



Brand Image - LEGO FOR TEENS
'Rebuild The World'

- Create a powerful campaign that appeals to teenagers and rebuilds their relationship with LEGO bricks
- Encourage and inspire teens, who have advanced into new creative spaces such as music, film, sport and fashion etc., to take notice and use LEGO bricks to make creative statements and actions that really matter to them, and the world around them.

The LEGO group was founded in 1932 in Denmark and has grown into one of the world's most iconic toy brands. Its core product, which is the lego brick, allows users to build, unbuild, and rebuild, which gives it user's the opportunity to use their creativity and imagination to problem solve.

Creativity and problem solving - Encourages out-of-the-box thinking

STEM and Innovation - Legos are used in education to teach about engineering and design thinking

Cultural Influence - Lego has expanded to creating movies, games, and earning partnerships with brands like Star Wars and Marvel

As kids transition into their teenage years, they often abandon traditional toys like LEGO in favor of digital entertainment (gaming, social media, streaming services) or new creative outlets (music, film, sports, fashion). LEGO must reposition itself as a cool, relevant tool for self-expression and creative activism.

Teen Audience (13-18 years old) -

- **Interests:** Social media, gaming, music, fashion, sports, technology, activism.
- **Habits:** Heavy smartphone use, short attention spans, preference for video content, engagement in online communities (TikTok, Instagram, Discord).
- **Aspirations:** Want to be unique yet accepted, desire self-expression, value authenticity, and care about global issues (climate change, social justice).
- **Distractions & Competitors:** Video games (Minecraft, Fortnite, Roblox), social media (TikTok, YouTube), fast fashion, and influencer culture.
- **Peer Influence:** Teens follow trends dictated by influencers and online culture; they value aesthetics and "clout" over traditional advertising.



Name : Steve

Age : 16

Bio : Steve is in a transformative time frame in his life, where he is caught in between the desire to fit in, but also stand out. He spends a lot of time in the digital world, about 7+ hours daily on screens, consuming entertainment on various platforms such as Tiktok, Youtube, Instagram, and various gaming platforms. He's passionate about social change and self expression, and values authenticity, and engaging with movements that are related to inclusivity, sustainability and mental health.

Distractions : His primary distractions from lego are various forms of digital entertainment such as social media, streaming platforms, and video games. He's also distracted by real world creative outlets as well such as fashion, music, sports, and art. He's also easily influenced by his peers, and what they determine to be cool.

WHAT : Reconnecting Teens with Lego

- Make lego a tool for self-expression, activism, and creativity
- Show how lego can be used in fashion, art, music, and gaming
- Create a movement, not just an ad campaign

WHO : Teen Audience (13-18 years old)

- Creative, tech-savvy, cause-driven
- Wants to stand out but also wants to fit in
- Lives more online but also craves real-world impact

HOW: Big Idea - “LEGO: Rebuild you world”

- Activism & Expression: Use lego bricks as a medium for powerful artistic or social statements
- Technology Meets Reality : Incorporate AR/VR, Tiktok trends, and game experiences
- Collaborative Creativity : Encourage teens to build and share lego creations that reflect their identity and views
- Cool Factor : Partner with influencers, musicians, and designers

WHERE: Touch points

- Social Media: Tiktok challenges or Instagram Reels showcasing lego builds in unexpected ways
- Influencers & Celebrities: Collabs with artists, athletes, and gamers using lego to tell stories
- Fashion & Streetwear: Limited-edition lego x fashion brand collabs
- Gaming & AR/VR: Integrate lego into digital spaces
- Live Events & Pop-Ups: Interactive build experiences in various locations

Big Idea: Rebuild *Your World Piece By Piece*

Mental health is a major topic for Gen Z. This campaign acknowledges that emotions, thoughts, and struggles are often internal, and LEGO can be a way to bring them to life. This campaign turns LEGO into a creative outlet for self-expression and healing. It's a way for teens to use LEGO bricks to express emotions, break the stigma around mental health, and build safe spaces—both physically and emotionally. This building process will allow teens to connect LEGO pieces with their inner peace.

You Don't Have To
Build Alone...



Rebuild Your World
#PieceByPiece





You Don't Have To
Build Alone...



Rebuild Your World
#PieceByPiece



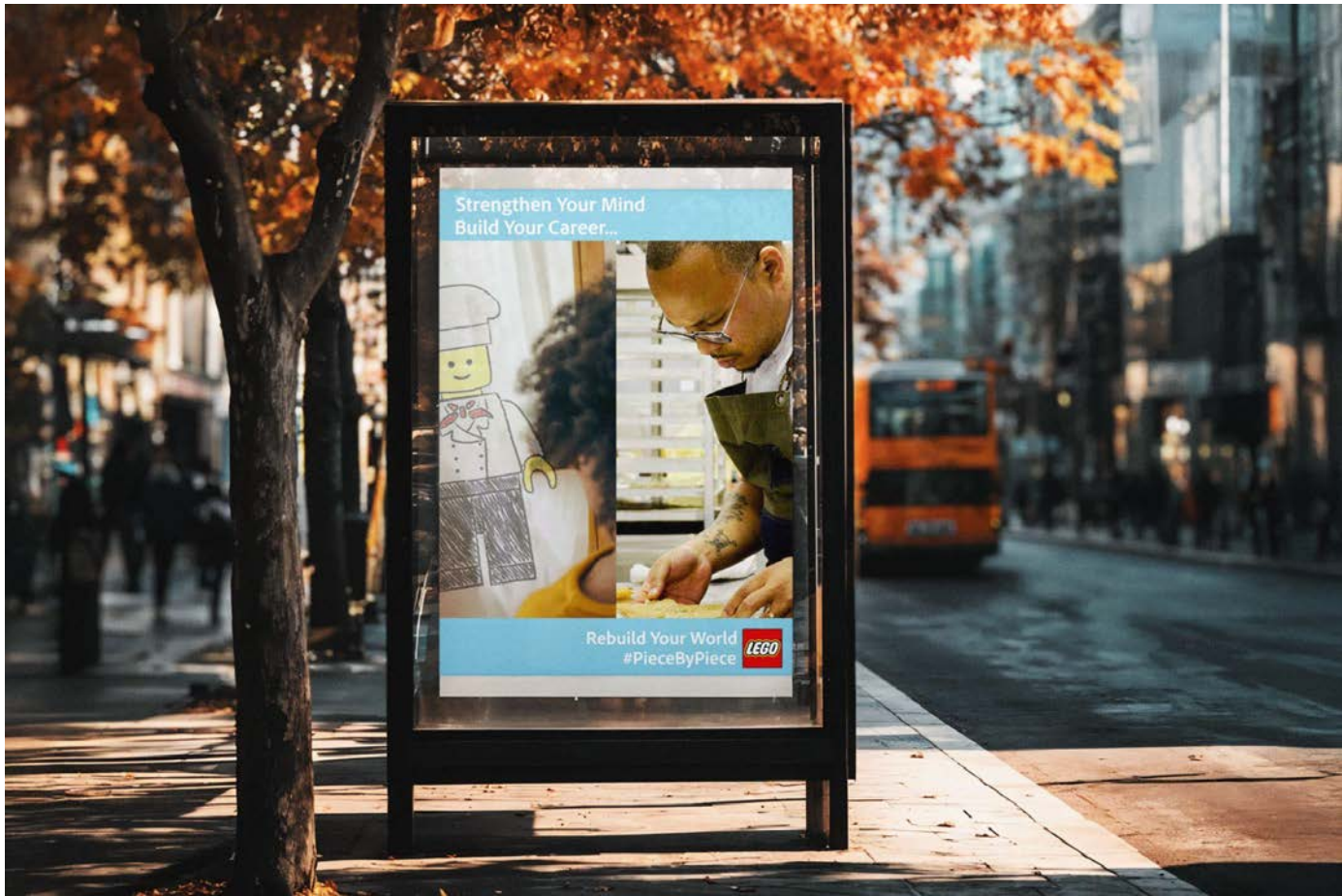


Strengthen Your Mind
Build Your Career...



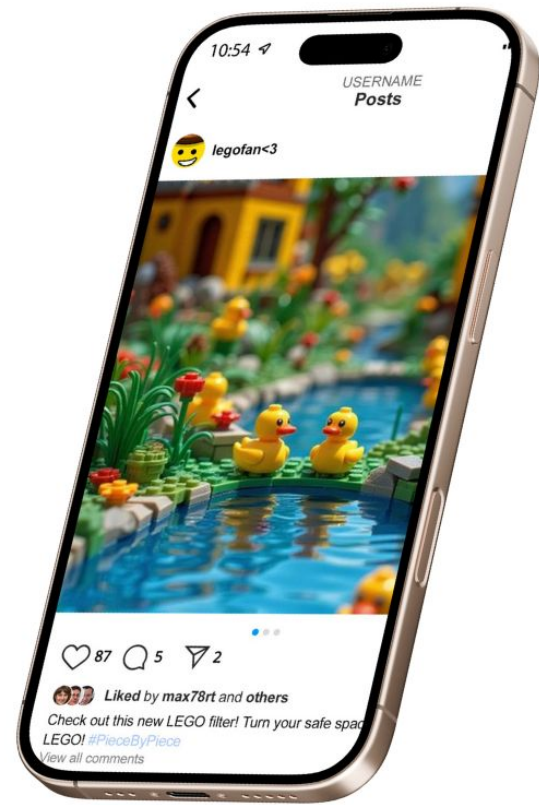
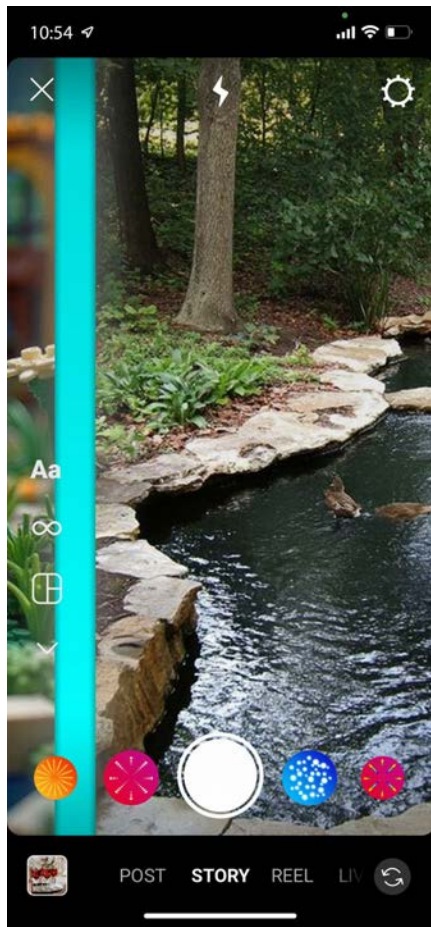
Rebuild Your World
#PieceByPiece





Bus Stop





Social Media (Instagram filter that turns anything into LEGO #PieceByPiece)





Find Your **Piece** of Mind
in LEGO Form!

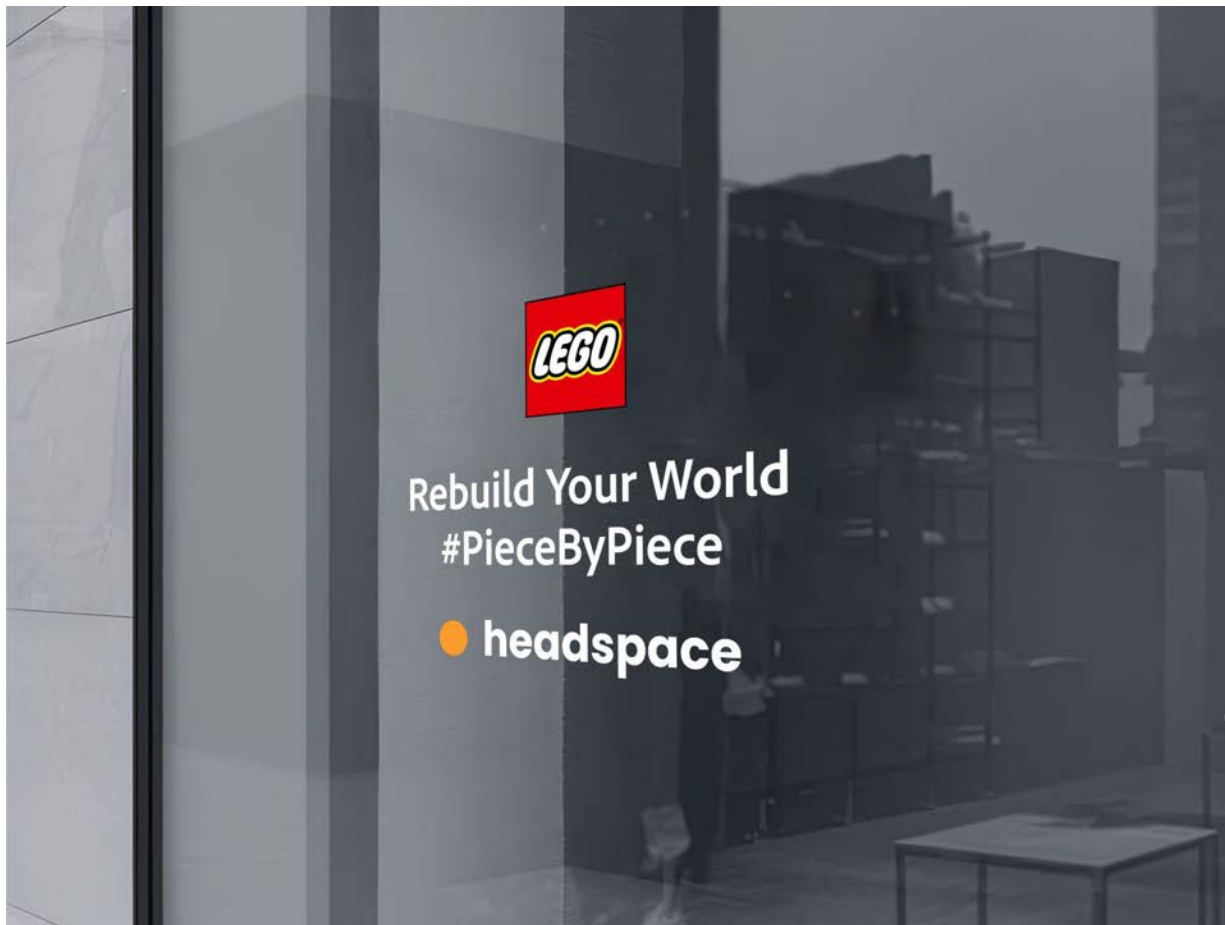
headspace
Rebuild Your World
#PieceByPiece





Headspace Collab/Pop-up Event Mall Storefront





Headspace Collab/Pop-up Event Glass Storefront





- A PR Package given out at the Headspace Pop-up Store event.
- Includes a 'Mindful Building' LEGO set as a way to relieve stress.
- This set is only available at this event.



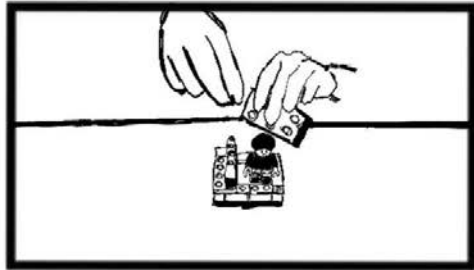
Parents are fighting



Child is upset and stressed from his parents fighting



He takes out his legos and thinks of what he can build to relieve his stress



He decides to build what he's feeling



He gets so lost in the build that all his emotions fade away and he gets transported into a world of lego



End

- This campaign is the best way forward for LEGO because it aligns with the audience's (Gen Z) growing emphasis on mental health
- It offers a creative outlet for self-expression and healing
- By using LEGO bricks as a tool for emotional exploration the brand itself can create deeper connections with this audience. (13-18 years old)
- It also breaks the stigma around mental health and puts LEGO in a position where it's more than just a toy, but a meaningful tool for personal growth