

Brand Image- Lego for Teens

Jamie Dagenais



- Create a compelling LEGO campaign that reconnects teenagers (13-18 years old) with the brand by integrating their interests.
- The campaign should inspire teens to see LEGO as a creative tool for self-expression, turning their passions into tangible creations.
- Develop a strong brand message and create it across multiple touchpoints



Target Audience: Teenagers (13-18 years old)

- **Interests:** Gaming, social media, music, art, sports, and technology. Many engage with platforms like TikTok, Instagram, Discord, and YouTube. They also enjoy interactive experiences like Minecraft and Roblox.
- **Challenges:** They want to stand out but also fit in, balancing individuality with social trends. They dislike being treated like children and have stress from school, social pressure, and online presence that impacts their daily lives.
- **What Appeals to Them:** Authenticity, creative freedom, social connection, and trends. They engage with brands that empower self-expression and align with their passions.



LEGO is more than just a toy, it's a tool for:

- **Creative Expression** – Endless possibilities for customization and design
- **Hands-On Play** – A break from screens to engage in real-world creation
- **Problem-Solving** – Encourages innovation, STEM learning, and artistic exploration
- **Nostalgia & Quality** – Generations can enjoy because durable, high-quality materials
- **Sustainability** – A reusable and long-lasting medium for creativity



Competitors and distractions:

- **Building Block toys** – Mega Construx and Mega Blocks
- **Social Media** – Tiktok, Instagram, Youtube, Discord
- **Video Games** – Minecraft and Roblox
- **TV Streaming** – Disney, Netflix, Hulu



In a digital world, moments without internet can feel like interruptions to creativity and entertainment. However, these moments present an opportunity to step away from screens and engage in hands-on problem-solving and imagination. LEGO provides a meaningful alternative to digital distractions, allowing teens to build, create, and explore without relying on technology. LEGO transforms downtime into an opportunity for innovation without limitations of loading screens.



“No Wifi... No Problem.”

A campaign that shows LEGO as the perfect alternative when WiFi is unavailable or when people want a break from technology.











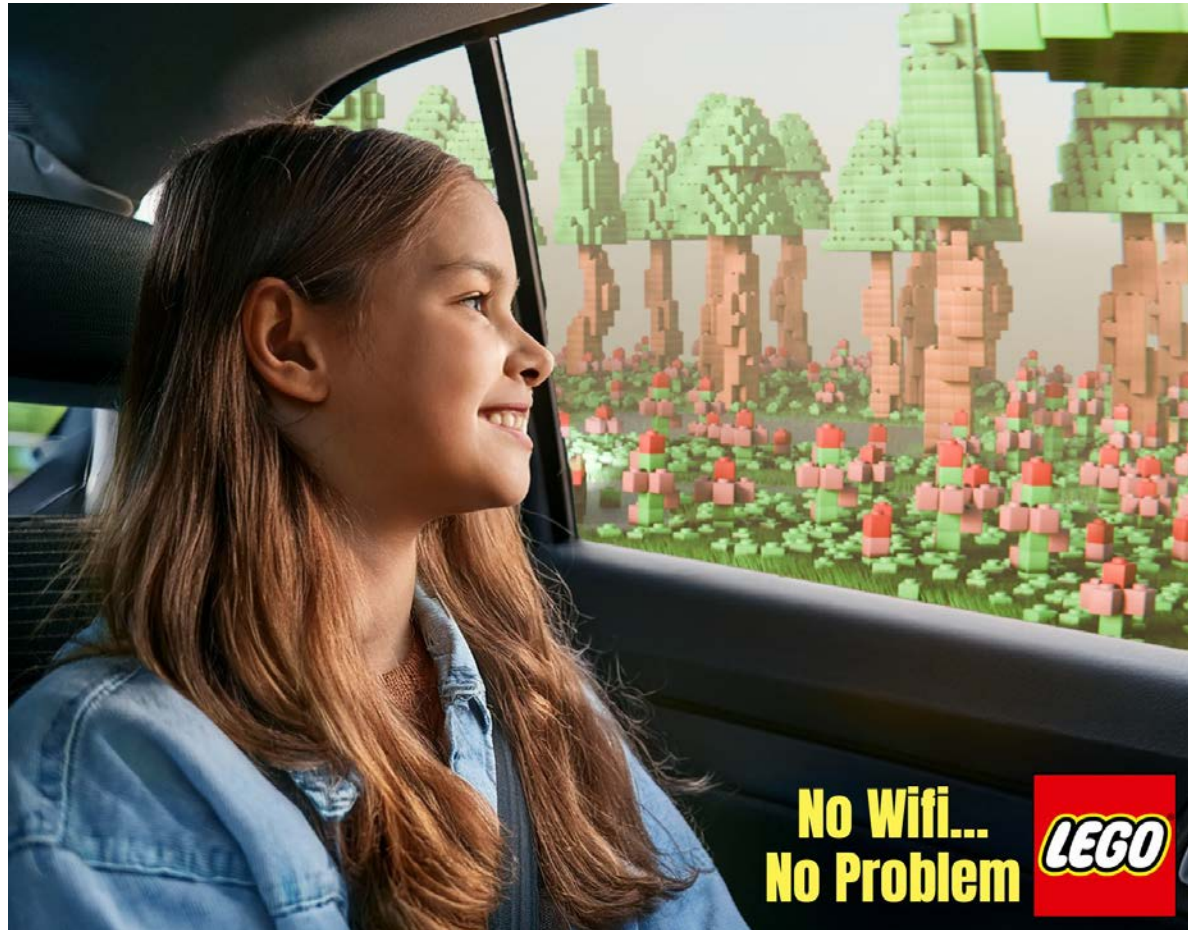
**Nature... the Only
Network You Need**

**No Wifi...
No Problem**













**A Safari in
Your Hands**

**No Wifi...
No problem**





The image shows a YouTube video player interface. The main video is titled "Lego Technic Car: Beach Cleaner in Action!" and is from the channel "Lego Auto Tech". The video player shows a LEGO Technic car on a blue baseplate, with a red and black structure on top. The video has 639K views and was posted 1 month ago. The channel has 36.9K subscribers. The video player includes a progress bar, volume control, and various settings icons.

The sidebar on the right features a video titled "A Safari in Your Hands" with the text "No Wifi... No problem!" and the LEGO logo. Below this are several recommended videos:

- It's soft! It's square! It's not a cookie!** by chipshoy, 174K views, Sponsored.
- The Driving Force (FULL EPISODE) | Blaze and the...** by Blaze and the Monster Machines, 78M views, 4 years ago.
- LEGO City Police Mini Movies Compilation Episode 1 to 6 I...** by LEGO, 82M views, 6 years ago.
- How I Build Giant LEGO BBQ grill** by Lego Auto Tech, 78K views, 4 months ago.
- LEGO 71374 Super Mario: Nintendo Entertainment System...**



- The campaign shows LEGO as a way to connect with other people.
- It shows LEGO as an alternative to passive screen time, making it more relevant to its consumers.
- The storytelling approach makes the message more memorable and shareable.
- Encourages unplugging from screens, which aligns with growing concerns about digital overuse.