



Campaign Project

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Research

- The Lego Group was founded in the carpentry workshop of **Ole Kirk Christiansen** in **Billund, Denmark** in **1932**.
 - When the Great Depression hit, he had fewer customers and had to focus on **smaller projects**. He began producing miniature versions of his products as design aids.
 - It was these miniature models of stepladders and ironing boards that inspired him to **begin producing toys**.
 - Christiansen continued producing **practical furniture** in addition to **toys** to stay in business.
 - In 1934, a contest for the staff of the company was started to come up with the name for the company.
 - Christiansen was considering two names himself, "**Legio**" (with the implication of a "**Legion of toys**") and "**Lego**," a self-made contraction from the Danish phrase **leg godt**, meaning "**play well**."
 - One of the first modular toys to be produced was a truck that could be taken apart and reassembled.
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- Lego bricks were developed in the spirit of traditional wooden blocks that could be stacked upon one another but could be "locked" together.
 - In **1953**, the bricks were given a new name: **Lego Mursten**, or "**Lego Bricks**."
 - In the **1950s**, the LEGO Group made its first moves into **foreign markets**.
 - The early focus was on the Nordic countries and **licensed production started in Norway in 1953** in partnership with Svein Strømberg, Oslo, under the corporate name Norske LEGIO A/S.
 - In **1961**, Lego made an arrangement allowing Samsonite to begin producing and selling Lego products in the **United States and Canada**.
 - **1961 and 1962** saw the introduction of the first Lego wheels, an addition that expanded the potential for building cars, trucks, buses, and other vehicles from Lego bricks.
 - During this time, the Lego Group introduced toys targeted explicitly toward the **pre-school market**.

LEGO Marketing

Marketing Strategy

- Global expansion
- Adapting to market trends and consumer preferences
- Emphasizing quality and durability
- Using licensed themes like Star Wars and Harry Potter
- Creating video games based on their products
- Opening LEGOLAND theme parks
- Running campaigns like "Play is Your Superpower"

Marketing Techniques

- Nostalgia:** Tapping into consumers' memories of childhood play
- Brand values:** Emphasizing creativity, learning, fun, and imagination
- Content marketing:** Creating compelling stories and content across multiple platforms
- Digital engagement:** Using social media and other digital channels to connect with audiences
- Partnerships:** Collaborating with other brands to create licensed products
- Experiential marketing:** Creating memorable events and experiences, such as LEGO Masters TV show competitions
- Innovation:** Continuously developing new products and playsets
- Educational initiatives:** Adding value beyond play
- Sustainability:** Aligning with modern values

Past Campaigns

Legoland "Get ready for fun"

March 16, 2018 BMB for Lego

Legoland's new campaign pitches the group of amusement parks as the ideal place for kids to let their imaginations run wild by depicting a series of gigantic Lego creatures, including a dinosaur, octopus and dragon, coming to life.

Lego "Rebuild the world"

September 17, 2019 BETC Paris for Lego

Lego's first brand campaign in 30 years invites kids to express their creativity and "rebuild the world".

Lego "Holiday"

November 01, 2021 by The Lego Agency

Lego has rolled out a global integrated festive campaign showing how the toy brand helps to unlock children's creativity.

Lego Group "Build a playful holiday"

November 01, 2022 by The Lego Agency

Katy Perry stars in Lego's "biggest and most playful" festive ad to date.

Lego "Holiday - play is your superpower"

November 02, 2023 Droga5 Dublin for Lego

A group of kids take part in a massive snowball fight in Lego's Christmas campaign.

The Lego Group "Cataclaws is coming to town"

November 05, 2024 by Our Lego Agency

Toy brand Lego has rolled out a global festive campaign created by its in-house agency.

Big Idea

Teens want something **personalized** to their tastes, like Tik Tok and the video platforms they consume. This LEGO campaign is designed to cater to the **interests** of children aged 13-18. The '**EXPRESS YOURSELF**' campaign will highlight LEGO's **wide variety of products**, featuring different fandoms/interests and LEGO sets that align with them. The goal is to **engage the target audience for each fandom**, which will boost interest and sales of LEGO products for those aged 13-18.

The overall message is to **be yourself** and **express who you are**, regardless of what others say—especially since ages 13-18 are a vulnerable time for teens in terms of their sense of identity. This message will be represented through the full campaign slogan, "Hide who we are? **NO, EXPRESS YOURSELF!**"

Interest Profiles

Travel Enthusiast

Lego Architecture Series

Animal Lover

Tuxedo Cat, Cute Bunny, Panda Family
Lego Sets

(Include donation of proceeds to WWF)

Hardcore Gamer

Minecraft, Mario, Legends of Zelda,
Sonic, and Animal Crossing Lego Sets

History Buff

Lego Icons and Lego Art Sets

Movie Guru

Harry Potter, Jurassic Park, and Star Wars
Lego Sets

Superhero Fan

Marvel, DC, Batman, and Spiderman
Lego Sets

Plant Extraordinaire

Botanicals Lego Series
(Include donation of proceeds to the
Center for Plant Conservation)

Social Butterfly

Friends Lego Series

Touchpoints

General

Social Media

- Social media posts will allow this campaign to reach its intended audience for each story. Their algorithms are best suited to ensure this.

Posters & Billboards

- Placed in or around middle and high schools. This will focus the campaign on the intended target audience of 13-18 year olds.

Pop-Up Displays

- Pop-up LEGO exhibits, each representing a different interest profile, allow fans to immerse themselves in LEGO displays that they find interesting and express themselves by posting pictures on social media.

Specific Story Touchpoints

Animal Lovers

- Posters/ads inside and around zoos and pet adoption centers.

Plant Extraordinaire

- Posters/ads outside botanical gardens, parks, and forest preserves.

Superhero Fan & Movie Guru

- Posters/ads in and around Comic-Con and other fan events.

History Buff

- Posters/ads in and around museums and art galleries.

Travel Enthusiast

- Posters/ads in and around airports and transportation stations.

Visual Sketches



Social Media Ads

Travel Enthusiast



EXPRESS YOURSELF **LEGO**

Animal Lover

Proceeds for all animal-centric LEGO purchases will be donated to the World Wildlife Fund.



EXPRESS YOURSELF **LEGO**

Hardcore Gamer



EXPRESS YOURSELF **LEGO**

History Buff



EXPRESS YOURSELF **LEGO**

Movie Guru



EXPRESS YOURSELF **LEGO**

Superhero Fan

BATMAN



EXPRESS YOURSELF **LEGO**

Plant Extrordinaire

Proceeds for Botanical Collection purchases will be donated to the Center for Plant Conservation.



EXPRESS YOURSELF **LEGO**

Social Butterfly




EXPRESS YOURSELF **LEGO**

Poster/Flyer Ads

EXPRESS YOURSELF

Proceeds for Botanicals Collection purchases will be donated to the Center for Plant Conservation




Plants Extrordinaires

LEGO BOTANICALS

Rebuild the World

EXPRESS YOURSELF




Social Butterfly

LEGO Friends

Rebuild the World

EXPRESS YOURSELF



Travel Enthusiast

LEGO Architecture

Rebuild the World

Travel Billboard

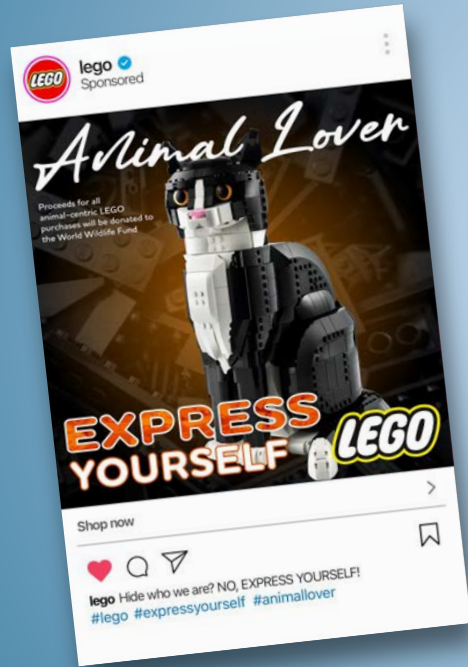
EXPRESS YOURSELF

Travel Enthusiast

LEGO
Rebuild the World

The billboard features a young man with a backpack looking at a LEGO model of a building. The background is a blue wall with a large window showing a cityscape. The text 'EXPRESS YOURSELF' is written in large, white, outlined letters at the top. The text 'Travel Enthusiast' is written in a white, cursive font at the bottom. The LEGO logo and tagline 'Rebuild the World' are in the bottom left corner.

Touchpoints: Social Media



Touchpoints: Poster Ads



Touchpoints: Billboard



Conclusion

In conclusion, LEGO's "EXPRESS YOURSELF" campaign will effectively target teens aged 13-18 by celebrating individuality and personal expression. The campaign will change the perception of LEGO from being just a children's toy to a method of self-expression. Through a diverse range of products that cater to various fandoms and interests, the campaign will capture the attention of its audience, spark enthusiasm, and drive sales. By tapping into interests and personality traits that resonate across all age groups—whether current passions or nostalgic memories—this campaign has the potential to engage not only a younger demographic but also retain older customers. Ultimately, LEGO's strategic approach leverages timeless themes of personal identity and connection to create lasting appeal across generations.

A close-up, slightly blurred photograph of a large pile of grey and black LEGO bricks. The bricks are scattered and overlapping, creating a textured background. Overlaid on this background is the text "EXPRESS YOURSELF" in a bold, stylized font. The word "EXPRESS" is on the top line and "YOURSELF" is on the bottom line. The letters are white with a thick blue outline and a blue fill. The overall image has a blue border at the corners.

**EXPRESS
YOURSELF**