

INKspire Yourself

AD VENTURE

The Foreseers



The Foreseers Team



**Violeta
Teneva**

Graphic Designer

"A great build is achieved by paying close attention to every detail!"



**Violeta
Pehlivanova**

Storyteller

"Building worlds with bricks and ink, our adventures are worth the wink!"



**Raya
Panayotova**

Account

"Building our success, ink by ink, to the top in Cannes!"



**Martin
Varshev**

Strategist

"The key to a great build is a strong foundation!"

What is the problem we need to solve?

The LEGO problem is keeping the LEGO catalogue relevant and engaging for children aged 6 to 10 years old.

SWOT Analysis

Lego brand at a glance.

Strength:

- Global presence
- Licenses
- The Society

Weakness:

- Prices
- Investments in RnD

Opportunity:

- Virtual reality
- Personalisation
- Educational twist

Threats:

- Innovation
- Imitating products
- Virtual Games

5s Analysis

What is Lego and why it is one of the best in the BIG GAME?

Sell

Own Lego stores, partner retail chain stores and online purchases from the Lego website. AMPLFK

Speak

Social networks, movies, video games, TV shows, email lists, board games, amusement park.

Serve

A platform that allows users to suggest different ideas for sets.

Save

Renegotiation of licenses in popular series.

Sizzle

Fun aside from the constructor itself.



Competitors

Who is in the race for the best game experience?



Hasbro - an American multinational toy and board game company. It produces a wide range of products, including popular brands such as Monopoly, Transformers, My Little Pony, Nerf, and Play-Doh.



Matteo - an American multinational toy manufacturing company. It is best known for producing a wide range of toys, including Barbie dolls, Hot Wheels cars, Fisher-Price toys, and American Girl dolls.



Roblox - an online gaming platform where users can create their own virtual worlds and games, as well as play games created by other users.

Target Audience

Generation Alpha - The most diverse and educated generation.

Quickly adaptable.

They learn quickly and accept information given to them promptly.

Easily influenced by influencers and trends.

Adore personalised consumer trends.

Seeking social approval.



Brand Persona

Who is our person?

Peter, 9 years old



Personality

Max is a creative and imaginative kid who loves to build things with his hands. He has a curious mind and enjoys exploring new things.

Interests

Max loves building with Lego and has a huge collection of different sets. He also enjoys drawing and painting and loves to watch funny videos on YouTube.

Goals

Max wants to inspire other kids to be creative and use their imaginations. He also wants to create amazing things with his Lego sets and share them with the world.

Challenges

Max sometimes struggles with staying organized and can get distracted easily. He also gets frustrated when things don't go as planned, but he always finds a way to turn things around and make the best of any situation.

Advanced research

What does our audience want?

As for our primary reach, before forming a questionnaire we did first-hand research by focus groups with kids and in-depth interviews with their parents. This helps us understand their attitudes, preferences, behavior, and needs, which allows us to develop more relevant poll for our mass audience.

Before we put the poll into action we created several hypotheses which we subsequently rejected/accepted:

"What games are children interested in?"

"Who could be the replacement for Lego nowadays?"

"What are consumers most influenced by when choosing a game for their child?"

Conclusions

Our audience at a glance.

Top 3 game choices for kids - constructor, puzzles and board games, phone, tablet and computer.

Overall, children do not use social networks except Youtube, WhatsApp, Viber.

Children influence their parents' purchases.

60% do NOT know about the existence of the LEGO catalogue.



Objectives

What do we want to achieve?

OBJECTIVES

Business goal - To increase audience engagement with our catalogue during the six-month campaign period. To achieve this objective, we are targeting 25% of our intended audience to engage with the catalogue when selecting their next gift.

Communication goal - 30% of children aged between 6-10 years old to become engaged with our catalogue upon their first encounter with it.

OIIC

What do we want to do to solve the problem?

OBJECTIVE

To be trendy for children aged 6 to 10.

ISSUE

Many brands are competing for children's attention through trends and attractive elements. If something is not popular in their world, it may not intrigue them.

INSIGHT

The possibilities for games are endless. I change my interests according to new trends. I wish I could create the trends rather than follow them.

Peter - "My favorite activities are the ones everyone talks about at school."

CHALLENGE

Get kids to create trends using the catalogue itself.

Media Strategy

For how long will our campaign be alive?

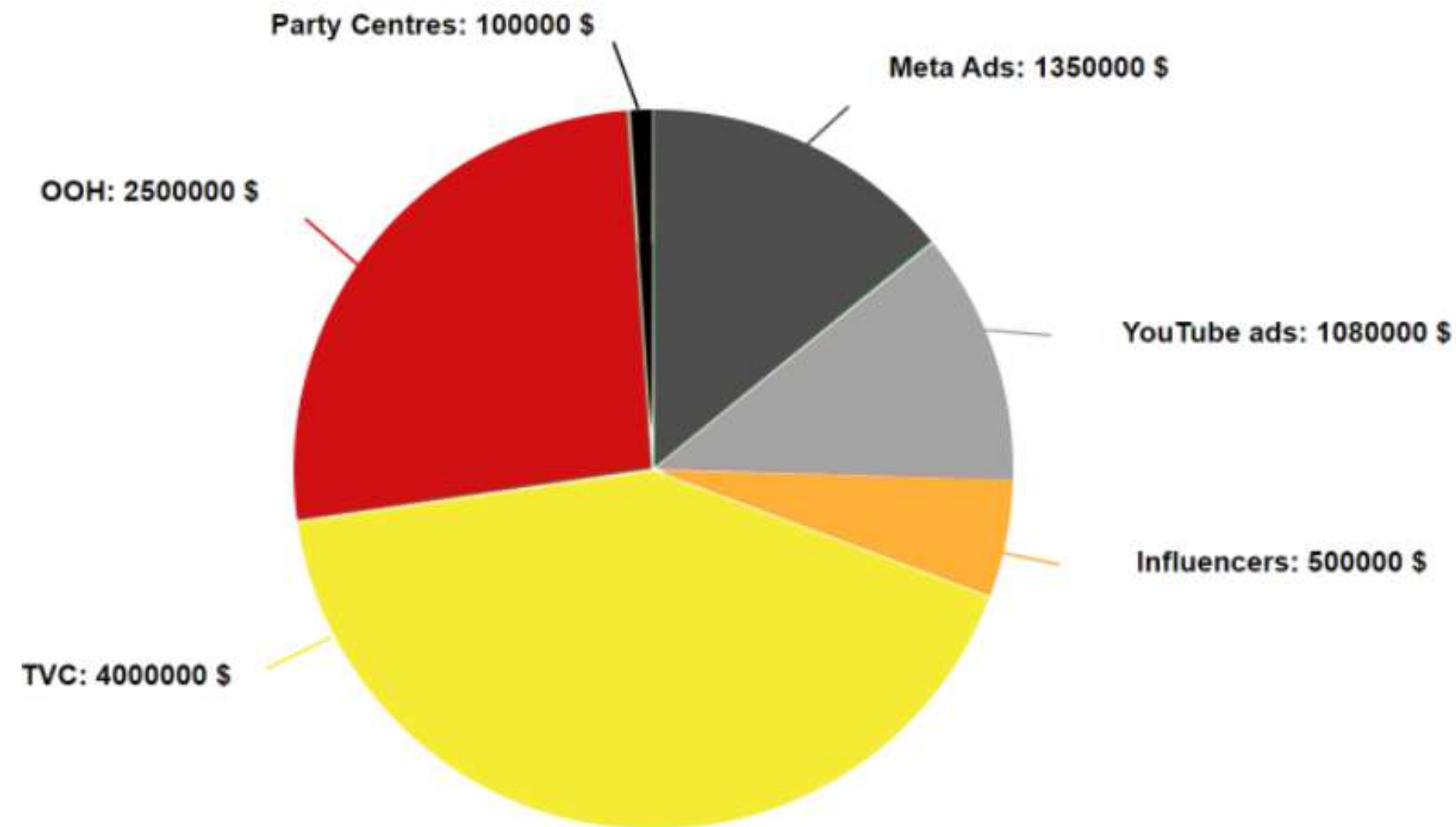
Our campaign strategy involves launching with the Lego Tattoo Shop, followed by a series of additional activities over the next six months.

Chanel	July				August				September				October				November				December				
	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Stunt	■	■	■	■																					
Social Media	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
TVC	■	■	■	■	■	■	■	■									■	■	■	■	■	■	■	■	■
Party Centers			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
OOH			■	■	■	■												■	■	■	■	■	■	■	
WhatsApp/Viber													■	■	■	■	■	■	■	■	■	■	■	■	
Influecers	■	■	■	■	■	■	■	■									■	■	■	■	■	■	■	■	■

Media Budget

What resources will we need to tackle the problem?

Our campaign aims to achieve maximum reach and frequency, with a minimum of 3 exposures per consumer - so they can recall us, within a budget of **\$10 million**.



Reasons to believe

Why do we believe our idea will soar like a LEGO spaceship to new heights of success?

Our LEGO tattoo campaign is poised for success thanks to its unique and innovative concept. By offering children a new and exciting way to engage with the LEGO brand, our campaign is sure to capture their attention and create buzz among parents as well.

The creative execution of the LEGO tattoos is both fun and interactive, allowing children to showcase their creativity and imagination via the Lego catalogue. Our multi-channel approach ensures that our message will reach a broad audience, while targeting the key demographic of children aged 6-10 years old. By deepening the emotional connection that children already have with the LEGO brand, our campaign is poised to generate significant interest and excitement.



The Campaign

How are we going to solve the problem?

Our campaign seeks to revolutionize the way kids engage with LEGO by providing them with LEGO-themed temporary tattoos, which will depict various Lego characters. Kids can also create their own unique designs and mix and match them to showcase their creativity. The idea is to provide a fun and innovative way for children to express their love for LEGO while engaging with the brand's catalogue in a unique way.



The start

How are we going to announce our campaign?

We will start with a stunt that will be called "**LEGO Tattoo Studio**". We will place the pop-up studio in some big cities where kids can get their unique LEGO tattoo designed by a pro artist. The immersive experience is fully branded with LEGO designs and imagery, creating a fun activity for both kids and parents.

Later on, we will "move" the studio to children's clubs in the form of partnership with some **party centers** and animators globally to bring the LEGO catalogue experience straight to kids during their fun-filled activities with friends. Through an interactive game, we'll engage and excite the children, and distribute catalogues and tattoos as giveaways. This approach not only introduces them to the latest LEGO products but also ensures they have a blast while doing it.

We will use YouTube ads and influencers like **EvanTubeHD** and **Just2Good** for our campaign to reach our young and tech-savvy audience. By partnering with popular YouTube influencers, we can leverage their large followings and trusted opinions to promote the LEGO catalogue tattoo concept. Additionally, YouTube ads will allow us to target specific demographics and reach a wider audience who may not be familiar with the LEGO brand and its catalogue.

Traditional Media

We are using traditional media for our campaign because it still has a wide reach and can effectively target our audience.

OOH

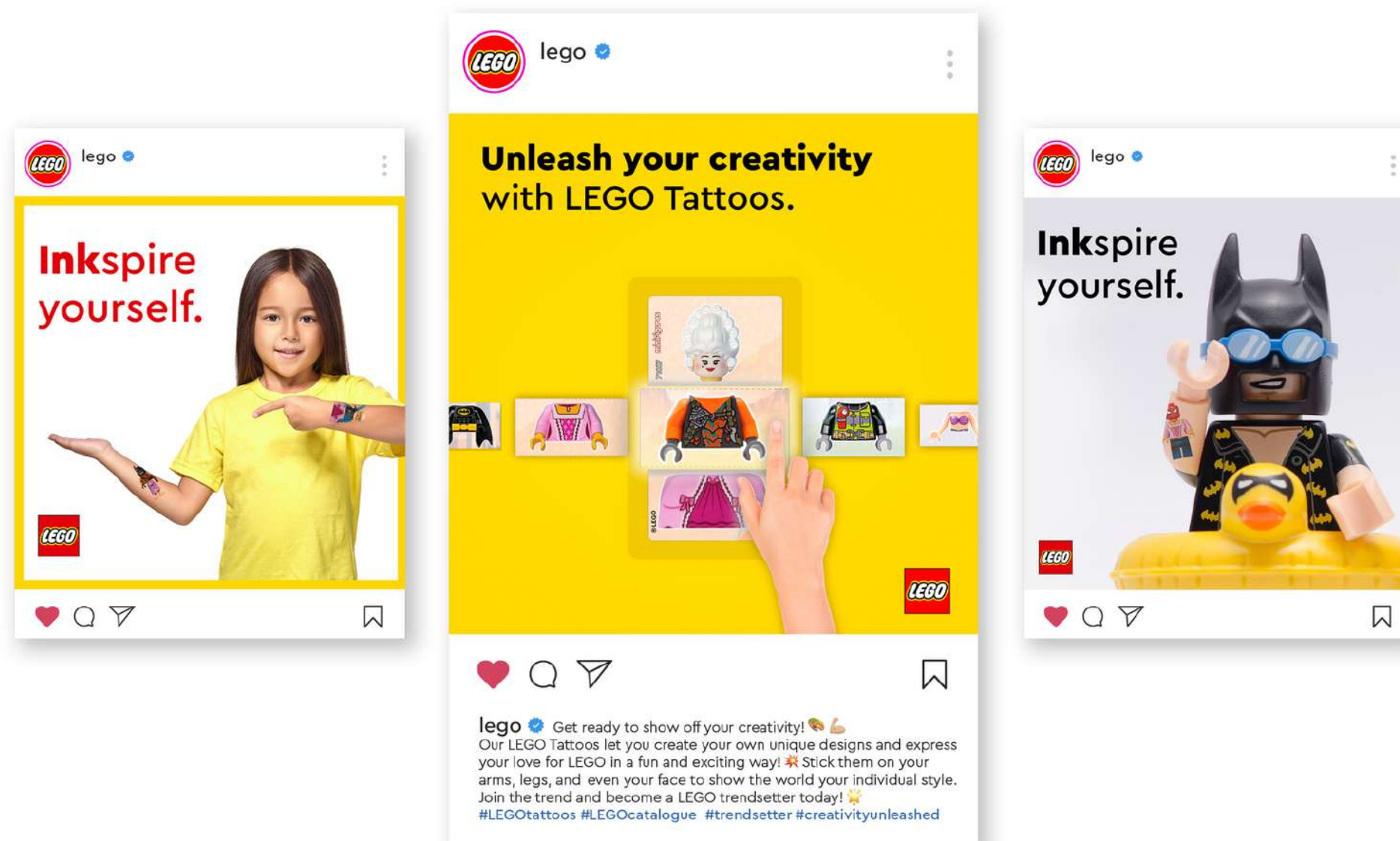
TVC



Social Media Presence

By using a mix of both traditional and digital media, we can reach a broader audience and ensure that our message is seen by as many people as possible. Our social media presence is more directed towards the parents who are digital oriented.

FACEBOOK/INSTAGRAM



TWITTER



The Future is looking bright

How can we make a Christmas follow-up campaign?

Traditional letter-writing to Santa is fading among kids, creating communication problems for parents and Santa. We propose using popular messaging apps like **WhatsApp** and **Viber** to make wish-list communication easy for everyone. Our solution includes custom sticker packs for kids to send to their parents and even create their own stickers.

