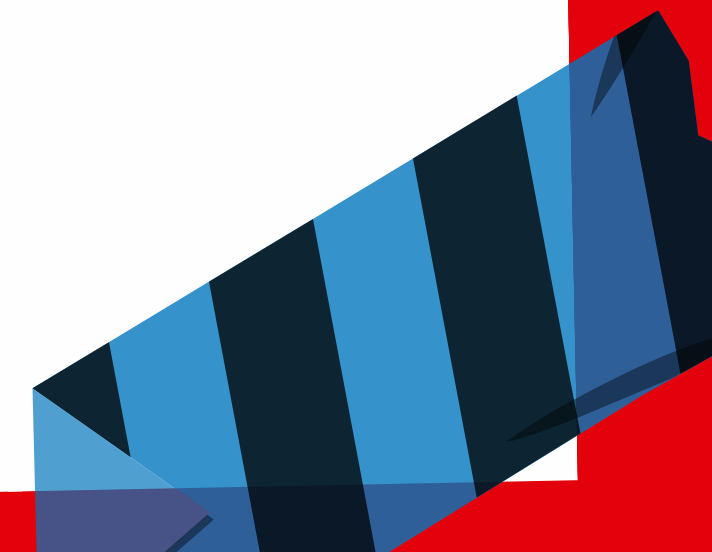


LEGO

AdVenture

Beyond the Book

By First Glass' on Me



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Strategy



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Context

- the new generation of kids have changed their preferences: from **traditional toys** to **video games** and from **books** to **online tutorials**.
- one thing remained the same as before: their capacity to **imagine great things** and their **will to learn** via playing and **interactive activities** such as drawing, painting, role-playing and of course, **building**.



Research

Our conducted research unveiled some key aspects of the current generation of children & parents:

- 36% of responders mentioned that the catalogue is **hard to notice.**
- children are still into **activities that stimulate** their **creativity**: art & crafts, drawing, painting, and role-playing games
- today's shoppers are "**back to basics**"
- aspects such as **friendship** and **inclusion** are crucial to the age group we've adressed
- they are greatly **attached to the cartoons heroes** and series' characters they watch - they imitate them
- Parents are more inclined towards **experiential toys** that help children reconnect with the real world

Objectives

The Beyond the Book/Legopedia campaign aims to:

- increase awareness towards the benefits presented by the Catalogue when it comes to interactive learning
- change the target's current behaviour towards the Catalogue during and after the campaign
- increase the sales of all LEGO sets targeted towards children by 10 to 15% during the holiday seasons

Target Persona

Melody

- 8 years old.
- likes drawing and painting .
- lives in London
- very enthusiastic about spending time with her friends at the park or even spending time with her parents at home
- she likes to play games on her tablet or watch a movie with her parents.
- is a fan of more crafty alternatives that represent a bit of a challenge for her, such as LEGO sets.



Target Persona

Ole

- 38 years old
- he is an architect
- married
- has 2 young children, Enid (5) and Mikkel (7).
- a very dedicated parent
- often finds himself seeking for exciting activities for the entire family.
- an avid photographer
- he aspires to encourage his children to perform as many interactive and educational activities outside school as possible.



Strategy

Challenge: children nowadays don't react well to the classic way of learning and tend to spend more time in digital.

Insight: the Lego Catalogue needs to be more interactive to keep the little builders entertained.

Reason-to-Believe: LEGO products have always encouraged children to use their creativity in playing and this Catalogue is no different.





Tactics

- Instagram Filter, the user experiences the world through augmented reality, joined by LEGO characters
- Catalogue Quizz on Instagram
- React posts on FaceBook
- Park Event, in which the little builders explore the world, learn new things and have fun with the help of the Catalogue
- In-Store Activation, using a mascot that will draw attention to the catalogues by an interesting display.



Tone-of-Voice

Friendly

Encouraging

Supportive

Fun



Big Idea

The communication is based around the idea of the magical and innocent way of experimenting the world that children are known for, materialised through the motif of the "magical" glasses. The campaign aims to bridge the gap between the imagination and the real world by using a new element, the decoder glasses.



Beyond the Book

Campaign stages & media

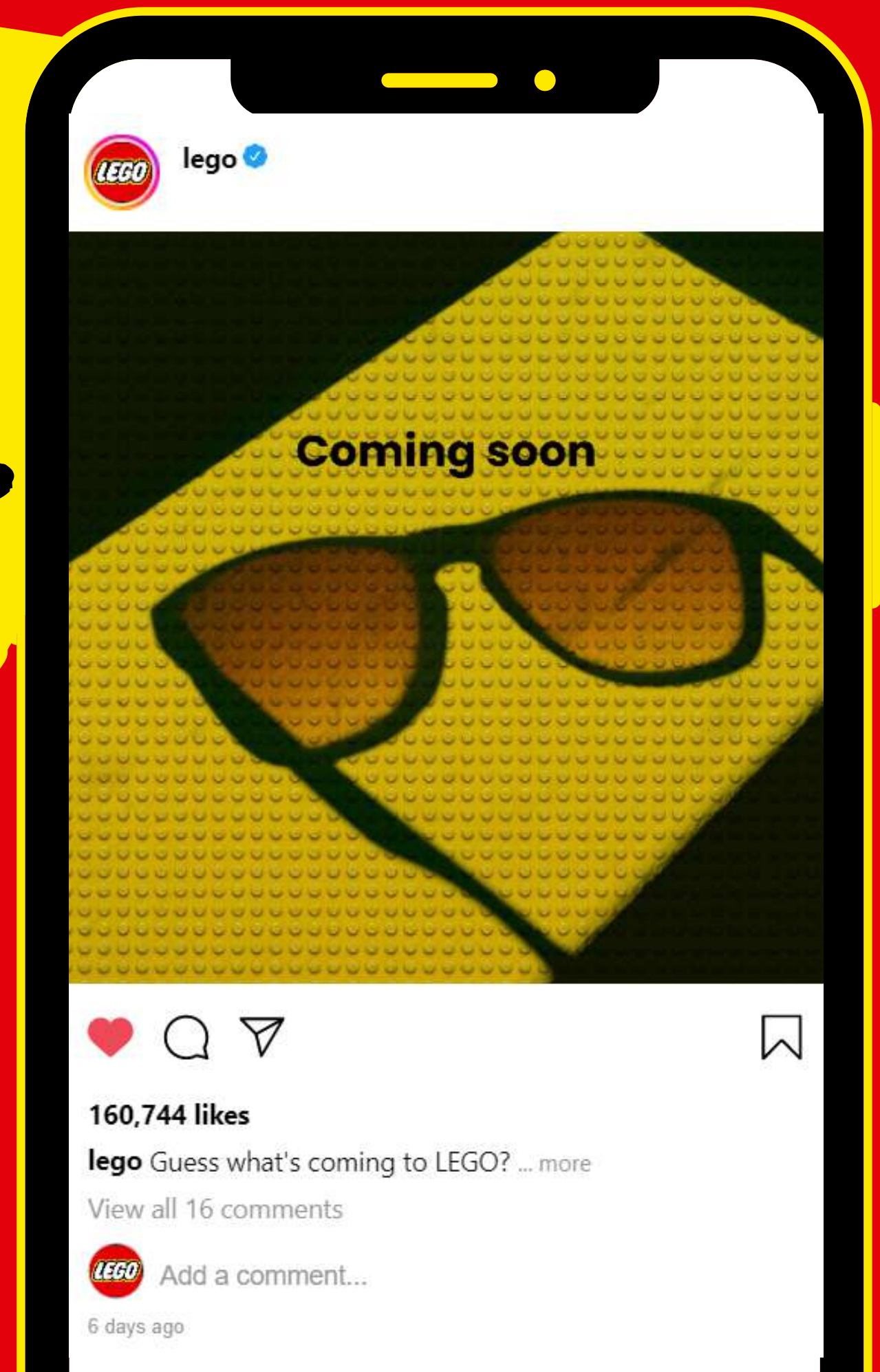
1 Teasing stage (01.08.-08.08.2023)

focus: LEGO's official social media accounts with TBA-type messages

2 Awareness (09.08.-30.09.2023)

Objective: reach

- TV:** '30 TVCs in PT on children & news stations
- Radio: '30 spots in prime time and daytime
- OOHs** in locations with visibility & high traffic
- Ads in **cinema** in selected children's movies
- Facebook & Instagram:** images, videos & stories
- Google:** standard, videos, banners
- Youtube:** skippable ads



Campaign stages & media

3 Consideration (01.10.2023-31.10.2023)

-**focus:** digital & offline

-**objectives:** in-store & website traffic, engagement

-**Facebook & Instagram:** carousels, stories, images, videos

-**Google:** search ads & banners

-**offline activation** in amusement parks around the globe

-**OOHs** in high visibility locations



OOH

Media Schedule

Nr.	Channel/Platform	Starting date	Ending date	Duration (weeks)	Period of development (weeks)					
						01.08.-08.08.2	09.08.-15.08.2	16.08.-22.08.2	23.08.-29.08.2023	29.08.-05.09.2023
1	TV	09.08.2023	31.10.2023	13						
2	Radio	09.08.2023	31.10.2023	13						
3	OOH	01.08.2023	31.10.2023	14						
4	Cinema	21.08.2023	18.09.2023	2						
5	Social media	01.08.2023	31.10.2023	14						
6	Digital	01.08.2023	31.10.2023	14						
7	Lego offline activation	21.10.2023	22.10.2023	1						

Nr.	Channel/Platform	Starting date	Ending date	Duration (weeks)				
					06.09.-12.09.2023	13.09.-19.09.2023	20.09.-26.09.2023	27.09.-04.10.2023
1	TV	09.08.2023	31.10.2023	13				
2	Radio	09.08.2023	31.10.2023	13				
3	OOH	01.08.2023	31.10.2023	14				
4	Cinema	21.08.2023	18.09.2023	2				
5	Social media	01.08.2023	31.10.2023	14				
6	Digital	01.08.2023	31.10.2023	14				
7	Lego offline activation	21.10.2023	22.10.2023	1				

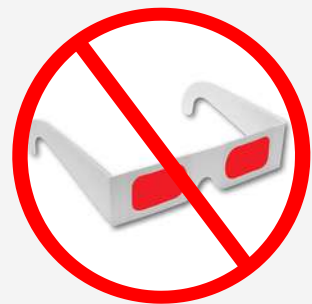
Nr.	Channel/Platform	Starting date	Ending date	Duration (weeks)				
					05.10.-10.10.2023	11.10.-17.10.2023	18.10.-24.10.2023	25.10.-31.10.2023
1	TV	09.08.2023	31.10.2023	13				
2	Radio	09.08.2023	31.10.2023	13				
3	OOH	01.08.2023	31.10.2023	14				
4	Cinema	21.08.2023	18.09.2023	2				
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Media Budget

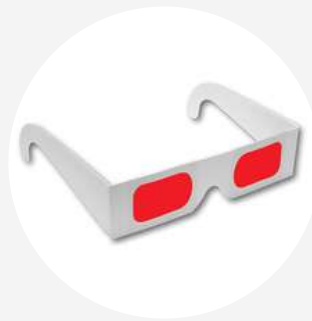
STAGE	CHANNEL/PLATFORM	BUDGET
Teasing	Social media & OOH	27.000 €
Awareness	TV	1.000.000 €
Awareness	Radio	600.000 €
Awareness	OOH	900.000 €
Awareness	Social media	30.000 €
Awareness	Digital	200.000 €
Consideration	TV	800.000 €
Consideration	Radio	400.000 €
Consideration	Social Media	20.000 €
Consideration	Digital	150.000 €
Consideration	Offline Activation	2.000.000 €
Total	-	6.127.000 €

Creative

The new element we plan to incorporate is a pair of cardboard decoder glasses which will reveal a new side of the catalogue, one that is not visible to the naked eye.



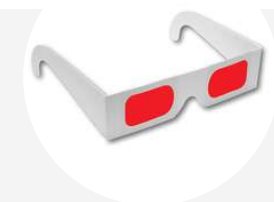
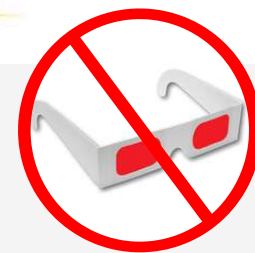
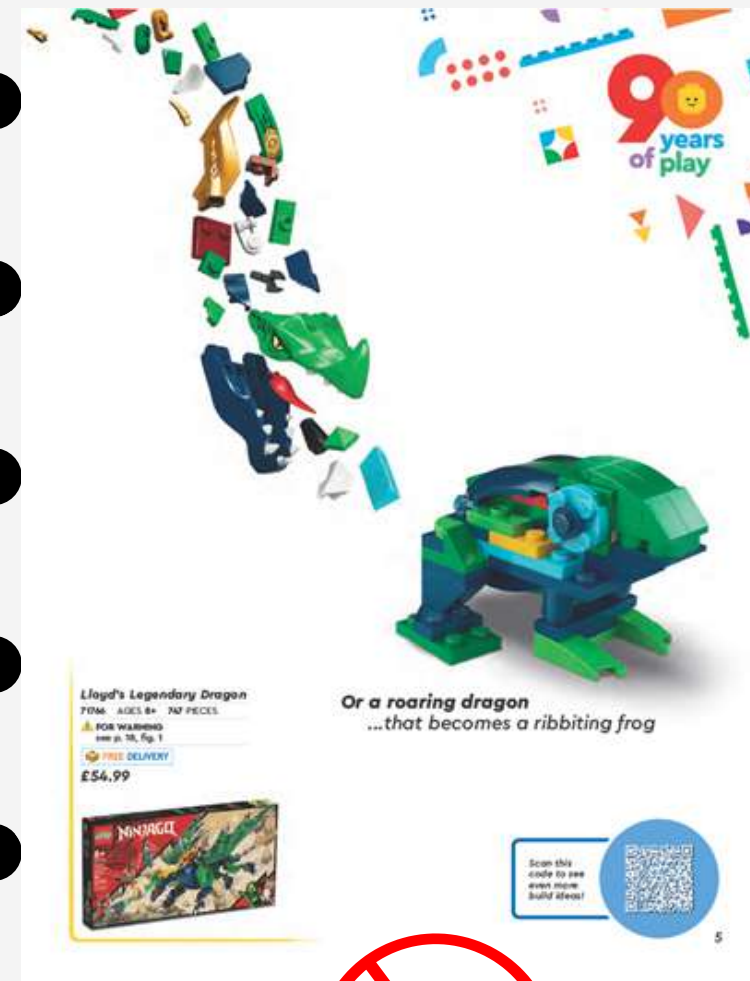
LEGO selection of toys



Hidden games and fun facts

Legopedia

the Lego catalogue, but with a twist



First edition: There will be hidden clues of a location and at the end of it a secret map. The children can collect the clues and find out the location of the Lego event.

Second edition: Children will be encouraged to play and create an original Lego design. The three winner's designs (from the votes of the web site contest) will be featured in the second edition of the catalogue.



Storyboard - TVC

A child enters the Lego store with his parents. He runs excited to see a play set on the shelf.

1



Psssst! I have a surprise for you!

2



Did you know that the Eiffel Tower...

3

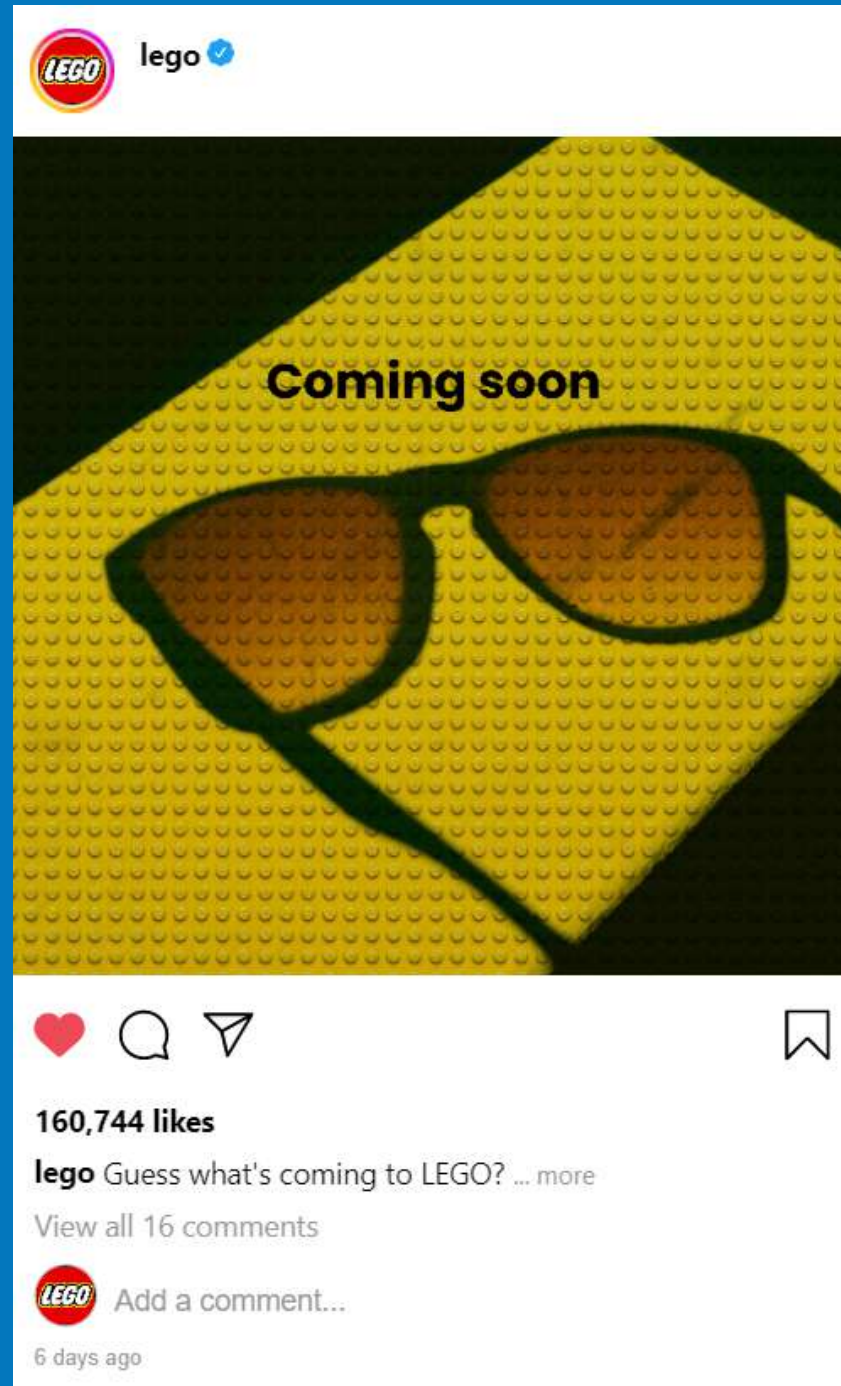


4



The child takes a catalogue and goes to his parents. The screen blurs and the static logo appears..

SM



Teasing



Communication
Concept



Campaign
Launch



Event
Activation

Activation In-Store

With the use of a mascot, the children will be drawn to the catalogue and its display

