

FOIL Agency



**FOIL Agency**



**Romain  
MARIE**



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PONTLEVOY**



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CRISTIA**

# CONTEXT



World-wide known and loved

Allow children and grown-ups to let their imagination go wild

Makes the world travel into various universes (Harry potter, Star Wars...)

Catalogs are free yet not taken at the LEGO stores

When taken, catalogs stays two to three month in the household



# BRIEF

1

Put the catalog into the hands of children aged from 6 to 10 years old before the Christmas wish-listing season.  
*i.e Aug-Sept-Nov*

2

Rework the catalog so it becomes a perfect product for children of today

3

Think about a new way of distributing the catalog



# ANALYSIS

1. 65% of children aged 6 to 12 **play video games** regularly
2. 68% of children between the ages of 6 and 10 said they **preferred books with characters that they could relate to**
3. 6 and 10 were **more engaged with stories that were interactive** and allowed them to participate in the story, with 76% of children expressing a **preference for interactive stories**.
4. 63% of **parents reported being concerned about their child's screen time**, and 79% said they were worried that excessive screen time was affecting their child's physical health.
5. 91% of parents believe it is important for their child to have time for **unstructured play outdoors**, and 85% of **parents said that they believe their child's mental health is positively impacted by spending time in nature**.

• **Source** : American Heart Association survey: <https://www.heart.org/en/news/2021/04/22/parents-are-still-concerned-about-their-childrens-screen-time> / BMC Public Health study: <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-020-09746-4> / National Recreation and Park Association survey: <https://www.nrpa.org/globalassets/journals/ilr/2018/volume-51/ilr-volume-51-number-3.pdf>  
• Common Sense Media survey: <https://www.common Sense Media.org/research/the-common-sense-census-media-use-by-kids-age-zero-to-eight-2021/> / <https://www.common Sense Media.org/research/parent-concerns-about-screen-time>  
• JAMA Pediatrics study: <https://jamanetwork.com/journals/jamapediatrics/article-abstract/2772935>  
• American Academy of Pediatrics survey: <https://www.aap.org/en-us/about-the-aap/aap-press-room/pages/As-School-Year-Approaches-Parents-Encouraged-to-Ensure-Children-Get-Physical-Activity.aspx>  
• The NPD Group. (2020). Kids & gaming 2020. <https://www.npd.com/perspectives/retail-perspectives/2020/kids-gaming-2020/>  
• Common Sense Media. (2021). The common sense census: Media use by kids age zero to eight 2021. <https://www.common Sense Media.org/research/the-common-sense-census-media-use-by-kids-age-zero-to-eight-2021>  
• American Academy of Pediatrics. (2016). Media and young minds. *Pediatrics*, 138(5), e20162591. <https://pediatrics.aappublications.org/content/138/5/e20162591>



# OBJECTIVES

- #1 Turn the catalog into a product nobody wants to miss
- #2 Make the catalog stay longer in the household
- #3 Create a sentimental value about the catalog
- #4 Create an intergenerational experience, increasing the number of opportunity to be seen

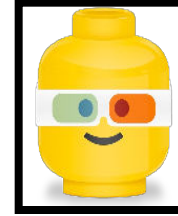


# TARGET

## Main target

### Children, aged from 6 to 10

- Will be the LEGO players
- Most likely to read the catalog
- Makes the Christmas list



## Core target

### Parents, aged from 30 to 50

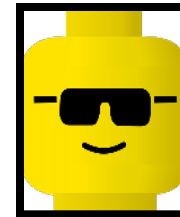
- Have known and grown with LEGO
- Can pass the passion onto their children
- Will be the final buyer



## Prescriptors

### Influencer, content creators, press

- Content Creators who helped write the catalog
- Influencer parents
- Press releases given to newspaper before the catalog launch







# INSIGHT

I've played with LEGO when I was small

I like adventure, enigmas, video games

I wish my child would read a bit more instead of playing video games

Whenever I'm in a LEGO store, I'm more interested in toys than catalogs

I don't know how to build things with LEGO





# QUESTION

How can we turn the LEGO catalog into a product every **6-10 children** will want in their hands when they're more interested in **video games** and **the internet** ?





# Meet your new catalog



- The catalog can be scanned to find the eshop and link the print to the shopping cart
- An AR will be available





# AUTHORS



## DAN TOM

**Content creator on Twitch and Youtube**

As a millenials gamer, he goes through different world with video games and will be able to create a story.



## TD BRICKS

**Youtube content creator**

His youtube channel revolves around LEGOS. He's a massive fan and knows the universe. He'll be able to help the others and work as the team to follow the LEGO structure.



## MICHELLE KAARE

**Youtube Content Creator**

She's known for exploring new worlds every week (*firefighting, 911 operator, Quantico, MMA Fighting or chess championship*), she has a very positive image. She's bring with her energy and her experience !



PROMOTION



**Authors statues in  
LEGO will be created  
and displayed in the  
LEGO stores to  
promote the catalog**



# PROMOTION



#1

The catalog will be displayed in every LEGO Store

#2

Create your own avatar in the LEGO store with a digital terminal

#3

The avatar can be used for :

- Personal LEGO profile
- Personalized avatar for the catalog adventure
- Your Avatar can also be used and interact in the 3D AR experience



# Ad displays will be bought on strategical websites where parents tend to go

The screenshot shows the leboncoin website interface. At the top, there is a navigation bar with the leboncoin logo, a button to "Déposer une annonce", a search bar with "Rechercher", and user icons for "Mes recherches", "Favoris", "Messages", and "Se connecter". Below this is a horizontal menu with categories: Immobilier, Véhicules, Vacances, Emploi, Mode, Maison, Multimédia, Loisirs, Matériel Professionnel, and Autres.

The main content area displays several listings:

- Velos**: Tours 37000, Aujourd'hui, 11:17. Includes a heart icon.
- Volkswagen Arteon Shooting Brake 2.0 TDI EVO SCR 150 DSG7 R-Line**: 40 970 € (with a green downward arrow indicating a price drop). Category: Voitures, Chartres 28000, 21 déc, 15:59. Includes a heart icon.
- Jolie Maison neuf de 100 m<sup>2</sup> à SOUGY**: 238 000 €. Category: Ventes immobilières, Sougy 45410, Aujourd'hui, 11:17. Includes a heart icon.
- Cuit vapeur électrique**: 10 €. Includes a button "Sauvegarder la recherche".

On the right side of the page, there is a vertical advertisement for LEGO. It features the LEGO logo at the top, the text "BUILD YOUR OWN ADVENTURES" in red, a red arrow pointing down, and a white button with the text "NARRATIVE CATALOG" in blue. Below the button is an image of LEGO sets. An arrow points to the button with the text "Click here".

SEA





SMA

LEGO **LEGO** ✓  
sponsorisé

**LEGO**

**BUILD YOUR OWN ADVENTURES**

**NARRATIVE CATALOG**

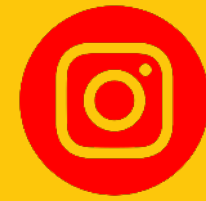
75,657 likes

LEGO Build Your Own Adventures 🌿... more

View all 168 comments

Elsa So HYPED 🔥🔥🔥

Sam\_grn Can't wait!

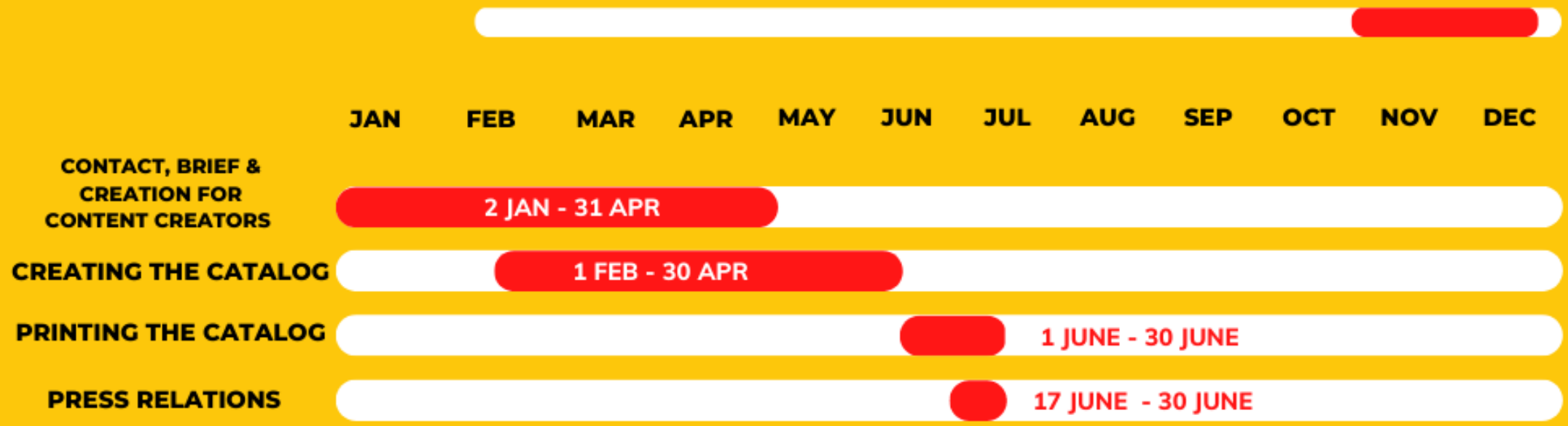


**Sponsored posts will appear on social medias.**

Both SEA and SMA will lead to a landing page where anyone can order his own copy of the catalog for free.



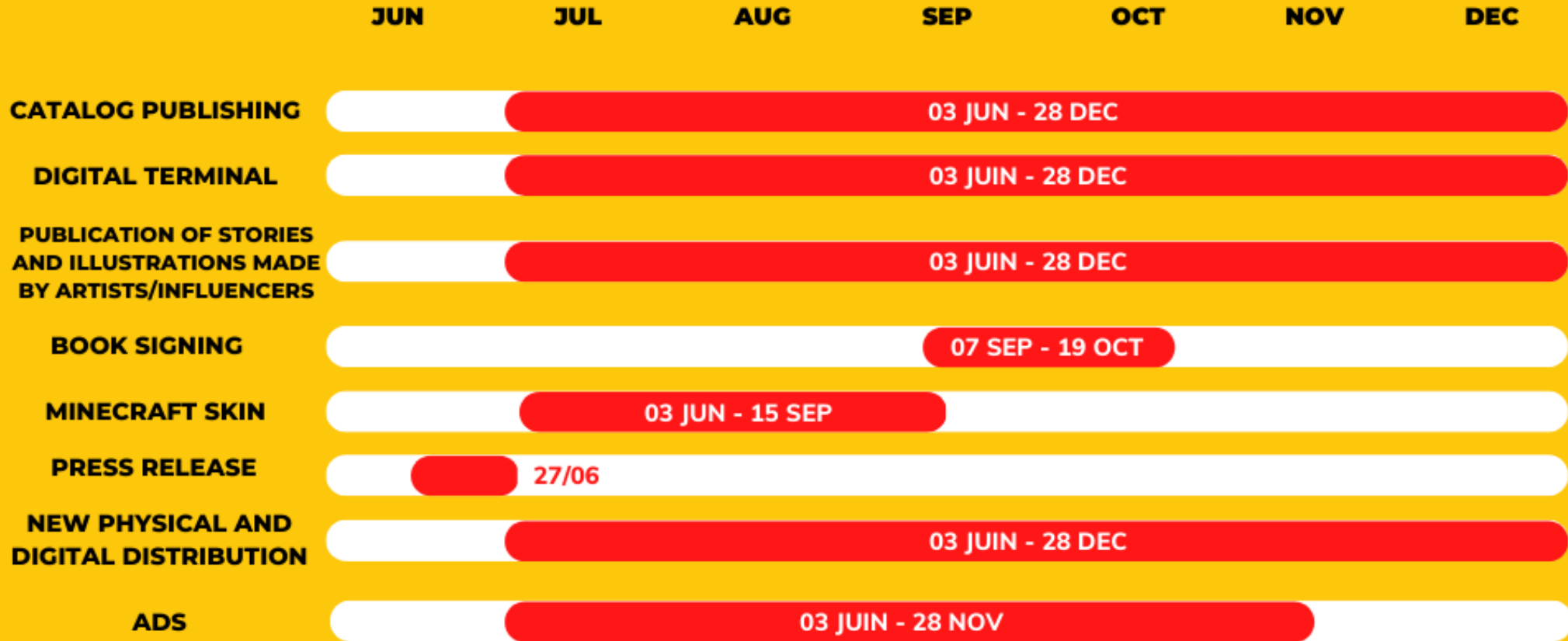
# RETRO-PLANNING



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# MEDIA PLAN





KPI

Distributed Catalogs

Ads Impressions

Ads Clicks

PR Clipping

LEGO Characters Created

In-Catalog QR Codes Scanned

Book signing sessions visitors

Content Creators Engagement Rate

Social Media Engagement Rate



# BUDGET

- Digital terminals | 84000\$
- Digital scene modeling | 5300\$
- Production of stories and illustrations by content creators | 470000\$
- Book signing | 320000\$
- Development of the web page and software | 65 000\$
- Making the Minecraft skin | 200\$
- ADS = 75 000\$ | Price/day = 420\$

1 020 060\$

