



 **PALM CREATIVE AGENCY**

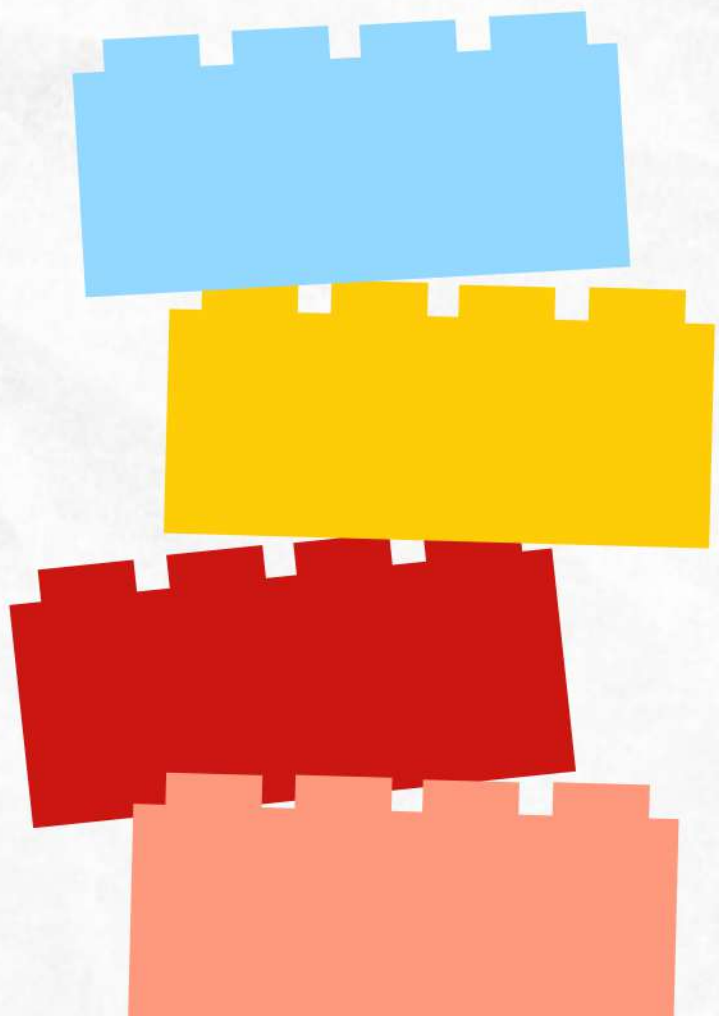
Reveal **the collector** in you.



Juliette AUGÉ, Rose de MONTMORILLON, Joanna LICHTENBERG, Zoé PALUD

# Plan

- 01 Team members
- 02 Manifesto
- 03 Research
- 04 Global Strategy
- 05 Media Strategy



# Team members

 **PALM CREATIVE AGENCY**

**Juliette**  
Artistic Director

"LEGO newbie.  
I develop new identities and images to  
create new brand visions."



**Rose**  
Copyrighter

"Little LEGO collector.  
What I like the most is finding the right  
words and writing new stories."



**Joanna**  
Product manager

"I remember when my dad taught me how to  
make LEGO 'dogs' with LEGO bricks...  
I was so happy!"



**Zoé**  
Strategic and media planner

"Collector at heart. What I loved most  
about collections was to organize and  
admire them. Today, I kind of do the  
same...but for campaigns."





# Manifesto

## Reveal **the collector** in you.

### **Building, assembling, creating, collecting.**

*From our early years throughout adulthood, LEGO develops ones imagination, all while creating unforgettable memories between families, friends and strangers.*

*The digitalisation of the world is impacting the way children play and interact with their surroundings. Overlooked in stores, forgotten in letterboxes, paper catalogues have become unknown to newer generations. Yet, they are the very beginning of the creation of new stories and memories.*

### **From collecting rocks to exchanging marbles, the art of collecting starts with children and is cherished through adulthood.**

*Catalogues create and sustain the idea of LEGO collectors, by developing deeper meanings towards LEGO products.*

*Catalogues do not only enable the discovery of whole new LEGO worlds, they create unique relationships between children around the globe. Collectors can share, exchange and learn, all while discovering new cultures.*

*Catalogues expand and unite the LEGO community by reconnecting with the fulfilling experience of flipping through paper catalogues, with its scent, the wrinkling, underlining and ripping of pages.*

*Catalogues can be kept, collected and shared, from generation to generation.*

### **Lego rebuilds its world and reshapes its collector values.**



# The catalogue's purpose

The LEGO catalogue becomes a **ground of sharing** for its community, to awaken the **spirit of collecting** in children.

It brings **together** and is passed down **between generations and cultures.**

With nearly **100 years** of brand experience, LEGO follows us from childhood to adulthood. The bricks allow a sense of **accomplishment.**

We build them from scratch, admire what we built, play with them, cherish them.

**We never throw our LEGOs away:** we keep them, trade them, pass them on.

**What  
LEGO  
conveys**

# The spirit of collecting generally develops from the age of 7, transmitted through parents or friends on the playground.\*

**44%** of children between 7 and 14 years old say that they like to collect.

**31%** are currently collecting or have done so in the last 6 months.

I've always loved cars. When I was little, I used to play with them a lot. My dad gave me some old cars of his, and I kept buying them.

Nathan, age 10, autophilist\*\*

It brings me a lot of pleasure, because I love looking for new rubbers and admiring my own... But what motivates me the most is when I get compliments on my collection.

Angela, age 13, cumiphile\*\*



\*Naître et Grandir, 2018, L'enfant Collectionneur  
\*\*Okapi Magazine Survey, 2010

It's a way to bring people together, to create new connections, to lead consumers to the stores.

**SHARE**

A mobile version, that children can bring back to school, to their friends, to exchange and share...

**EXCHANGE**

The campaign values reflect LEGO's mantra:

**"Learning-through-playing"**

**LEARN**

It stimulates children (reading, observing, analysing, ...), is a vector of value and generates interculturality.

**COLLECT**

It refers to the very idea of LEGO toys that we collect.

# Vision

## "Reveal **the collector** in you" campaign

Make every new edition of the catalogue an event. Children look forward to its launch to discover new LEGO products, but also extend their collection.

The catalogue becomes a support for current and future collectors and gives an exclusive access to the LEGO collecting community.

Collections have a reassuring and comforting aspect. Children value material goods more, it represents the only currency of exchange and ownership with adults and among themselves.

**LEGO becomes a way to feel important and fulfilled. Collectors enable the catalogue to live over time.**



# Global Strategy

## New layout



## LEGO Cards & Figurines

- Families are encouraged to grasp a catalogue early on, to discover their number and their gain.
- Various gifts, different values. From standard LEGO character cards to 3D card to seasonal and franchised character figurines.

## Numbering

- The numbered catalogues bring added value to the print edition.
- Each number is associated with a gift to collect in stores or online.
- Families can get their prize by giving their catalogue number and country in a LEGO or partner store or on the dedicated landing page on the LEGO website.

## Education

- Key words in foreign languages are displayed around toys, playing and LEGOs (e.g: english in France, spanish in USA...)
- Cards & figurines are intended to be shared within the LEGO community around the world.



## Exchange Program

The program connects children from all over the world. They can share toys & write letters to each other.

Children can discover portraits from collectors from around the world in the catalogue and can easily apply to be featured in the next edition!



**Maria**  
8 years old  
Spain

### How to join the **COLLECTOR EXCHANGE PROGRAM**



- 01** Families submit their application form to the closest LEGO letterbox or online.
- 02** LEGO collects submissions monthly to match children from different countries & sends families prepaid shipping labels.
- 03** Children exchange one of their own LEGOs to receive and discover a new LEGO and expand their collection.
- 04** The exchange is completed with a stamp in the LEGO Passeport with a unique one from each country.



# Additions to the layout



Numbering

Full pages portraits for the Exchange Program

# Cards and figurines to win



# Media Strategy

As LEGO is already well known amongst a large population, the main goal for this campaign is to **attract** a new audience and **deepen the bond** with existing LEGO fans by **reviving memories** to adults and add a whole **new dimension** to the LEGO experience for children.

## Objectives



Extend the catalogue lifetime in households.



Drive people to LEGO stores.



Enable a deeper attachment to the LEGO brand.



Get to know better the audience.

## Target audience



Children between 6-10 yo



Parents from CSP + / ++



Prescribers from CSP + / ++  
(aunts/uncles, grandparents, godfather/mother, etc.)

# Campaign's Moodboard



# In-store activation & Street-marketing



## Letter boxes

Each POS and LEGO partner store will have a dedicated area to the catalogue with a specific display.

LEGO store will also have their own letter box for children to send their entry form for the Exchange Program.



## LEGO Mascot

During 3 months, the LEGO Mascott will visit the main cities on each continent. An occasion for collectors to meet up and discover the catalogue.

Animations planned: country stamps for LEGO passeport, chats between children...



## Ad Storyboard

### Who?

Children and their parents.

### How?

The "Reveal the collector in you" movie ad is played during the commercials.

# Cinema

### When?

#### PAW Patrol: The Mighty Movie

10.5.2023 (Germany)  
 10.11.2023 (France)  
 10. 12.2023 (Italy)  
 10.13.2023 (UK, USA)

#### Haunted Mansion

8.11.2023 (worldwide)



## Organic content

Introduce the concept of a collector's catalogue as young children and their parents are increasingly on social media

Use the campaign to launch the Tiktok LEGO account with content such as: new LEGO constructions, alternative constructions, additional LEGO collectors portrait, etc.

# Social media & Influence



## Sponsored Posts

“Reveal the collector in you” campaign



Storyboard – Paid Content



# Influencers Paid Partnerships

Target key family and parenthood influencers from LEGO's key market : Europe, North America and Asia.

## Activation

- Send them the catalogue
- Let their children take part in the exchange program and film their experience throughout (from choosing the LEGOs to send and writing a letter to unboxing the LEGOs received, etc).
- Giveaway : 1 chance to win a place to visit the Lego House

# Social media & Influence



### The Bucket List Family (US)



Travel the world with their 3 children

### Kim NaYoung-@nayoungkeem (SK)



Shares about family life and creates content for brands with her children

### Léa - @jenesuispasjolie (FR)

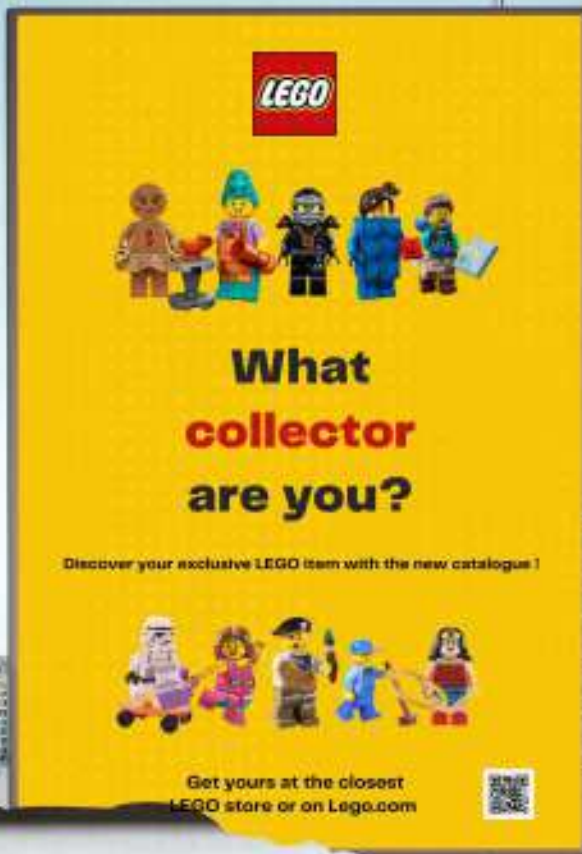


Gives advice on parenting and self-care

### Kay - The Mom Trotter (UK)



Talks about homeschool, finance & gentle parenting



## Billboards

Drive families to LEGO Stores.  
Remind them of the catalogue and get it early.

### Where?

- Major cities in key markets with LEGO Stores
- Close to pick-up points (LEGO Stores, LEGO Mascot)

### Who?

- To target parents and their children



The QR code leads to the landing page dedicated to the catalogue with a link to order it (for free) or find the closest LEGO partner store

# OOH

# Collector Contest

Bring children, parents and adults together around a common hobby.

## The Contest

A multi-cultural meet-up between LEGO collectors.

3 days all-expenses paid to live the LEGO experience.

## How to enter?

The catalogue number is the entry pass

1 catalogue numbers per distribution country (50) are drawn at the end of the season.

## Activities planned

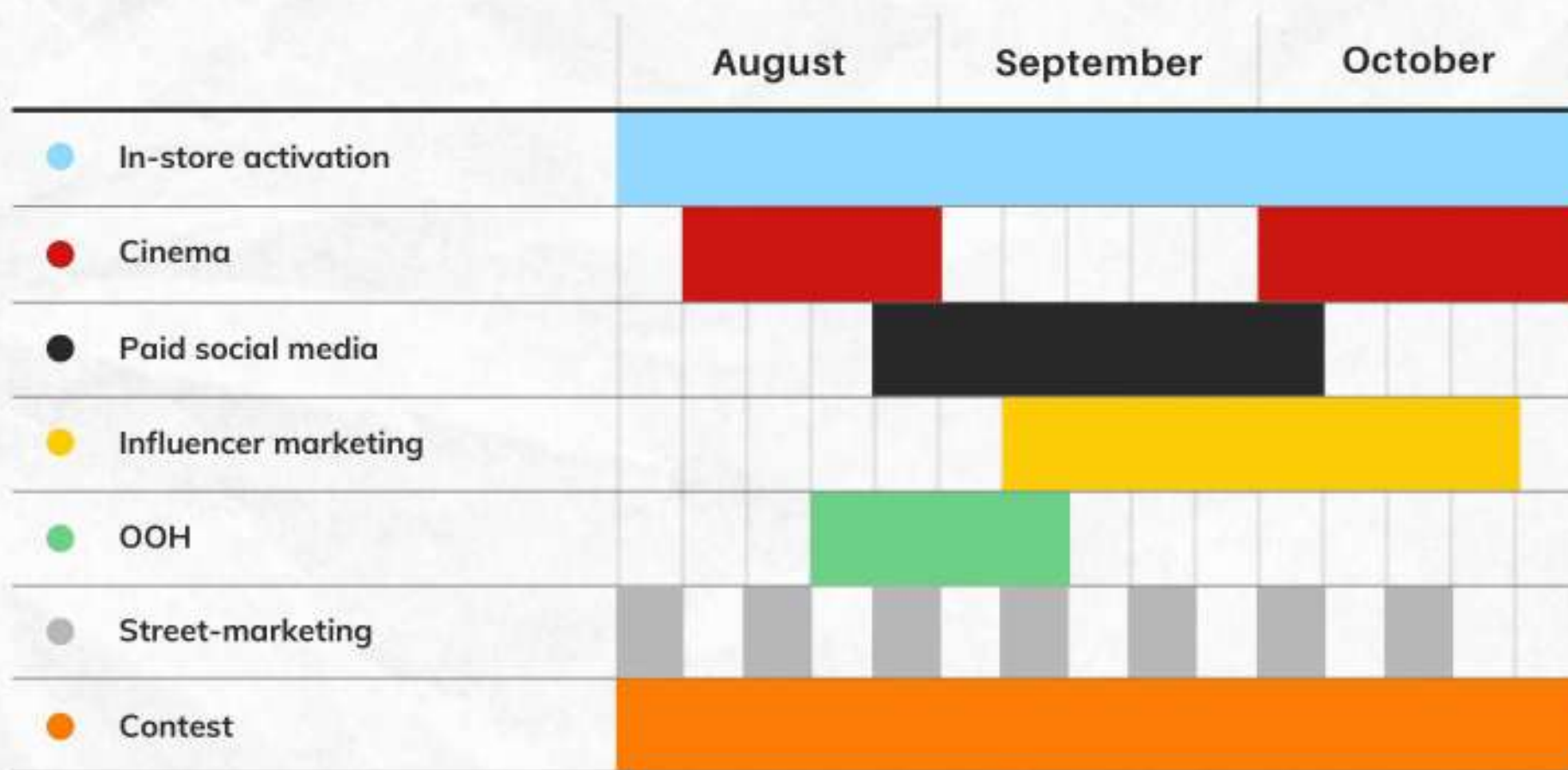
Visit of the Lego House (DK), LEGO HQs & factories

Discover the Danish culture

Discover new "collector" toys with LEGO designers

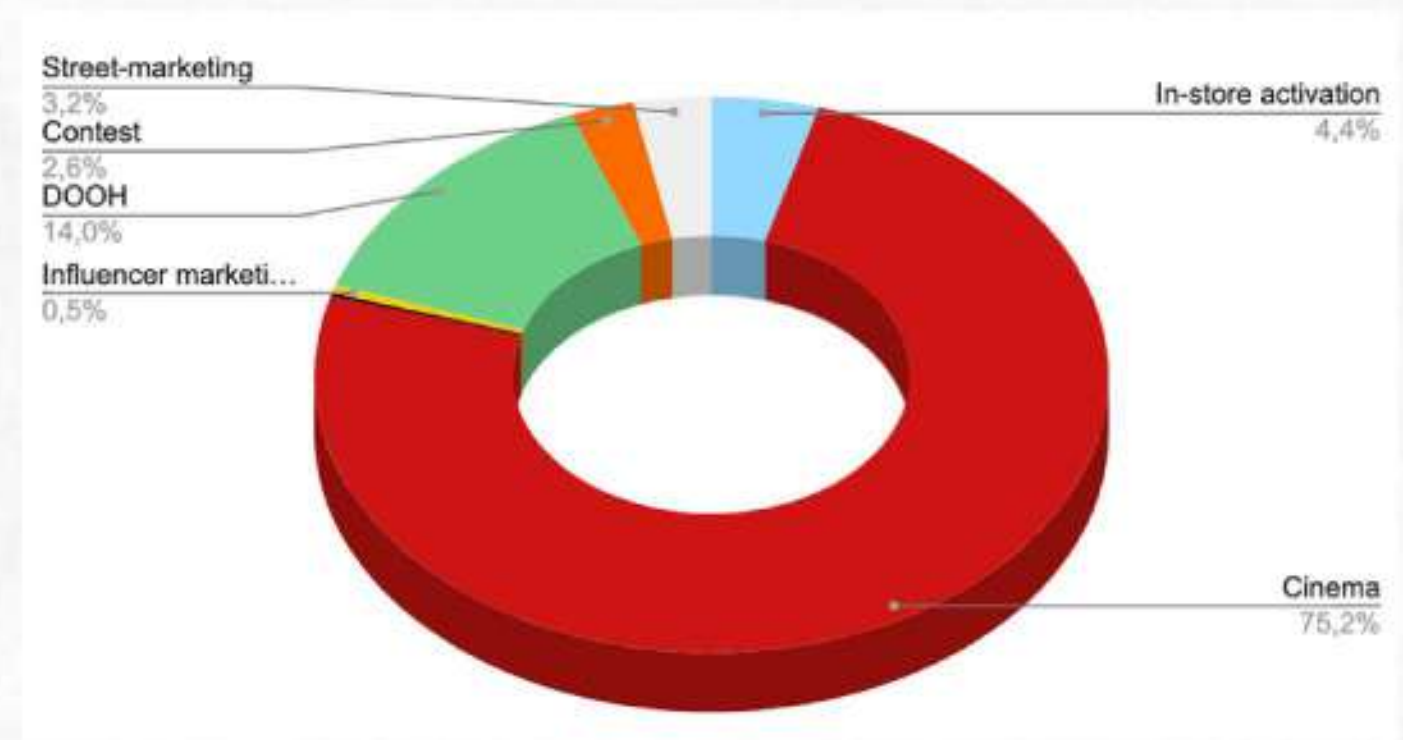


# Media Planning



# Media Budget

Budget breakdown



Global media budget (worldwide)

**4 110 655€**

# Appendix

# PESTEL

## Political

- Specific and stringent standards and regulations (UE)
- Problems of stable political regimes and labor conditions
- More regulated and difficult to set up in the UK (taxes, customs fees, etc)
- Political instability impacting prices with the cost of energy and raw materials (Russia/Ukraine war)

## Economical

- Inflation and economic instability due to various uncertain events (COVID, Ukraine War, etc. )
- Seasonality of the market (christmas, etc.)
- Relocation of production to emerging countries
- Baby boom post covid, a growing target

## Social

- Hyperconnection of individuals, digitalization of societies
- Restriction following COVID-19 (Isolation, Health Pass, Vaccine)
- Importance of the child's place in society ("spoiled children")
- Donations and associations to NGOs to promote the well-being of children around the world

## Technology

- Digitalization of children's entertainment means (phone, tablet, game consoles, AR/VR)
- Innovation technological (robotization, bluetooth integration, interconnectivity of toys, etc.)
- Innovation technical (development of alternatives to polluting and harmful plastics)

## Environmental

- Consumer society with a high ecological impact (plastic toys, waste etc.)
- Search for environmental sobriety and awareness of CSR issues by consumers and companies
- Reduction of plastic and recycling of packaging

## Legal

- Reinforcement of decrees and directives to ensure the protection and safety of children
- Harmonization of standards and laws for EU member countries and companies in Europe
- Counterfeiting and intellectual property issues

- Launched almost 90 years, Lego has a huge notoriety
- One of the most influential brands in the world (worth : 7,6 milliards de dollars)
- In the Western world, LEGO is part of popular culture (Lego Land, Lego Museum, etc.)
- Introducing figurines with famous features (Batman, Harry Potter, Star Wars, etc.)
- Agreement with the World Wide Fund for Nature (WWF) to reduce carbon emissions

- High-priced products
- Loss of exclusivity on the sale of bricks in the toy market (2010)
- Safety Hazard for children
- Through its diversification and amplitude, Lego may have lost what was the core of its business (construction toys) and may need to refocus on a more defined target

## Strengths

## Opportunities

- Collector side of the product - what about the catalog ?
- Birth rate, one of the highest in Europe
- Sociological evolution of mentalities: Lego is no longer only for little boys, but also for girls and adults
- Cross-generational consumption of Lego's
- The explosion of multi-media franchises (Marvel Cinematic Universe, Harry Potter)

Internal and external diagnosis of LEGO

# SWOT

## Weaknesses

## Threats

- Strong competition in the toy sector (especially from Disney) and counterfeit
- Seasonality of sales : peak around christmas time
- European laws around children's safety : risk analysis and conformity assessment of toys, age labeling (must meet European directives - CE label, European Conformity)
- Price: loss of purchasing power for families = loss of income

## Direct competitors' catalogues

### Playmobil



- Specific scanned paper catalog available online
- 4 types of catalogs : PLAYMOBIL® Catalog, PLUS Catalog, 1.2.3 Catalog (children up to 4)
- The collectors' showcase (archive products)
- No brick and mortar, so no easy and accessible catalog pick up

### King Jouet



- Digital catalog, with multiple categories and direct link to the website: baby toys, board games, imitation games, educational games, etc.
- 9 millions of copies per year. According to the CEO, it is time to reduce the volume (2021)
- Catalog is released at Christmas and in spring with its paper version available in stores.
- Customer database management: encourage people to pick it up in store or send it only to those who ask for it

## Indirect competitors' catalogues

### Ikea



- The catalog is fully digital since 2021
- The catalogue has been its main media for 70 years and a symbol of Ikea.
- "Interior Tours" are available on the website in the "Home Tours" section with universe presentations, tags and direct links to the products. Use of AR in stores.

### La Redoute



- 3 paper catalogs
- Home send-out can be requested online

### Carrefour



- Food, lifestyle, toys
- Paper catalog in store (entrance and exit)
- Christmas catalogues are sent each year to every household with children
- Catalog available online