


Learning
brick 
by brick

Our team - AdHeroes

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ISA, the CS. She's the queen of giving tasks and the one who always motivates us.



RAMO, the copywriter. If you can't put in words, Ramo sure can.



ISA, the strategist. She plays detective with research data until she finds the best insights.

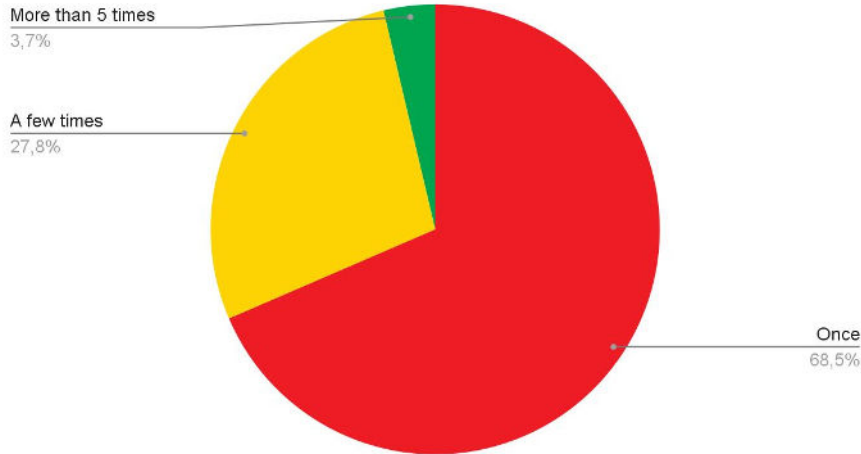


ALEX, the art director. He eats, breathes and drinks graphic design.

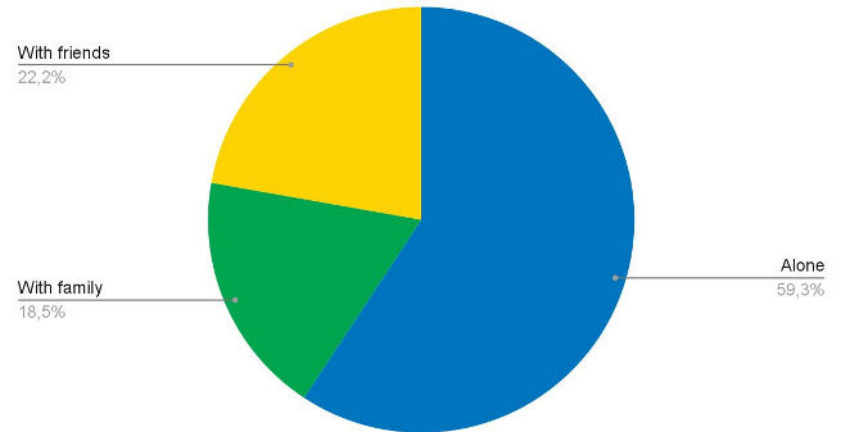
Primary research

We conducted a questionnaire that gave us both qualitative and quantitative responses using a stratified sampling method. This was accomplished by only selecting parents of children aged 6 to 10.

How often do children interact with the catalogue?



In which context do the children use the catalogue?



Primary research

The other area that we concentrated on was about the unconventional ways children used the catalogue. We conducted 3 interviews. Two with primary school teachers, and the other with a certified children therapist. This was because we needed a specialist's opinion on the alpha generation regarding the shifts in mindsets and behaviour of children from which we concluded:



Teacher 1: 'Yes i do see a decrease in the attention span of kids nowadays, I think it has to do with the time they spend on the computer'



Teacher 2: 'Children would much rather play games than read'



Therapist: 'Children aged 6 to 10 tend to prefer digital stimuli (e.g video games) versus sensorial toys and sensorial toys compared to books and reading''

Secondary research

What are the benefits of Lego?

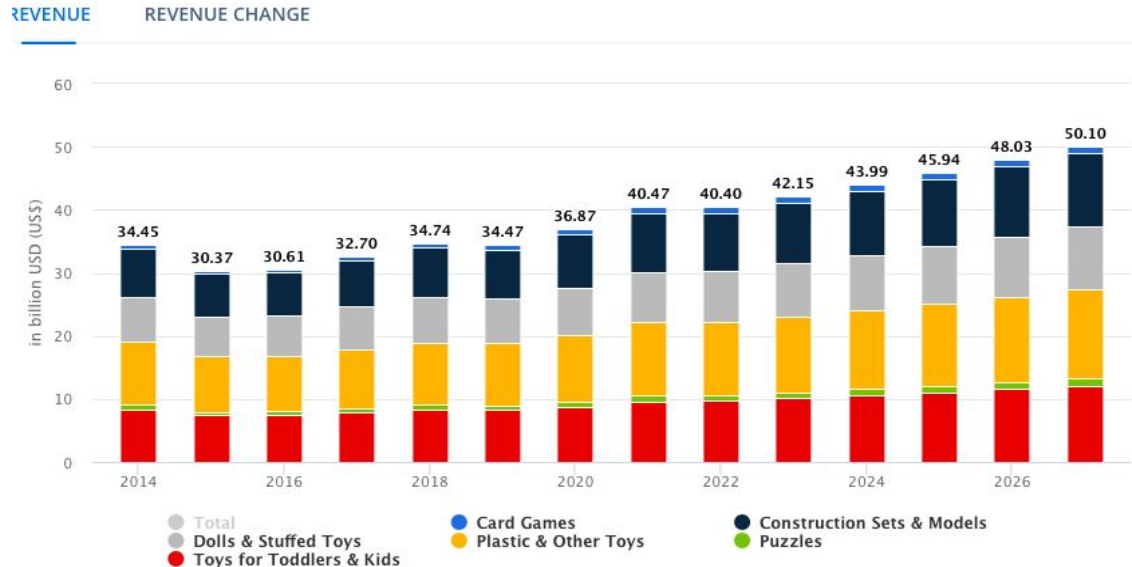
- **increasing motor skills**
- **developing creative thinking**
- **improving hand-eye coordination**
- **better problem solving skills**
- **building concentration span**
- **teaching about shapes and colour in early childhood**
- **encouraging symbolic play**
- **building social skill**

(M. JH Zhu and E. F. Risko, 2021, pg. 870, 'To organise or not to organise? Understanding search strategy preferences using Lego building blocks', Quarterly Journal of Experimental Psychology)



Secondary research

We also looked at toy revenue from the past 10 years in both Europe and the US in order to better understand the toy market globally and consumption trends :



 **Lego and the competition**

(<https://www.statista.com/outlook/cmo/toys-hobby/toys-games/europe>).



The objectives

1. Awareness: to increase awareness of the Lego catalogue in the target's mind (kids of 6 to 10 years) with 10% within the end of the campaign.

2. Knowledge: To inform parents and children about the cognitive and educational role of the Lego catalogue by improving the content with specific pages

3. Engagement : to motivate at least 20% children to get involved in playing games from the lego catalogue pages in the first 3 months of the campaign and joining a community of Lego players

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Target audience



Main target:

Children aged 6-10 years living in urban areas. They play a lot on the computer: Minecraft, Roblox, etc. They love playing with their friends and parents. Besides Lego, they play with other building games, robots, and/or dolls. They watch Disney movies, their family has Disney plus, they watch Disney Channel, Nickelodeon or Cartoon Network.

Secondary target:

Parents of the children described above. Their parents have medium to high incomes. Their parents want to persuade them to play more with toys and less on the computer.

Strategy

Challenge	Nowadays there is no connection between how children are playing and how they'll be living their future life.
Consumer Insight	Kids need a stronger stimulus' to live a real Lego experience of playing and anticipating life
SMP	In a world of digital games, Lego remains a brand that deeply believes in "hands on" play.
Reasons to Believe	Lego itself is a sensory toy that increases motor skills and cognitive development.
Big idea	The lego catalog is a learning tool

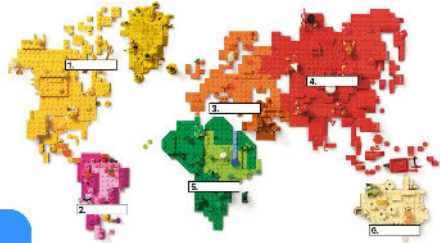
The tactics

The 'Learning brick by brick' campaign aims to bring back traditional ways of learning through fun games found in the Lego catalogues. We believe that by adding a few pages with games, children will be more likely to take the catalogue home.

1. **CONNECT THE DOTS** - connect the dots in the order shown by numbers to reveal a Lego set.
2. **THE LEGO MAP** - a world map made of Lego bricks and Lego figurines of animals specific to each continent to complete
3. **THE LEGO TRIVIA** - test your knowledge on a few of the movie franchises Lego partners with
4. **THE POWER OF IMAGINATION** - page split down the middle: half of a lego set, the other half is black, the child can imagine and draw the rest of the set.
5. **BATTLESHIP** - each catalogue has two frames: one where you place your own ships, one where you mark your guesses of your opponent's ships. You need two players for this game, each with their own catalogue.

Besides the games the catalogue will also have a detachable page containing a survey about the likability of the catalogue and disponibility of joining the Lego event which will be completed in store and then put in a raffle

The Lego animals got lost! Help them find their way back home! Write down the names of each continent and pair the animals with their respective continent.



- Africa
- Asia
- Australia
- Europe
- North America
- South America



THE LEGO MAP

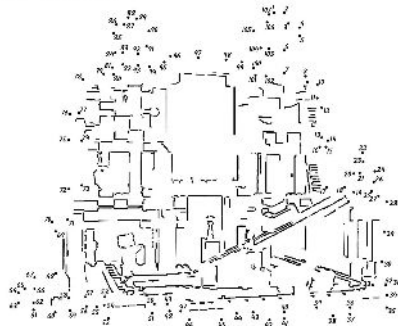
Imagine you were an architect.
How would you complete the rest of this city?



GO TO
PAGE 26

THE POWER OF IMAGINATION

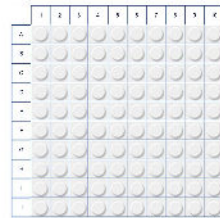
Connect the dots to discover the Lego set!
What does it look like to you?



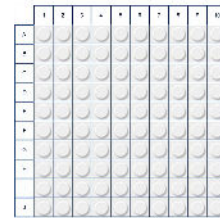
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PAGE 13

CONNECT THE DOTS

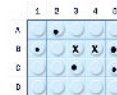
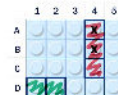
Are you a true pirate?
Ask a friend to join you on
this epic duel on the sea!



Your field



The enemy



BATTLESHIPS

The tactics 2

This brings us to part 2 of our idea

If children come back in the Lego stores with at least three games completed they will receive a small lego poster and an invitation to join the community of Lego players. Once they have joined the community, they can participate in our building event.

As an extension to the catalogue games, we will organise events for the community of Lego players.

The events will take place in a specially designated outdoor area (e.g.: park) which matches our goal of encouraging children to take a screen break.

The event areas will be filled with Lego props, and there will be snacks and drinks for their parents.

There will be **big building games**, **team building games** and **systemic play** designed so that they will increase children's communication, teamwork and motor skills.



Our media plan

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	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
TV - News	X					X
TV - Cartoons	X					X
YouTube	X	X	X	X	X	X
Instagram	X	X	X	X	X	X
Facebook/ Twitter	X	X	X			X
OOH	X	X	X			
People Stopper	X	X	X			

The Evaluation

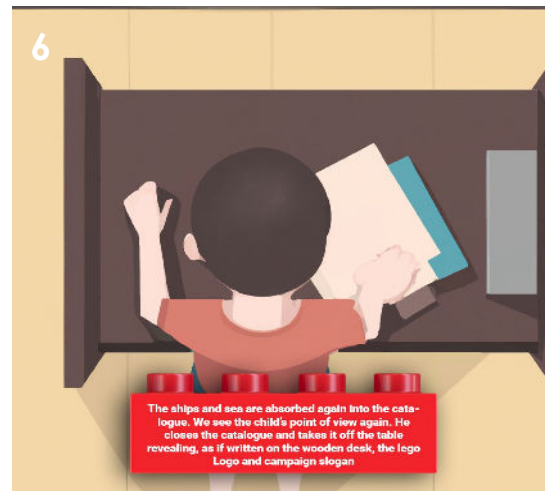
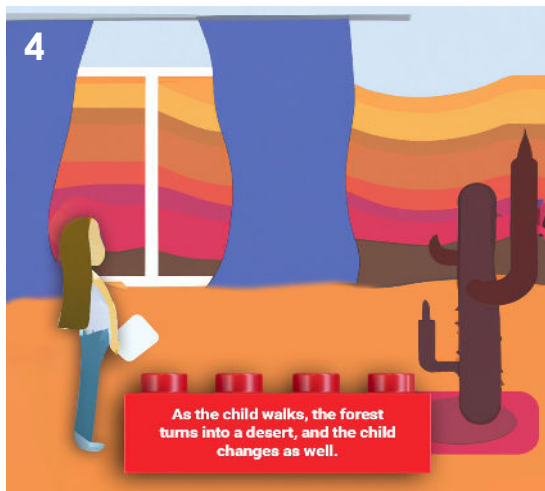
We will test the efficiency through:

1. **Pre Evaluation:** organising 3 focus groups to test the games designed for the Lego catalogue
- 2.1. **Evaluation during the campaign:** apply a simple survey in store at the end of the catalogue that refers to the likability of the games and to the disponibility of joining an event for Lego players
- 2.2. **During the campaign:** in store evaluation by inviting parents who bought a lego set to their children to answer an open question (what is the main reason for your acquisition?)
3. **At the end of the campaign:** inviting children who have completed at least three games to come back in the Lego Store. The first two thousand children will receive invitations to the event.
4. **Post Evaluation:** Short in store interviews with the parents regarding the catalogue's efficiency.



Script

Sequence	Space	Characters	Sound	Visual and Action
1. The catalogue	The child's room	Tim - a blond, 8 year old boy	Voiceover: Children have always been the experts at having fun while learning.	We see the Lego catalogue from a child's point of view. The child is shuffling through the catalogue. He reaches the first game page and colour starts dripping out of the catalogue.
2. Power of play		Tim	With just their imagination, they can explore jungles.	We zoom out and see the entire room transforming. Trees start growing from the floor up, a waterfall starts streaming, monkeys swing in the trees. The child gets up from the desk and starts exploring the forest, holding the catalogue as a map.
3. From jungle to desert	Transformed room	Katie - an asian, 6 yo girl	Adventure into the depths of the Saharan Desert.	As the child walks, the forest turns into a desert, and the child changes as well.
4. From desert to mountain	Transformed room	Jacob - a 7 yo boy of colour	Climb the Himalayan mountains.	The child keeps walking and the desert turns into a snowy mountain, the child changes again.
5. Battleship	Transformed room	Jesse - a 9 year old boy with ginger hair and Devi - an 8 year old indian girl	Even carry out epic battles at sea!	The floor becomes an ocean. A pirate's ship rises from under the child's feet. There are two ships with two different children, illustrating the battleship game from the catalogue. The children are holding the catalogues in their hands. As they draw in them, the ships interact (the cannons fire, the sail opens etc.)
6. Campaign slogan	Regular room	Tim	All they ever needed, was for someone to show them just how much of a superpower their imagination is.	The ships and sea are absorbed again into the catalogue. We see the child's point of view again. He closes the catalogue and takes it off the table revealing, as if written on the wooden desk, the Lego logo and campaign slogan: "Imagination is your greatest superpower"





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Outdoor poster

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Metro station





LEGO

Today 10:00



The Lego catalogue returns this summer with a whole new look you haven't seen before! Come pick it up in the Lego stores to offer your child an epic new adventure.



You and 99 others

100 Comments



Like



Comment



LEGO

In the middle of the ocean



532 Likes

LEGO The Lego catalogue returns this summer with a whole new look you haven't seen before! Come pick it up in the Lego stores and let it guide you on your next epic adventure.



**Thank you
for your
attention!**