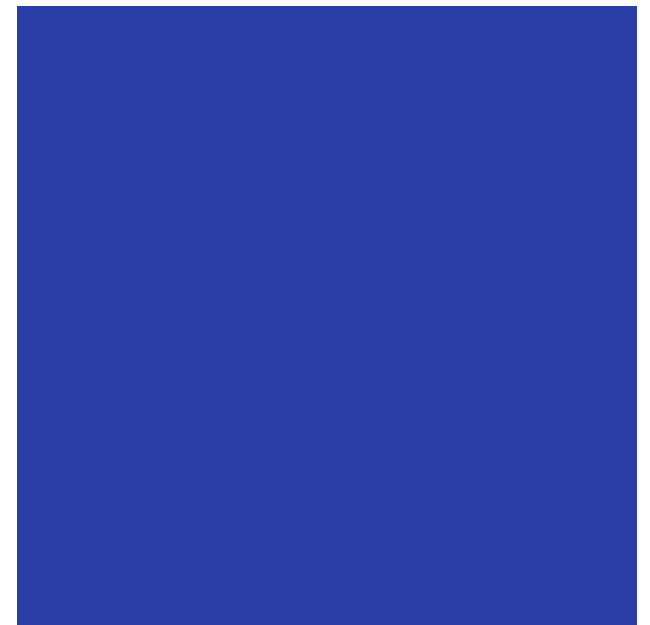
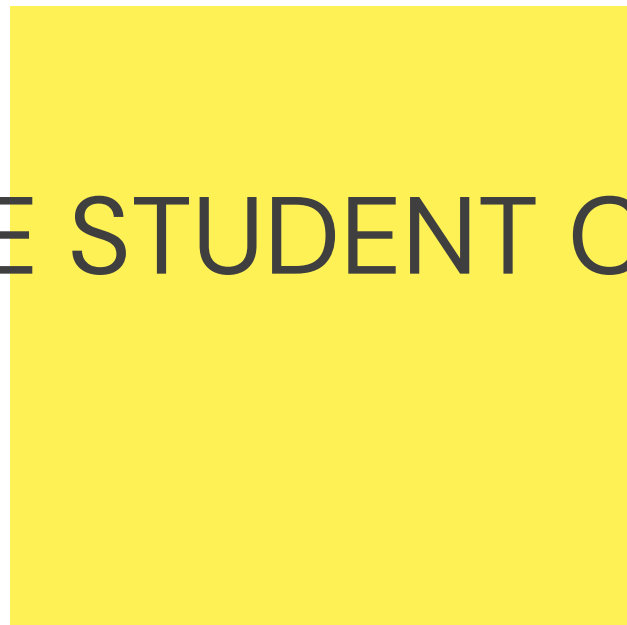




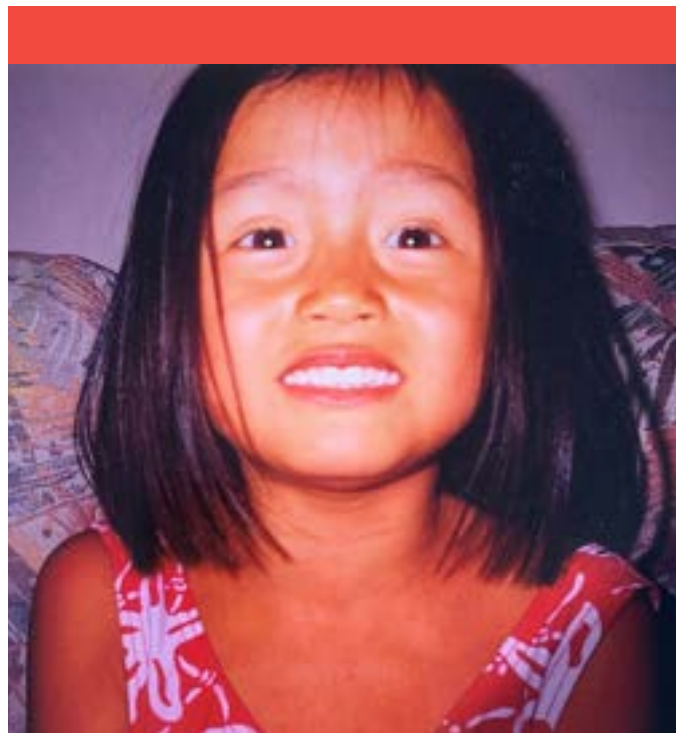
AD VENTURE STUDENT COMPETITION
2022



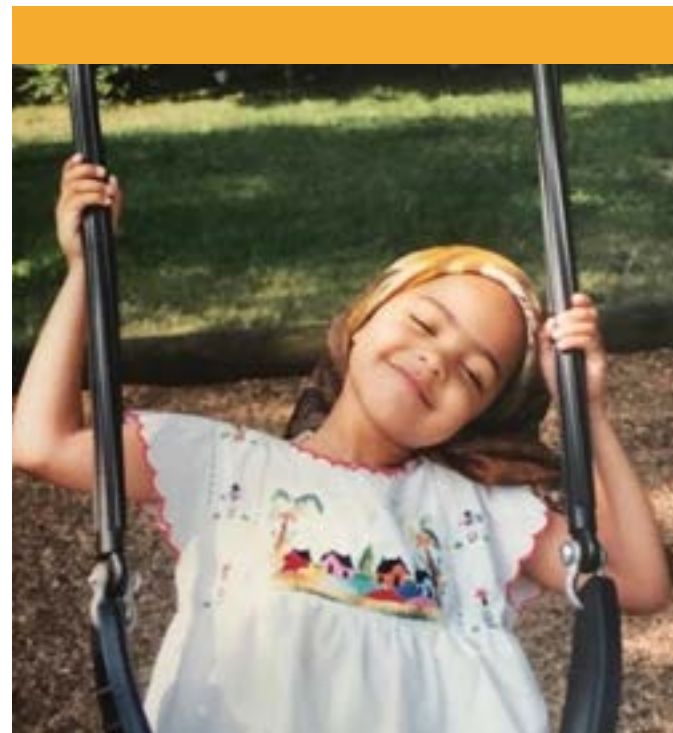
WHO ARE WE?



THE LIONPULSE TEAM



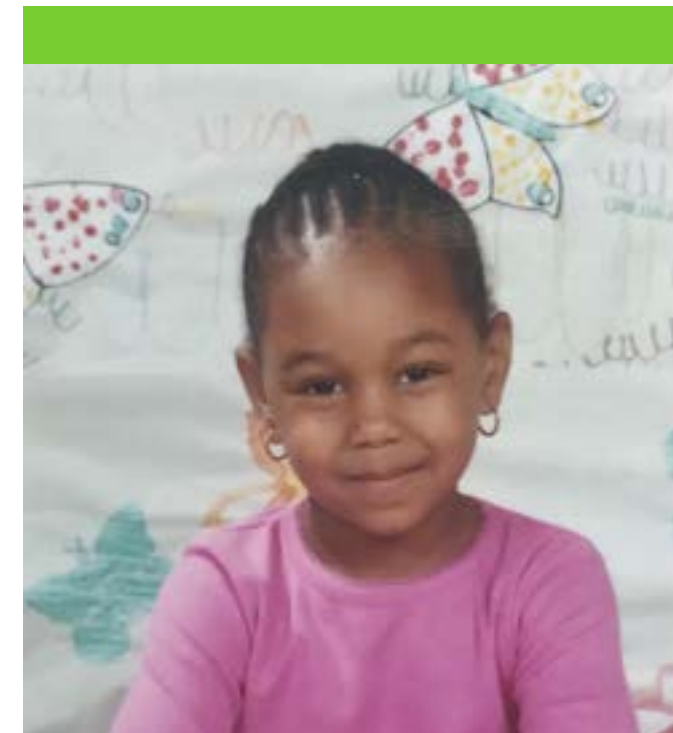
COLINE



LÉA



JULIE



LAURIANE



LOUIS

YOUR BRAND



832

stores around the world



BEST-SELLERS

LEGO City, LEGO Technic, LEGO Creator Expert, LEGO Harry Potter and LEGO Star Wars



LEADER

in France, UK and Germany

DNA

strong and remarkable w/ a huge brand platform (themed parks, films, series, video games etc.)

THE MARKET



CONSTRUCTION GAME & TOYS MARKET

global toys market size
is projected to reach
USD 230.64 billion by
2028.



rising demand for toys that
boost mental training
consumer spending and
evolving lifestyles lead to
the adoption of high-
quality products that help
in the development of
children's brains

COMPETITORS



1 CONSTRUCTION GAME & TOYS MARKET ACTORS

PLAYMOBIL - MEGABLOCKS - KRE O



2 GAME & TOYS MARKET ACTORS

HASBRO - MATTEL - VTECH

3 PURE PLAYERS & RETAILERS

AMAZON - CARREFOUR - JOUET CLUB

YOUR EXPECTATION



rethink the way kids could
access it & consider it

a **creative** campaign
representative of your **brand DNA**
around the **catalog**



CHALLENGE



HOW TO MAKE THE
CATALOG



A BRAND TOP OF
MIND TOOL?

TARGET



By addressing our communication to

KIDS

between 6 and 10 + their families



PERSONAE



THEO



7

"I love LEGO because I want to be creative but the catalog is not the first thing that helps me developing it"

HILDA



10

"I can't stop playing LEGO because I love building my own world. Nevermind, I am not really interested in having the catalog because there is no game I can play with, in it"

JOELLE



37

"I used to play LEGO as a kid and I am willing that my daughter develop her creativity by playing the same game"

INSIGHT



LEGO consumers desire experiences that develop their creativity



but the catalog doesn't help that



OUR OBJECTIVES



1

recruitment:
create interest around
the brand's catalog



2



awareness:
make people give it
consideration and no longer
neglect it

STRATEGIC PROPOSITION



creative



playful



imagination



adventure



BIG IDEA



Make our heroes rebuild stories with
THE LEGO QUEST



HOW TO BRING THIS TO LIFE?



1 by adding value to the catalog

2 by creating a real life experience around it



1 – Adding value to the catalog



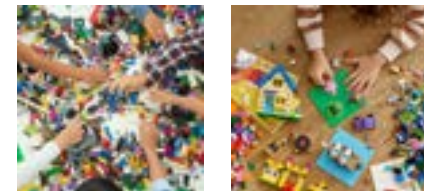
Creativity is not only about construction, it is also about imagination. Kids are the ones who create stories with LEGO everyday so why not giving them the chance to tell these stories in the catalog. Allowing them to take part in the brand is a way to take a step forward creativity.



Bring back creativity by turning children into key players & actors



HOW? By adding at the beginning of the 5 most popular sections a storytelling page aiming to immerse the reader in the LEGO universe he's gonna see on the next pages.



Since the catalog tends to stay within the household for two months, adding a game into it is a way to make families keep it longer, and wait for the next ones. That's why we thought about introducing the first quest into it:

“Searching for the golden brick”

to create a new way of being playful.

a QR code, will allow the kids and their parents to enter the first quest by completing a quick adventure game to find the golden brick. They will access an adventure game where the goal is to go as far as possible to complete the game, and win the “Golden Brick”. The first 40 who will find the golden brick, will have the chance to win a ticket to enjoy a week-end to LEGOLAND.



2 – Creation of a real life experience around the catalog



As a brand with a high mediatic pressure, we want to communicate through this media in order to address our message and create interest around the catalog. TV will help us set the interest around our quest.

TV is a media that will help us to tease the upcoming campaign, with the following message

TV

"Get the chance to participate in the LEGO QUEST and to perhaps become the next hero of a LEGO story".



Influence marketing has now taken such a big part into the communication world. Considering the fact that LEGO federates a huge community online, we think that our activation should also take advantage of:

INFLUENCE




To complete TV & Influence activation, we think that the use of OOH display can be relevant. Indeed, a strong image can catch the attention of anyone. That's why, we choose to display our communication on bus shelters.

We want to customize 5 bus shelters on a bus line to create an event in order to tell a story. Instead of catching our target's attention only once, it is going to accompany him throughout his bus ride.



OOH

We choose 3 famous YouTubers, known for their affinities with the brand or with the gaming field in general to promote our campaign and tease the quest in tandem with the TV campaign. The goal is to attract people on larger platform but also to complement our TV activation because people who watch TV, might not watch YouTube and vice versa.

 @neoetswan - @michou - @amixem

 @emilyytube - @tianawilson - @ldshadowlady

 @paluten - @uberhusband

creation of a real life experience around the catalog



EVENT THE LEGO QUEST



Kids having the catalog will gain the chance to take part to the LEGO Quest event. We created a complete experience around the catalog in order to put it at the core of the campaign.



Through 4 zones, 20 kids arriving at the end of the quest will gain the opportunity to be the next writers of the stories that will be placed into the catalog.

The quest will be open to 250 people in total.

To bring our idea of adventure and playfulness to life, we thought about...

LEGO BUS

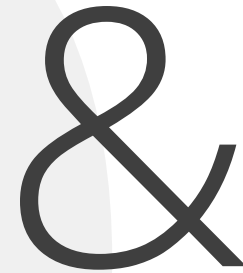


Children who have won the quest during our event will have access to the « LEGO bus » so as to write the next stories that will appear in the Christmas LEGO catalog. The bus will be parked in front of the most famous visited places, and branded LEGO. By choosing this kind of spots, we know that the action will have a strong exposure. We also plan to display the January catalogs in front of the bus so passers-by can get a copy.

creation of a real life experience around the catalog



**MOTORWAY
AREAS**



AIRLINES

We are planning on creating booklets which will be available for free in motorways area and airplanes of Turkish Airlines company. These booklets will tease the four stories written by kids onto the LEGO Bus.

By making these little teasing stories booklets, we want to keep in touch with people who are already involved and aware of our campaign, but it is also a good opportunity to create interest around the catalog and our campaign for those who aren't conscious yet. Our strategy is to make these booklets available in motorway rest areas and in airplanes of Turkish Airlines company since LEGO has already worked with them. For us, it was important to add this action, because we know that long-distance travels, whether by airplane or by car, is a time when it is difficult to keep children occupied and entertained.

MCDONALD'S x LEGO

We have been aware that this kind of actions are always a real success thanks to the virality they generate. Beyond that, we wanted to capitalize on McDonald's new "rule" concerning games that are placed in the Happy Meal. Indeed, games are no longer put onto it - they are now giving booklet stories, which perfectly matches with our teasing stories booklet.

Adding this activation to our strategy is also a way to reach a wide target. Our booklets have been designed as a teaser for the mini stories written by children in the Lego Bus - it is also an opportunity to allow children who have it to imagine what happens next but also to make them want the catalog to know what will happen in the final stories.



To complete our strategy and allow more people to get the catalog, we are planning on adding grabbers near playgrounds. Indeed, anyone who will pass by the grabber will have the opportunity to try their luck at catching a catalog.

This is a way to challenge the way catalogs are usually provided to consumers. This is playful, creative and it is a way to make an impression and leave a mark on consumers' minds.

This is also a fun occasion to create interest among people who will not have heard of our campaign. Grabbers match perfectly with the brand image—as we know this has already been done for the brand in France for the Lego Batman film.

GRABBER

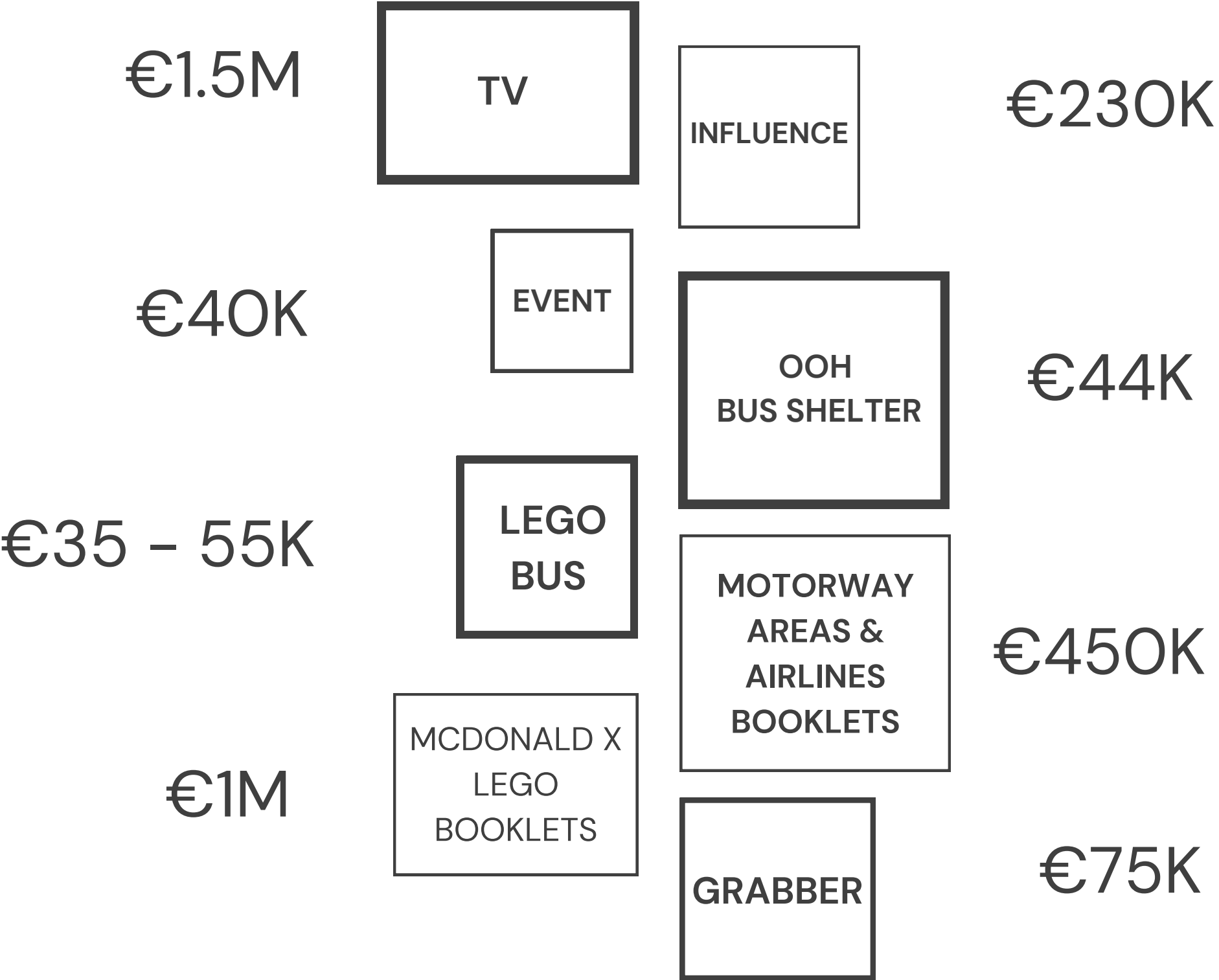
MEDIA PLANNING



January	February	March	April	May	June	Catalog distribution period			July	August	September	October	November	December
	TV													
	INFLUENCE													
			EVENT											
	OOH BUS SHELTER													
			LEGO BUS											
				MOTORWAY REST AREAS & AIRLINES										
					MCDO X LEGO									
						GRABBER								

- February & March
- February & March
- April 4th
- February & March
- 1st session on April 26th
2nd session on April 29th
- May - June
- First 2 weeks of June
- July - October

BUDGET



campaign prices
for  