



CAMPAIGN PROPOSAL

THE CATALOGUE.



MEET THE TEAM.

STRATEGY

CREATIVE

MEDIA

RESEARCH

ELLA



IZZY



EMILY



FRASER

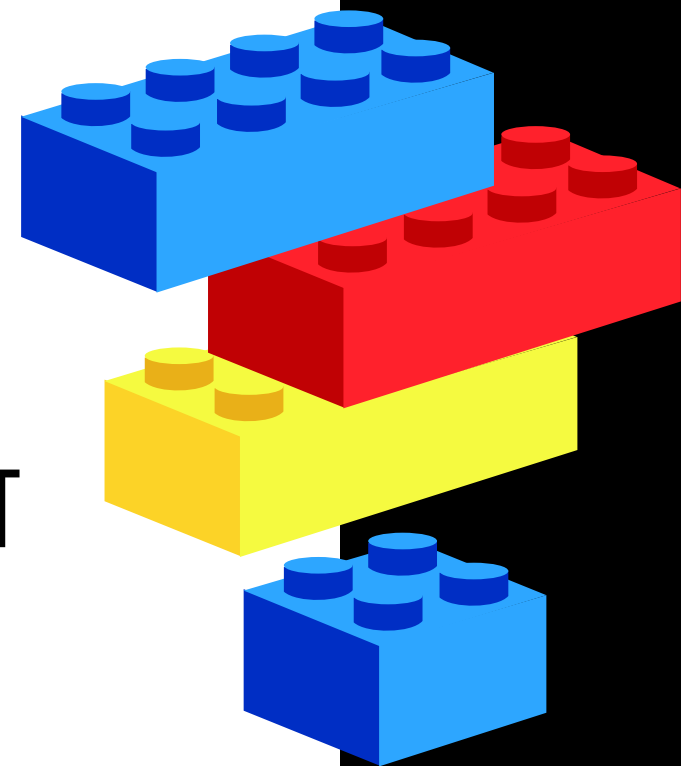


**LEGO IS ERA-
PROOF.**

TOY MARKET AND TRENDS.



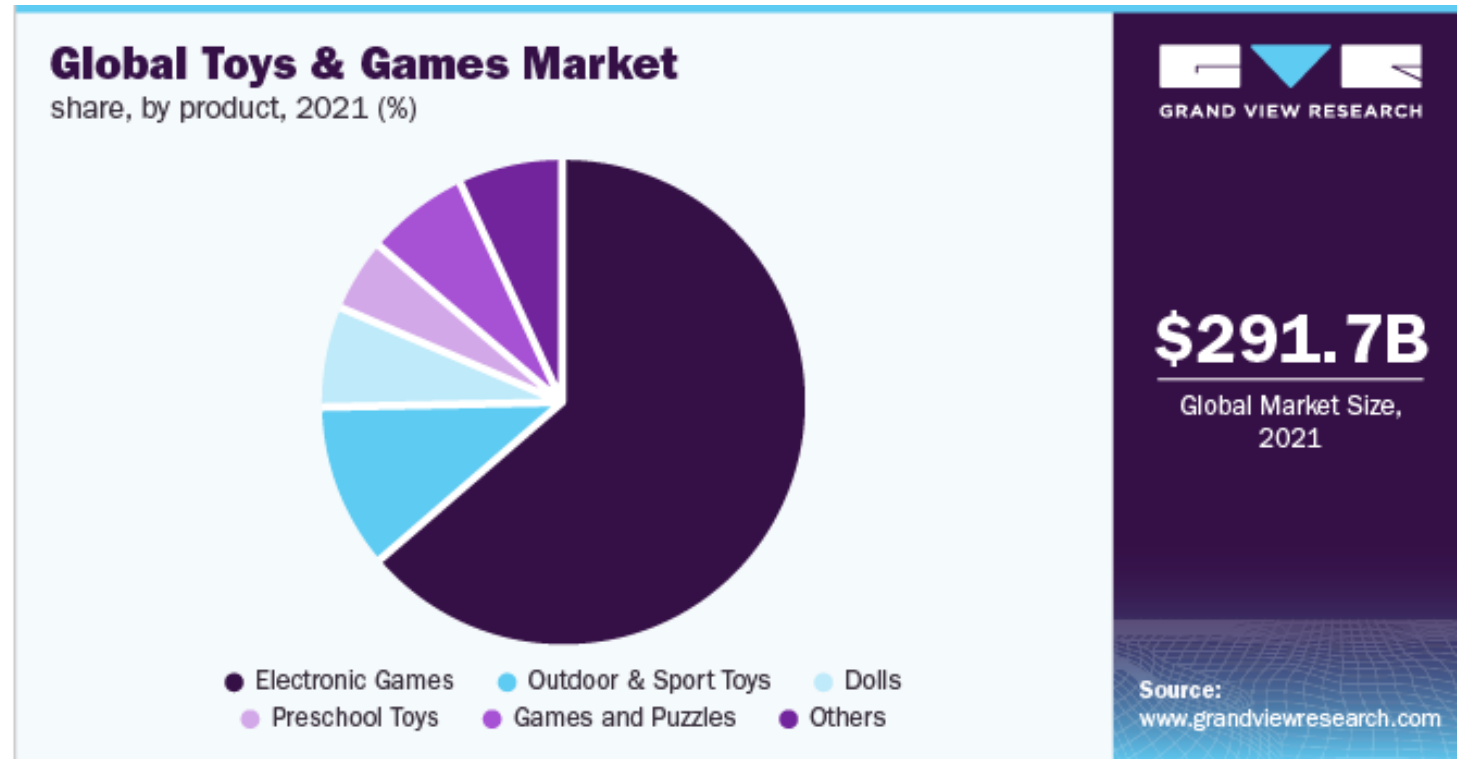
- SENSORY TOYS
- COGNITIVE DEVELOPMENT
- CREATION & SHARING



GLOBAL TOY MARKET
VALUED AT **\$103.96 BILLION**
IN 2021.

THE **GROWTH RATE** IS
WITH ESTIMATED VALUE OF
5.4% **\$14.3 BILLION**
BY 2028.

LEGO COMPETITORS.

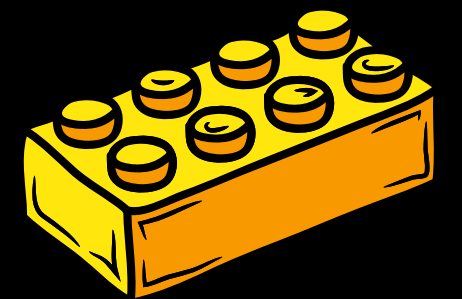
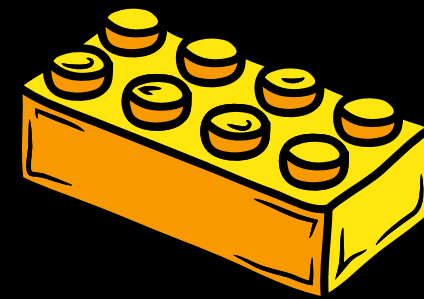


2002

2022



THERE IS STILL ROOM FOR A CATALOGUE.



CATALOGUE TRENDS.

- COST OF DIGITAL ADVERTISING CONSTANTLY RISING WITH A LOWER ROI.
- HIGH-QUALITY PHYSICAL CATALOGUES WITH COMPELLING NARRATIVES CAN CREATE THE SENSORY AWE THAT WOULD BE HARD TO REPLICATE ON A DIGITAL SCREEN.
- CATALOGUES FEATURING HEDONIC PRODUCTS HAVE **120%** HIGHER MARKETING ROI THAN UTILITARIAN PRODUCTS.
- HIGH-QUALITY PHYSICAL CATALOGUES WITH COMPELLING NARRATIVES CAN CREATE THE SENSORY AWE THAT WOULD BE HARD TO REPLICATE ON A DIGITAL SCREEN.

INSIGHT.

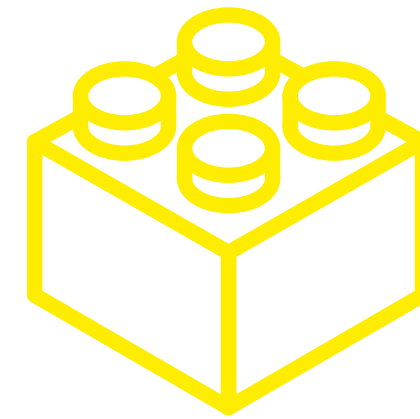
- CHILDREN ARE TECHNOLOGY OBSESSED.
- PARENTS ARE NOT COMPLETELY CONCERNED.
- PARENTS HAVE THE FINAL SAY.
- FOR PARENTS, CONVENIENCE IS KEY.
- YOUTUBE AND GAMING ARE MOST POPULAR.

QUOTE.

- 'THE FIRST THING THEY ASK FOR WHEN THEY GET HOME FROM SCHOOL IS THEIR IPAD'.
- 'I KNOW IT'S BAD BUT THE ONLY WAY I CAN GET ON WITH MY HOUSEWORK IS WHEN THEY'RE PLAYING FIFA'.
- 'I STOP HIM PLAYING ON HIS GAMES BEFORE SCHOOL AND AN HOUR BEFORE BED, OTHERWISE HE WOULD SPEND ALL DAY ON IT. THAT DOESNT GO DOWN WELL THOUGH'.
- 'I JUST ORDER IT (TOYS) ON AMAZON, IT MEANS I DONT HAVE TO MOVE OFF THE SOFA !'
- "SHE IS EITHER PLAYING A GAME, OR WATCHING SOMEONE ELSE PLAY A GAME'.

CURRENT **ISSUES** WITH THE LEGO CATALOGUE.

WHEN WE ORDERED THE CATALOGUE ONLINE, **IT DID NOT COME FOR WEEKS** AND WE HAD NO UPDATE.



- WE VISITED VARIOUS LEGO STORES, WHEN ASKING FOR THE CATALOGUE, STAFF EITHER HAD NO IDEA WHAT IT WAS OR IT WASN'T EASY TO GET HOLD OF.
- MOST OF OUR PARENTS HADN'T HEARD OF THE LEGO CATALOGUE AND KNOW THEIR KID HAS NEVER SEEN ONE.

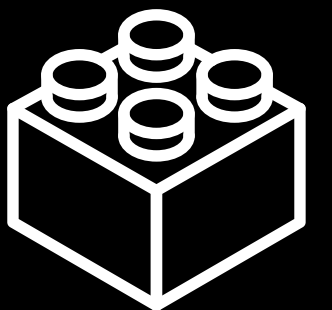
THE **AWARENESS** AND **DISTRIBUTION** OF THE LEGO CATALOGUE ARE SEEMINGLY NON EXISTENT.

OVERALL.

A CATALOGUE WITH STRONG IMAGERY AND NARRATIVE WILL PROVIDE A BETTER USER **EXPERIENCE** AND MORE SALIENCE WITH THE BRAND .

KIDS **LOVE** THEIR **TECHNOLOGY** AND ALL ITS FEATURES, THEY WOULD PLAY WITH IT ALL DAY IF THEY COULD .

PARENTS HAVE THE **FINAL SAY** OF HOW MUCH TIME THEY SPEND ON THEIR TECHNOLOGY.



DISTRIBUTION.

BY 6 MONTHS INTO THE CAMPAIGN, WE WANT 5% OF CHILDREN AGED 6-10 IN THE UK TO HAVE OBTAINED A FREE LEGO CATALOGUE.

AWARENESS.

BY 6 MONTHS INTO THE CAMPAIGN, WE WANT TO INCREASE AWARENESS FROM >1% TO 8% WITHIN CHILDREN AGED 6-10.

POSITIONING.

WE NEED TO FIND A PLACE IN THE CONSUMERS MIND TO POSITION THE LEGO CATALOGUE WITHIN A GAP IN THE DAY-TO-DAY LIFE OF CHILD. THIS WILL GIVE THEM A REASON TO SIT AND READ IT RATHER THAN FLICK THROUGH AND NOT TOUCH IT AGAIN.

AIMS. 

TARGET FAMILY.

PARENT- THE PURCHASER.



CHILD- THE USER.

(AGED 6-10)

THE INSIGHT.

WE REALISE A CATALOGUE
CAN'T COMPETE DIRECTLY
WITH TECHNOLOGY. SO WE
WANT TO POSITION OUR
CATALOGUE IN THE TIMES
WHERE TECHNOLOGY IS NOT
ALLOWED.

THE GOLDEN HOUR.

THE GOLDEN HOUR - PARENTS WILL
ENFORCE A TIME IN THE DAY, WHERE
SCREENS ARE PUT AWAY, MUCH TO THE
CHILD'S DISGUST.

WHEN THE GOLDEN HOUR HITS, WE WANT
OUR CATALOGUE TO BE THE FIRST THING
THEY PICK UP ONCE THEIR DEVICES ARE
AWAY.

HOW DO WE DO THIS? BY RE-
PURPOSING THE PERCEPTION OF
OUR CATALOGUE.

THE PROPOSITION.

THE LEGO CATALOGUE IS MORE THAN A
BOOK...

**IT IS THE PORTAL
FROM THE LEGO
WORLD.**

WHERE SO MANY BOOKS TRY TO
BRING YOU INTO THEIR WORLD,
THE LEGO CATALOGUE WILL DO
THE OPPOSITE, IT WILL BRING THE
LEGO WORLD TO YOU .

OUR CAMPAIGN.

'UNLEASH THE LEGO WORLD.'



WHEN?

JULY-DECEMBER

BUT FIRST...

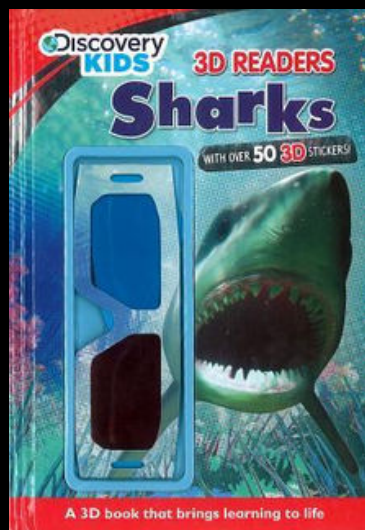
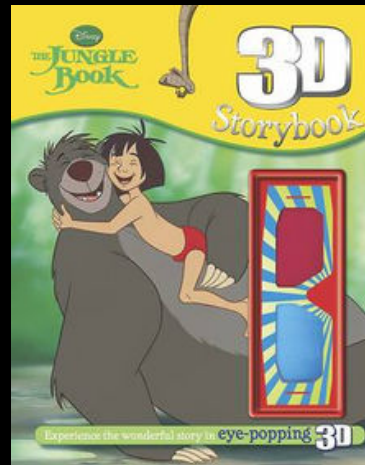
STAFF TRAINING

IN-STORE AVAILABILITY

ONLINE AVAILABILITY

WE'RE MAKING IT 3D NARRATIVE ASPECTS.

PRE CAMPAIGN BOOK MODIFICATIONS.



NOW WE HAVE CONQUERED HOGWARTS, LET'S MOVE ONTO OUR NEXT ADVENTURE, HERE IS A HINT... HOW DO YOU ASK A LEGO NINJA TO LEAVE?...

3D GLASSES WITH EVERY CATALOGUE.

WHY?

WE WANT TO ENHANCE IMAGERY TO LITERALLY UNLEASH THE LEGO WORLD THROUGH 3 DIMENSIONAL INTERACTIVITY.



NINJAGO!



TACKLING AWARENESS ISSUE.

YOUTUBE. CINEMA.

ON THROUGHOUT THE CAMPAIGN.

JULY- AUGUST AND OCTOBER HALF TERM.

10 SECOND VIDEO AD.



UNLEASH THE LEGO WORLD



Unleash the
LEGO world.

LEGO Collect your FREE 3D Catalogue in store today.



LEGO STORES.

18 LEGO STORES, ON THROUGHOUT THE CAMPIAGN.

BILLBOARDS.

JULY-AUGUST, OCTOBER-NOVEMBER.



3D STREET ART



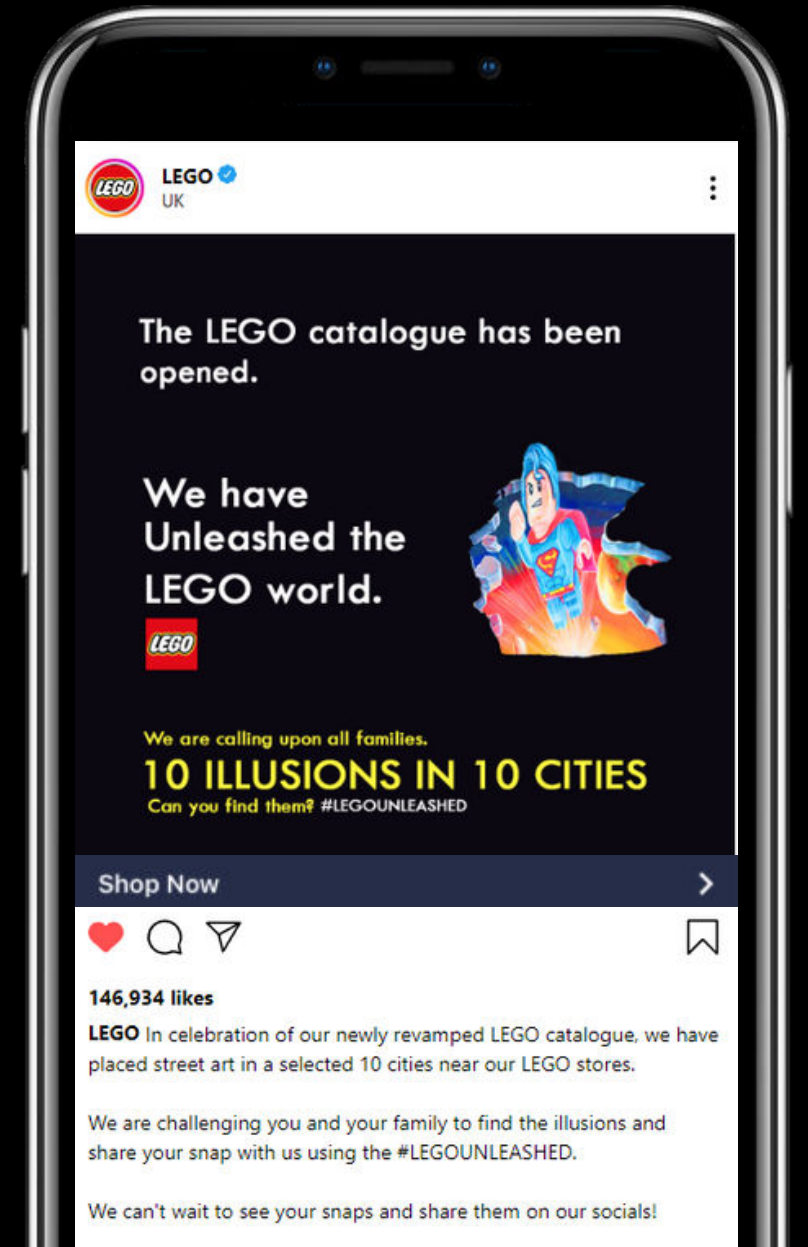
PRESS PLAY



#LEGOUNLEASHED

RADIO ADVERT

3D STREET ART USED AS A PUBLICITY STUNT TO GAIN FREE MEDIA FROM PHOTO OPPORTUNITIES AND IS ADVERTISED WITH RADIO AND SOCIAL ADVERTS.



TACKLING DISTRIBUTION ISSUES. **TESCO** & **LEGO**



TOY AISLE TAKEOVER.

TAKEOVER =
AUGUST.

FSDU =
SEPTEMBER-
DECEMBER.

AISLE FIN.



FSDU.



AISLE
TAKEOVER.



BILLBOARDS.

AUGUST, IN 200 LOCATIONS.



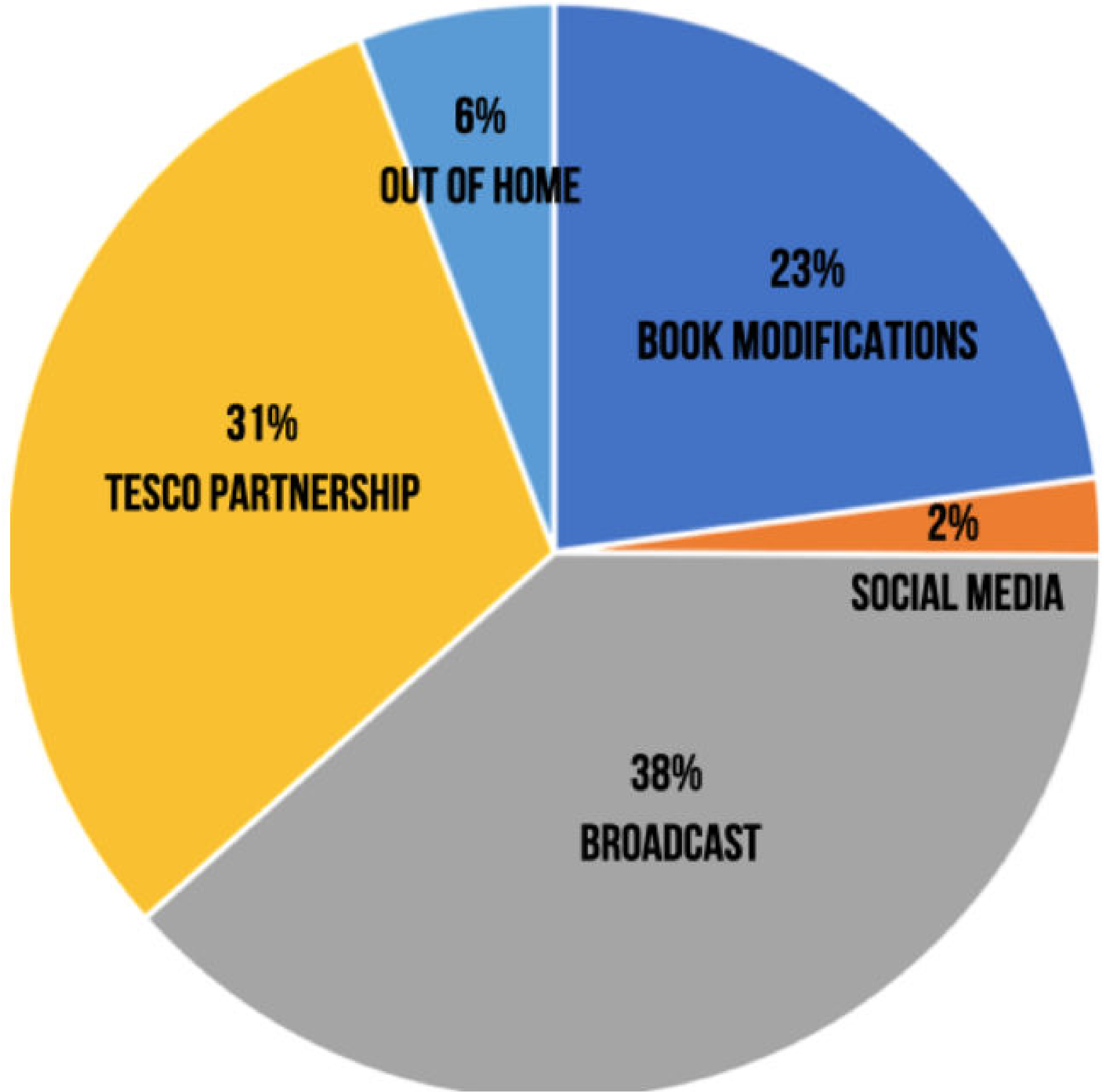
SMART SCREENS.

SEPTEMBER- DECEMBER, 200 LOCATIONS.

MEDIA.



MEDIA SPEND OVERVIEW.



BOOK MODIFICATIONS - £1,000,000

SOCIAL MEDIA - £100,000

BROADCAST - £1,680,000

TESCO PARTNERSHIP - £1,350,000

OUT OF HOME - £253,560

TOTAL - £4,383,560

AWARENESS.

SOCIAL MEDIA.

- IMPRESSIONS AND REACH.
- ENGAGEMENT RATE: LIKES, COMMENTS, SHARES, CLICK-THROUGHS.
- YOUTUBE: IMPRESSIONS AND REACH
- WATCH-TIME.

DISTRIBUTION.

TESCO ACTIVATION:

- WE WILL SEND A NUMBER OF CATALOGUES TO EACH STORE TO USE AS AN INDICATOR FOR SUCCESS OF CAMPAIGN.
- TLOYALTY POINT STATISTICS.

KPI'S.

POSITIONING & DISTRIBUTION.

3D STREET ART

- MEASURE HASHTAG INTERACTIONS OF PEOPLE ENGAGING INT HE ART ONLINE.

AWARENESS & POSITIONING.

BOTH QUALITATIVE AND
QUANTITATIVE RESEARCH
RECOGNITION, PERCEPTIONS ,USAGE
,ENGAGEMENT.

'UNLEASH THE LEGO WORLD.'

