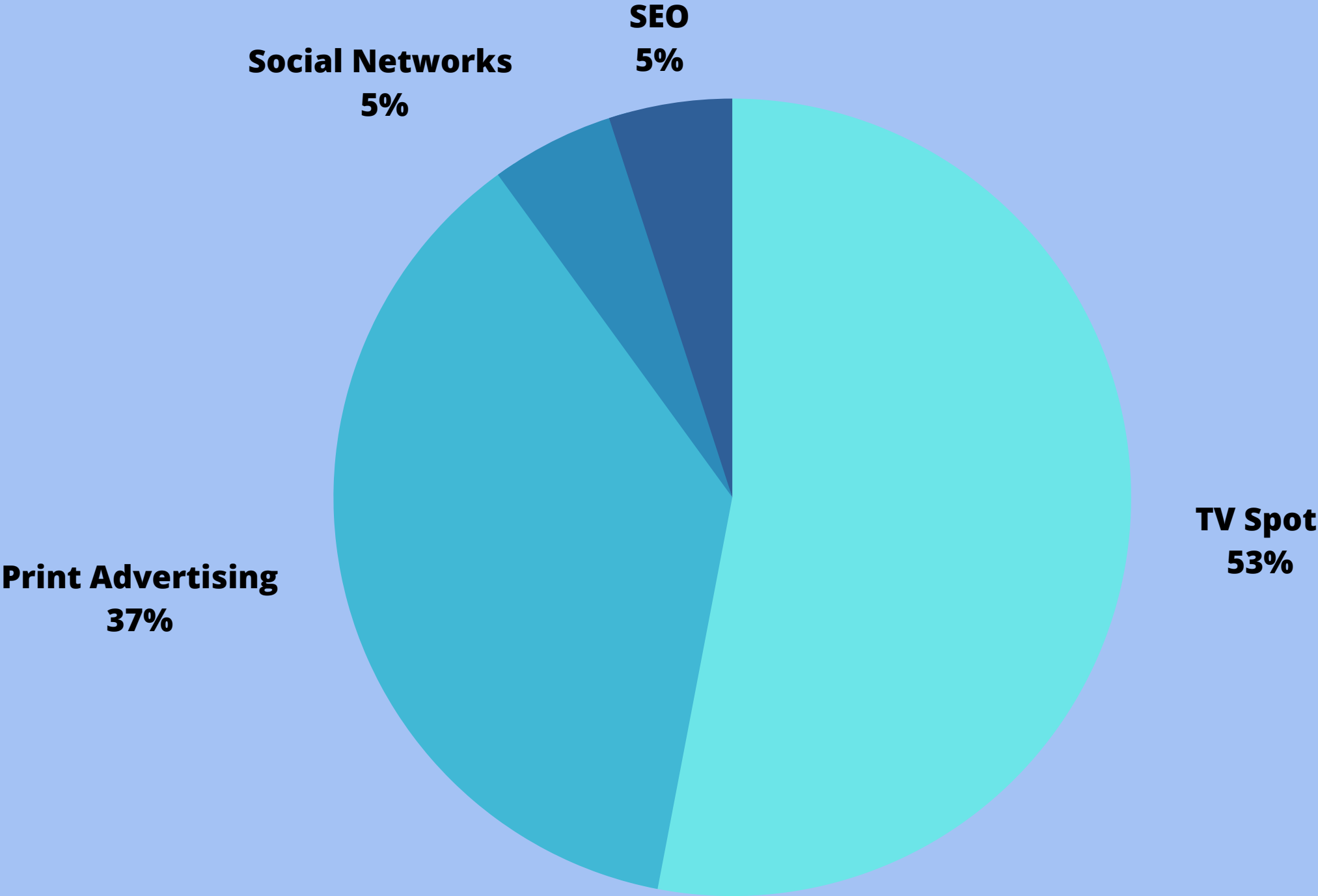
# SCHEDULING

Designation	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
<b>Before</b>																				
Provider contact	■																			
Catalog Meeting	■																			
Poster and over-coverage design meeting		■																		
Meeting Website			■																	
Over-coverage meeting			■																	
Story Board Meeting			■																	
Shooting tv spot									■	■										
Montage tv spot										■	■									
Meeting Display				■																
Social Networking Campaign Meeting				■																
Filter Meeting				■																
Magazine Editorial Mapping Meeting					■															
Street Marketing Meeting						■														
Weekly update on providers							■					■							■	
<b>During</b>																				
Spot TV																				
Display																				
Lego Magazine																				
Filter																				
SEO & SEA CAMPAIGN																				
<b>Catalog output</b>																				
Store terminal																				
Street marketing																				
Web site																				
Drawing of the catalog competition																				
<b>After</b>																				
Collection of press coverage																				
Website data collection																				
Collection result tv spot																				
Shipment of the winning kits																				
Communication winners draw																				
Results analysis																				
Review meeting																				

Duty Roles
Project Manager
Communication team
Catalog Team
LEGO TEAM
Store team
Digital team
Graphic designer
In-house printer
External printer
Regis display
TV distributor
TV spot director
TV spot editor
Filter designer
Magazine Editor
Bollard provider
Street Marketing Provider
Over-coverage provider
AI provider lego avatar
Team winning boxes contest



# HOW MUCH DOES IT COST?



**TOTAL = 5 000 000 €**