

**THE**



**STORY**

*How to reinvent the catalog ?*

*"More than a catalog : build yourself with LEGO"*

# THE MÉMAUX TEAM



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# RESEARCH

*More than simple researches, a true entering in LEGO's world...*

## How did we conduct our researches ?

- **ONLINE SEARCHES** : to understand the market, benchmark of competitors
- **VISITS IN LEGO STORE (Châtelet, Paris, France)** : to enter the LEGO imagination and understand its sales strategy
- **WEBSITE NAVIGATION AT LEGO.COM** : to get information about LEGO and its practices
- **PERSONAL MEMORIES AND EXPERIENCES** : regarding the LEGO's products and catalog
- **PERFORMANCE AND AUDIENCE MEASUREMENT STUDIES** : to have insights and data regarding the market, consuming practices and about the impact of paper and catalogs for strategic goals of brands as well as the environment

# What is LEGO current situation ?

## Strengths

- Developing creativity and the growth of children by playing
- Historic and main actor of the building toys industry
- Affective dimension between generations: a cross-generation brand
- Strong community of fans and loyal clients
- Collectible objects

## Threats

- Attract of children for digital objects and toys
- Sanitary risks (example : choking)
- LEGO parts may be easily copied and counterfeit at a lower price

## Opportunities

- Revalorisation trend of manual, creative games
- Critics of a society too digitized
- Denunciation of the loss of social links in the society due to technology
- Digital mistrust and revelations of troubles caused by technologies on children's development

## Weaknesses

- May be seen as old-fashioned
- Prices suite expensive
- Usually perceived as boy games
- Weaker nostalgic connexion with adult women and mothers



# What is LEGO identity ?



## VISION

### Vision

**Fun and game:**  
LEGO means "play well" in Danish

**Inspiring and developing** the creators of tomorrow's world

**Children are the future builders** of the world

## VALUE PROPOSITION

### Added value

- **Building games** for children and adults
- Strengthening **creativity**
- Reconnecting with technics, **manual activity** and reality in a very digital world
- Offering **the best experience** to the client
- **Nostalgic connection** between generations

## REMEMBERING

### Slogans

"Make your world possible"

"Future builders of the world"

## And what about competitors ?

- **Profession:** Toy and game brand for children, mainly figurines
- **Creation:** Brand created in Germany in 1974
- **Target group:** children from 18 months
- **The products:** robust and durable, of good quality, with an excellent reputation
- **Partnership:** licensing agreements from the 2000s with brands such as Porsche, Dragon, Heidi, Volkswagen
- **Product benefits:** Spark children's imagination, encourage them to invent stories and develop their imagination without limits
- **Signature:** "En avant les histoires"
- **Mission:** Listening children to suggest toy boxes that inspire stories
- **Values:** Ideas / Innovation / Newness
- **Vision:** The important thing is not the figurine, but what the child can invent with toys
- **Insight:** Let the children, both boys and girls, imagine the adventures of the small plastic figures in complete freedom by listening to their opinions and expectations
- **Catalog:** available online, no QR Code, spotlights the environmental dimensions of products, Catalog Playmobil (2/years) + Catalogue 1.2.3 (for children) + Catalog PLUS (more products), possibility of requesting the mailing at home



- **Profession:** Brand of creative games for children made from pine boards
- **Creation:** Brand created in France in 1987 by the Dutch antique dealer Tom van der Bruggen
- **Target group:** For everyone, from 2 years old
- **The products:** From ecologically managed forests, pine wood from the Landes, is natural and 100% renewable to be in line with sustainable development
- **Strategy:** Based on an in-depth study of the French toy market to reach 1% of the toy market and satisfy consumers
- **Product benefits:** Appeals to children's concentration, skills, patience and creativity, Simple and fun
- **Signature:** "La planchette magique" / "the magic plank that can build anything!"
- **Mission:** To encourage agility, concentration, rigour, fantasy, enthusiasm and balance
- **Values:** The joy of sharing, the power of the imagination, development through play, surpassing oneself
- **No catalog:** Books for building inspirations, paying products, various themes (ex. Animals)

# TRENDS TODAY

**54%** of children aged 5 and a half use digital screens (tablet or computer)

Source : <https://www.insee.fr/> (France)

**4/10** Children are permanently kept away from digital screens during the first six years of life

Source : <https://www.insee.fr/> (France)

**45%** of AFOLs are between 25 and 45 years old and one in two is a parent of children under 18 (YouGov survey, August 2019)

Source : [ICI](#) (World)

**47%** of shoppers worldwide have given up on a game because of sustainability concerns (study by the specialist firm NPD)

Source : [ICI](#) (World)

**1/4** of distance shoppers say they would stop shopping if they no longer received a catalogue

Source : Credoc

**42%** of parents find it difficult to limit their children's screen time

Source : <https://www.unaf.fr/app/uploads/sites/3/2022/02/etude-openunafipsos-lv.pdf>

**This is why we are convinced that the LEGO catalog can be the answer to these tensions and requests. Our proposition for LEGO is to bring back its **paper catalog** and turn it into a real **collection object**. It would enable parents to **spend time** with their children by thumbing through it.**



### Insight

*More than a catalog:  
a complete experience!*



### Needs for the catalog

Increasing **playfulness,**  
**awakening and**  
**interactivity**



### Slogan

- LEGO : Build yourself
- LEGO : Create your own world



### Manifesto

LEGO thinks that **developing skills and creativity of children** is essential nowadays to create a **better world for tomorrow.**

Indeed, the future builders have to be guided to **discover themselves, their aspirations, abilities and strenghts in order to be able to contribute to the society's** well-being.

For that, **intergenerational cooperation, bonding and sharing** is a powerful tool to make children learn and grow in the best way.

LEGO is then involved for a better world, inspiring and **giving everyone the opportunity to take part in the evolution** towards a **more responsible, durable, inclusive and innovative place.**



### Target

**Children (mostly 6-10 years old)**

**Adults (children's parents and relatives )**  
(they buy products for children and influence their activities):

*-Characteristics* : Parents, relatives (grandparents, godfathers, godmothers,...), high level of income, high socio-professional category, nostalgic connexion with LEGO (remebering their childhood), having interest in the child's awakening and development

*-Arguments* : seeing children developing and building themselves & strenghtening ties with children, intergenerational bonding.

*Want to discover  
more?*



# Which objectives for the new catalog of LEGO ?

LEGO needs to reinvent its catalog to make it **more** attractful for children and adults



## 1. Be attractive

- Encouraging customers to browse and read the catalog, to finally take it home
- With games, comics, stories, customization



## 2. Awakening curiosity and creativity

- To match with the LEGO's mission to develop children's capacities and creativity
- Children are the future builders of the world



## 3. Inspiring dreams and marvel

- In adherence with the LEGO's imagination
- Children will reinvent the future world
- Promoting good values such as inclusivity

**More** than a catalog : what do we propose for LEGO ?

- A **paper** catalog
- Introducing **products and new items**
- A **collectible object as a true LEGO product** that customers will keep in their homes
- **Entertainment** and development of children
- **Inclusiveness** : for boys and girls / all ethnic backgrounds
- A **bonding opportunity** : moments shared between children and adults
- New catalog and theme **every three months**

Original content :

**Games, drawings, quizzes, ...**

**Comics serial** in partnership with famous artists all over the world



# Why choosing to keep a paper catalog for LEGO?

## Paper may be part of an environmentally-friendly strategy

### ! Digital is also polluting !

**1. Digital devices are more polluting to produce than a book :** Producing a smartphone (120g) requires around 70kg of raw materials and more than 70 different materials.

*(Ministry of the Ecologic Transition, "L'Empreinte matières, un indicateur révélant notre consommation réelle de matières premières", 2018)*

**2. Stocking data consumes more energy :** "If the cloud were a state, it would rank 6th in the world in terms of annual electricity demand, with demand expected to increase by 63% by 2020."

*(Greenpeace, 2014)*

**3. Consulting websites consumes energy**



### ! Thinking about eco-friendly conception !

**1. Appropriate paperweight :** Not too thick nor too thin

**2. Recycled or labeled paper :** Example. FSC certification

**3. Vegetable or biodegradable inks**

**4. Easily recyclable :** little-processed paper

*In France, the paper recycling rate is 70.7% (this figure includes the whole recovered graphic papers, such as print drops, newspapers, magazines, catalogues...) (ADEME, 2021)*

Because **PAPER IS NOT DEAD !**



Paper is still a usefull marketing tool !

**1. Still high interest in paper ads for customers**

43% of French people are reading at least one printed ad per week

*(BALmétrie 2020-2021, La Poste)*

**2. Efficient tool for driving-to-store and sales strategies**

- Paper marketing is **recreating links** and experience in a period of disconnection between people.

- 43% said to have gone to a store or intend to do so after reading a printed advertising

*(Study BALmétrie 2020-2021, La Poste)*

**3. Can be kept, exchanged and shared**

**4. Digital and paper may be used in a complementary way**



# Which distribution strategy in store for the catalog ?

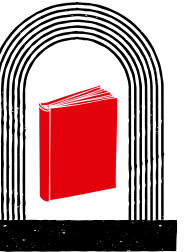


## Idea 1. By disguised vendors

- Same strategy as Disney amusement park
- To **attract children**
- Creating **entertainment, animation and show**



**Idea 2. A special place for the catalog as a true product :**



***Putting a catalog made of LEGO in the showcase and self-service catalogs below***

- Giving **credibility** and seriousness to the catalog
- **Inspiring interest** in the catalog

## Idea 3. Merchandising

- **Placing the catalog display stand near the LEGO photo booth** : while people are waiting, they are more inclined to take and read the catalog
- **2 heights for catalog display stand** : children's height and adults' height



# What editorial strategy to adopt ?

## Commercial aim :

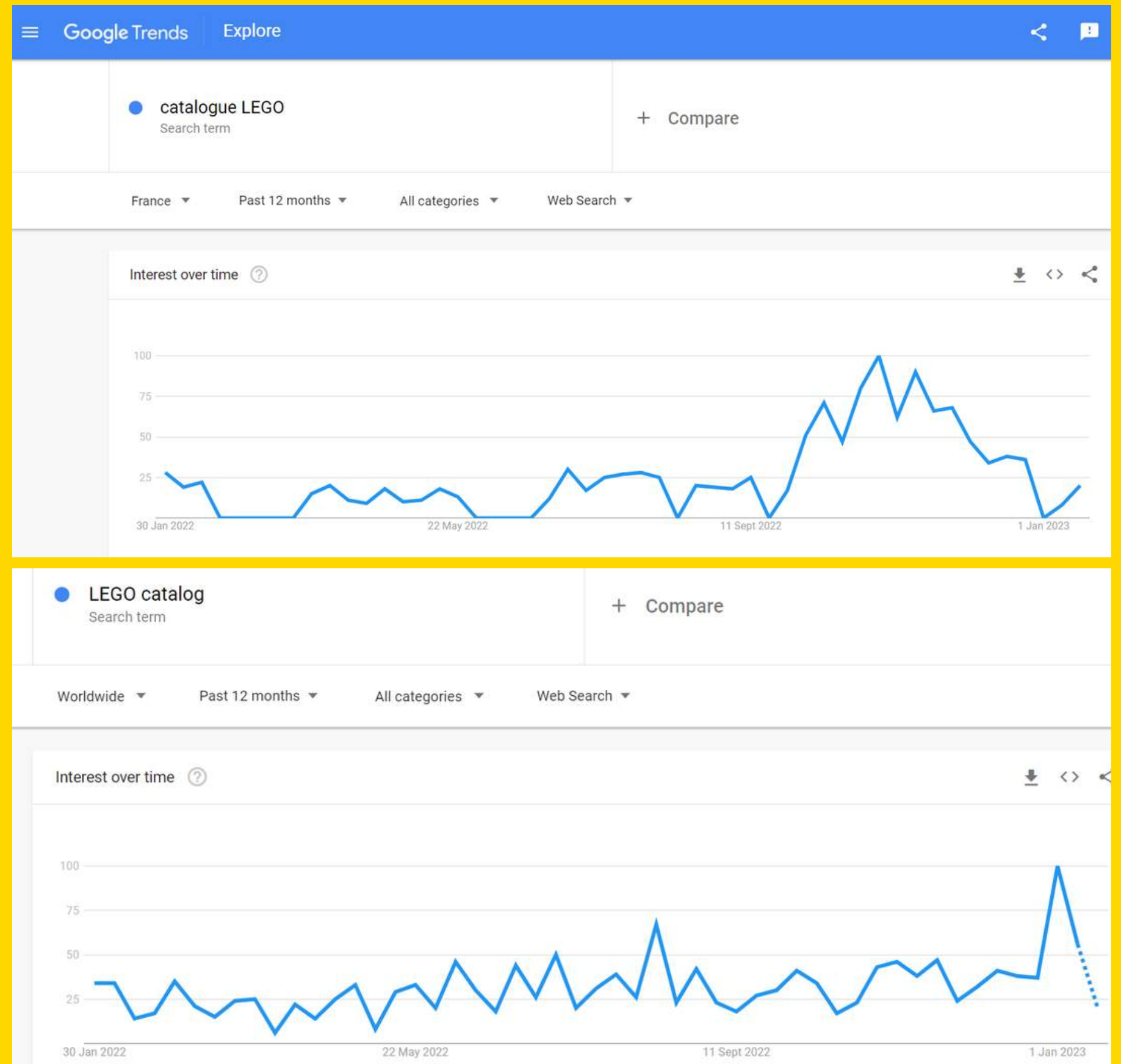
- Making the **catalog attractive all year long**
- **Adapted content to each period** of the year

Months	General theme
January-February-March	<b>New Year Edition</b>
April-May-June	<b>Free theme</b>
June-July-August-September	<b>Summer Edition / Holiday notebook</b>
October-November-December	<b>Halloween / Christmas Edition</b>

## Inclusivity and adaptated content :

- Taking into account other cultures than European one
- Adapting the theme to each country

# A *more* efficient catalog, all year long ...



Web searches evolution of "LEGO catalog" during the year in France and in the World

Source : trends.google.fr

# CREATIONS

## Print ad campaign examples

### Campaign's characteristics

- **Embodied and inclusive**
- Showing the **use of the catalog**
- Emphasizing the **opportunity to create ties between generations**
- **Entertainment** dimension
- **LEGO graphical Charter**
- **Eco-conception** : recycled paper, vegetable inks, ...
- **Displayed near children** : schools, commercial centers, cinemas, ...



Who said that learning couldn't be creative and fun ?

Discover more in LEGO's stores and at [Lego.com](http://Lego.com)  
#LEGOBuildyourworld #LEGOBuildyourself



Sharing

Learning

Bonding

Discover more in LEGO's stores and at [Lego.com](http://Lego.com)  
#LEGOBuildyourworld #LEGOBuildyourself



# TV Spot storyboard example

**Scène:** 1 : The sacred book



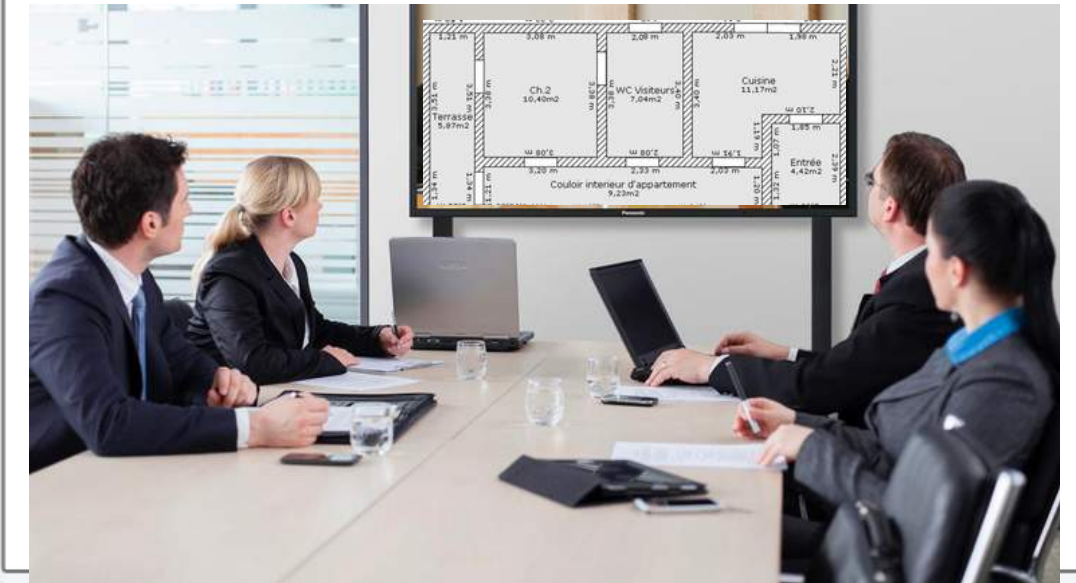
Sam receives a book from her father, it is the LEGO catalog

**Scène:** 2 : The imagination of a child



She lets her imagination go wild and starts constructing a building with her mother's help.

**Scène:** 3 : The actual Sam



Years later, we see Sam again in an architectural firm, she has to build a house.

**Scène:** 4 : The unbearable search



Once back home from her day of work, we see her searching all over her place for something.

**Scène:** 5 : There is still hope



Suddenly, her face lights up, we can see her smiling from a long angle shot.

**Scène:** 6 : Thank you LEGO



Then she goes back to her colleagues holding proudly the mock-up she created when she was young.

# MEDIA PLANNING

August to october 2023													
	AUGUST (teasing)				SEPTEMBER				OCTOBER				BUDGET
Week	3	10	17	24	8	15	22	29	5	12	19	26	
TV 30s													<b>Total : 1 500 000 €</b>
Young channels													
Prime time													
Movie theatres													<b>Total : 220 000 €</b>
1min													
SEO													<b>Total cost SEO : 40 000 €</b>
Google / updating keywords "catalog", "Lego", "interactivity", "book"													
SOME													<b>Total : 20 000 €</b>
YT pre-roll - 15s video													
FB/IG/YT - Static													
PRINT													<b>Total : 30 000 €</b>
POSP in front of stores													
Press (main newspapers)													
DIGITAL													<b>Total : 200 000€</b>
e-mailing (parents)													
Display banners (NYT for example)													
OOH / DOOH													<b>Total : 200 000 €</b>
Libraries, movie theatres, bus stops, shopping centers													
													<b>TOTAL COST : 2 210 000 €</b>

# CREATIVE

*More than a game :  
customized fun & a  
creativity experience*

## Drawings' value proposition:

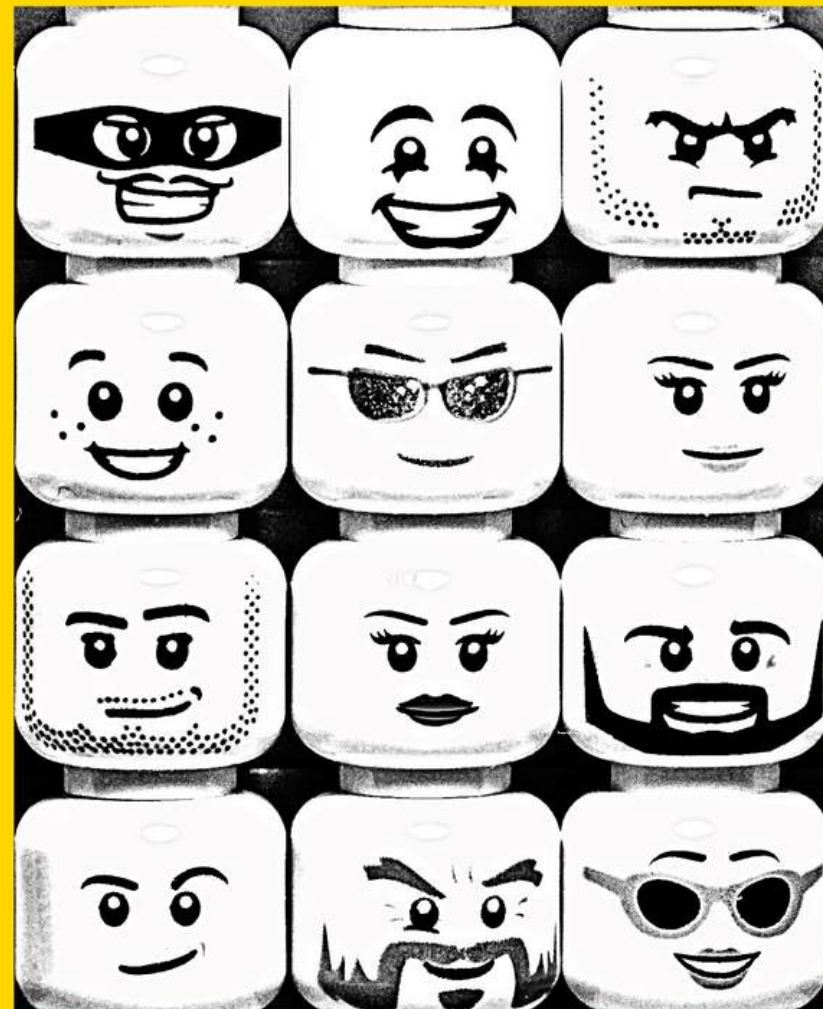
- Possibility to **customize** their own drawings on the website
- **Introducing products**
- Some exclusive **partnerships with well-known artists**

## Game examples



## DRAWINGS

*Color and decorate  
without limit*

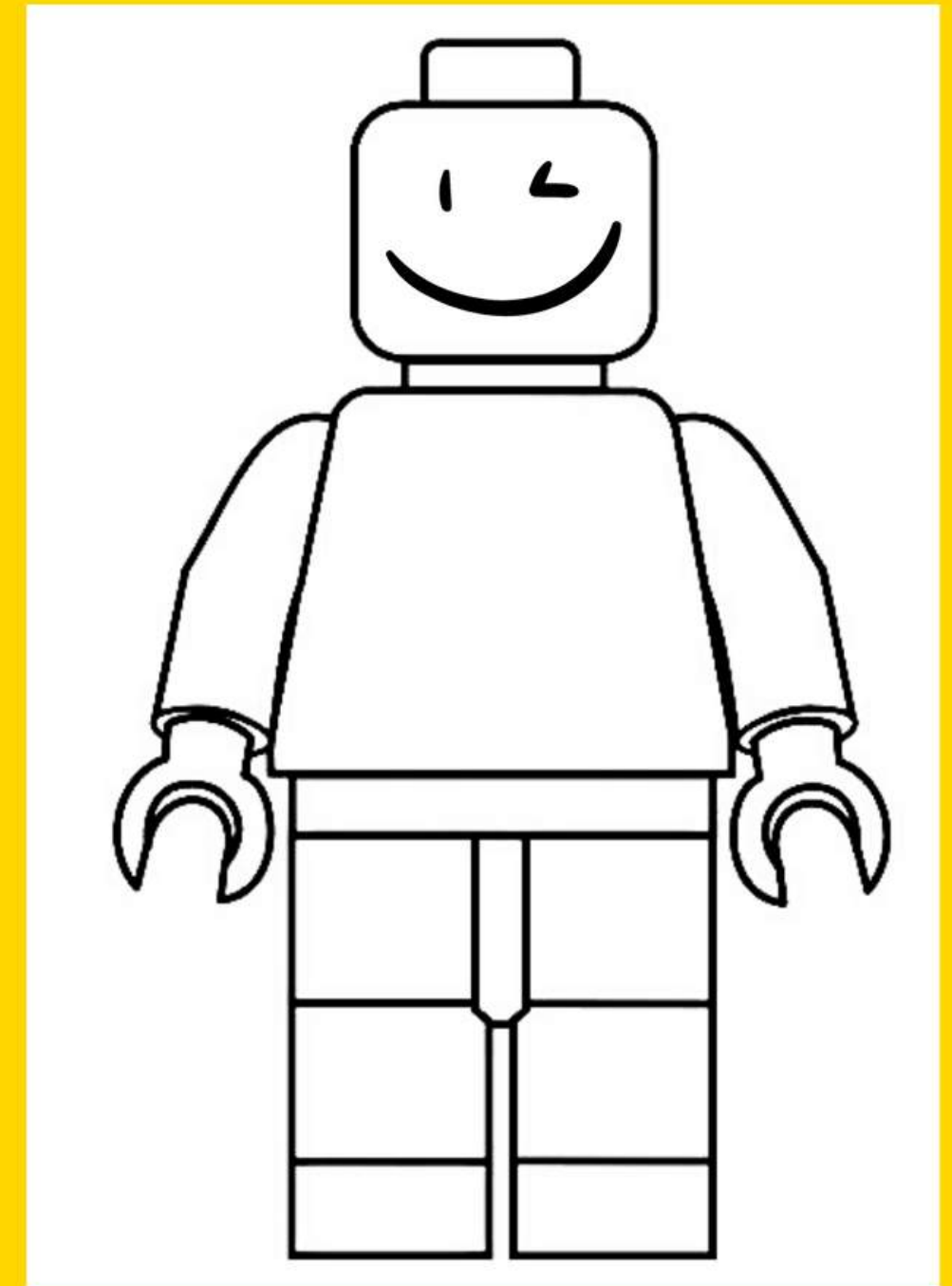


Customize your LEGO Drawings at [Lego.com](https://www.lego.com)  
#LEGOBuildyourworld #LEGOBuildyourself



## DRAWINGS

### The Lego Character of Camille



Customize your LEGO Drawings at [Lego.com](https://www.lego.com)  
#LEGOBuildyourworld #LEGOBuildyourself





# Game examples

*More than a game : awakening children with more fun*

## Quiz with answer boxes to scratch:



Combining **playfulness** and **education**



Playing with the **senses** of children and awakening their creativity



Making children and adults **learn together**

-> Can be done in **partnership** with Ministries of Culture and Education, Unicef,...



# QUIZ

## Monuments of the World



1. In which city is the Triumphal Arch ?

Discover the answer :



2. What is this famous monument ?

Discover the answer :



3. Which country is well-known for its pyramids ?

Discover the answer :



4. In which country is this monument ?

Discover the answer :

Customize your LEGO Quiz at [Lego.com](https://www.lego.com)  
#LEGOBuildyourworld #LEGOBuildyourself



# Comics serial

*More than a simple story...*

## The value proposition of the comics for the catalog:

- Easily **understandable** but with a **morale** for children
  - Routinizing** the catalog
  - Sales** goals also (new products)
- Making it a real product, **differentiation** from catalogs of concurrents
  - Aiming to be kept as a **collection object** thanks to the comics
  - Possibility to **customize the comics with its own photographs**
  - May be done in **partnerships with famous artists and cartoonists**

## Example of story and comics book page: inclusiveness and fraternity message for the children

Two LEGO characters are in a parc. A French LEGO says: "Je suis nouveau mais je ne connais personne. Veux-tu jouer avec moi ?" and the English one answers : "Sorry. I only speak English. I do not understand.". Thus, they are sad to not understand each other. The French LEGO character brings the LEGO Eiffel Tower box. The English one is thinking : "Oh. He's probably French and wants to play with me.". The moral of the story is : "There are languages that will always be universal and about connecting people together..." and both are happy, playing together.



**Your turn now :  
put your own  
picture !**



Customize your own comics story at [Lego.com](https://www.lego.com)

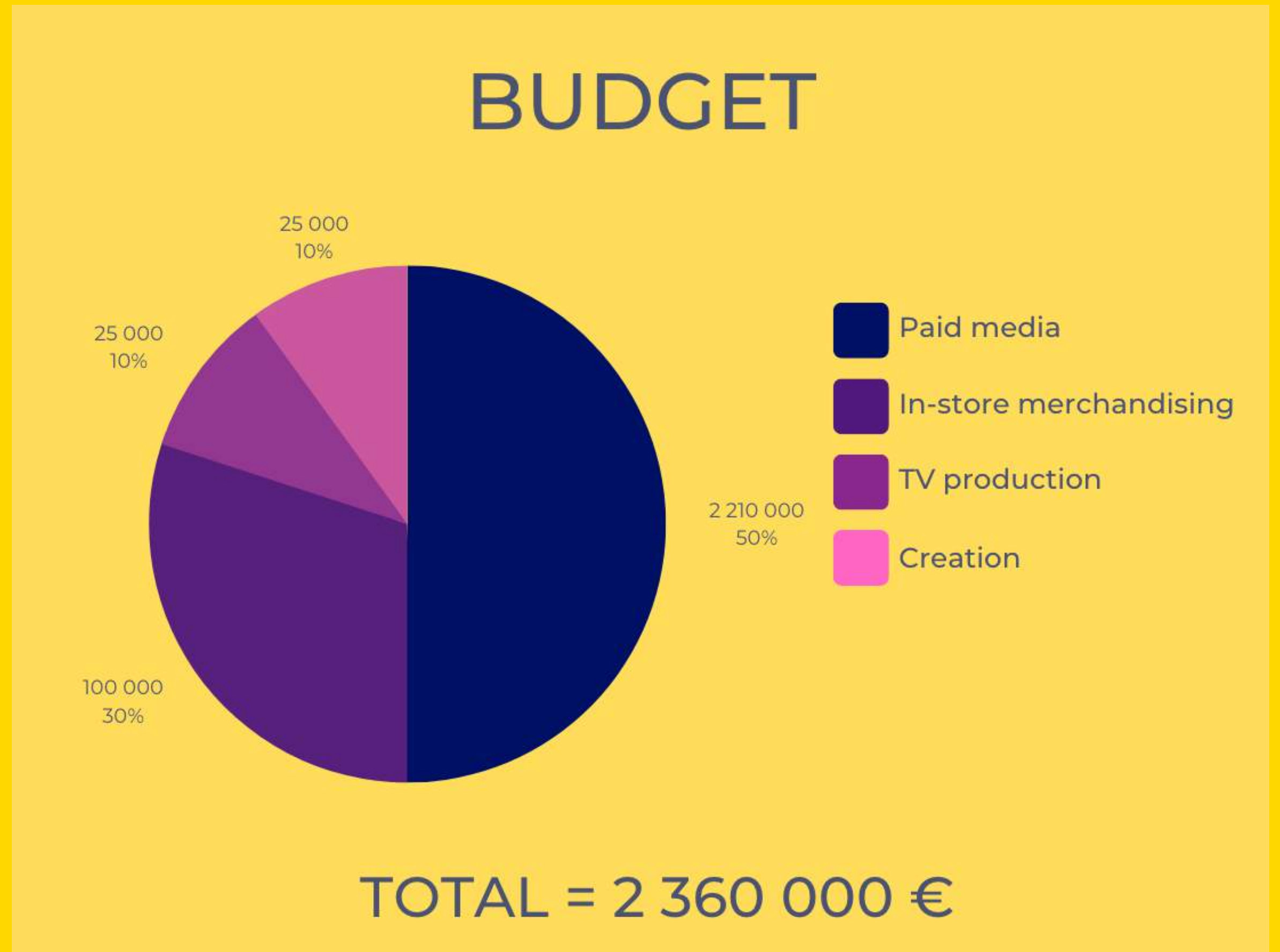
#LEGOBuildyourworld #LEGOBuildyourself



# OVERALL ESTIMATED BUDGET

## Advantages:

- A **realistic** suggestion
- A **significant** budget for a major campaign but with **reasonable** amount of expenses for a **strong** brand





*Thanks !*

—————→  
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