



Brand Image

LEGO for Teens

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The campaign aims to **reconnect teenagers ages 13-18** with the brand by showing them how **LEGO bricks can empower them to create meaningful, impactful change**. As teens transition from childhood play to deeper creative spaces like music, film, sport, and fashion, they often lose touch with the imaginative possibilities LEGO offers. The challenge is to **reignite their passion for building** and **problem-solving** by positioning LEGO as a platform for **expressing their ideas** and **addressing real-world issues**.

Through this campaign, they seek to **inspire teens to rebuild the world around them—literally and figuratively** by using LEGO to **spark creativity, inspire social change, and challenge the status quo**. The key is making LEGO bricks relevant to their passions, providing a physical space for their digital and social expression, and encouraging them to use their creativity to make a difference.



The **target audience** for this campaign is **teenagers ages 13-18**, who are **digitally connected, socially aware, and highly creative**. They are navigating a world of personal expression, global issues, and constantly evolving interests in areas like music, fashion, film, and sports. This generation is **eager to challenge the status quo**, find **new outlets for their creativity**, and make an **impact on the world around them**.

- Aged 13-18, globally connected, and socially conscious
- Passionate about music, fashion, film, sports, and personal expression
- Looking for creative tools that allow them to challenge norms and influence change
- Active on social media, using it to amplify their voices and causes
- Interested in blending physical creativity with digital engagement





Demographics:

- **Age Range:** 13-18 years old
- **Gender:** All genders
- **Lifestyle:** Navigating independence while seeking connection and belonging
- **Tech-Savviness:** Highly immersed in the digital world (social media, video games, streaming services)

Psychographics

- **Desire for Self-Expression:** Teens in this age group crave individuality and seek outlets to express their personal style and identity. Value self-expression and creativity, often turning to areas like fashion, music, film, gaming, and sports for this.
- **Social Awareness and Influence:** This generation is highly engaged in social issues, using their voices to challenge the status quo. They are a powerful force for change and prefer brands that align with their values. Social media and influencer culture significantly shape their preferences/opinions.
- **Influence of Peers and Digital Communities:** Peers, influencers, and online communities are major influences, shaping trends and opinions more than traditional advertising. Teens actively engage in conversations and trends online, which can often distract from physical play or product experiences.

Behavioral Insights:

- **Distractions & Competition:** LEGO faces competition from platforms and brands that offer instant digital gratification—mobile games, social media, and streaming services. In addition, lifestyle brands like Nike, Adidas, and Apple are tied to youth culture and personal status, making them strong competitors for teens' attention. These distractions, especially through online communities, challenge LEGO to remain relevant in a digital-first world.
- **Need for Hands-On Creativity:** Despite the digital distractions, teens still have a strong desire for hands-on, creative activities. They want to engage in real-world, tactile experiences that allow them to express themselves beyond the screen. LEGO has a unique opportunity to bridge this gap by offering creativity and craftsmanship in an accessible way, while still aligning with teens' digitally influenced lifestyle.

Key Campaign Elements:

1. Empowering Voice:

- Teens want to feel empowered in their creative process. LEGO can position its bricks as a powerful tool for self-expression and change, emphasizing that every creation can make an impact, whether big or small.

2. Influencers & Trends:

- Collaborating with popular influencers and leveraging social media trends, AR/VR technology, and digital tools will resonate with this audience, making the campaign feel relevant and engaging. By blending the physical and digital worlds, LEGO can tap into teens' passion for both.

3. Customization:

- Offering opportunities for teens to personalize their builds—whether through custom designs, exclusive challenges, or social media shoutouts—will appeal to their need for uniqueness and individuality. Teens will be more likely to engage if they feel their creation is a direct reflection of their personality and values.

4. Collaboration & Community:

- Creating opportunities for collaboration with other teens, both locally and globally, will help foster a sense of belonging. This can be through challenges, events, or community-driven initiatives, all of which can blend the physical and digital realms. Teens value connection, and LEGO can create spaces where their creativity thrives with the support of others.



LEGO has previously launched campaigns that resonate with the objectives of this project, aiming to inspire creativity and social change among teenagers. These campaigns demonstrate LEGO's commitment to fostering creativity and social change, aligning with the goals of inspiring teenagers to use LEGO bricks for meaningful impact:

- **LEGO Play Unstoppable:** Launched in 2024, this campaign focuses on nurturing girls' creative confidence by challenging societal pressures and promoting the idea that creativity is for everyone.
- **Build the Change Program:** Introduced in May 2024, this initiative encourages children to use LEGO bricks to design solutions for real-world sustainability issues, fostering problem-solving skills and environmental awareness.
- **LEGO Ready for Girls Campaign:** Launched in September 2021, this campaign addresses the societal biases that hinder girls' creative potential, promoting inclusivity and empowerment through play.
- **LEGO's Growing Appeal Among Young Adults:** Recent studies indicate that LEGO has gained significant traction among young adults, particularly Gen Z, highlighting the brand's relevance to a broader age group.



What are LEGO Bricks?

"Rebuild The World"

What is the Competition & Distractions?

Primary

- Social Media (Instagram, TikTok, Youtube, etc.)
- Streaming services
- Popular Brands (Nike, Adidas ect.)
- Other building blocks (Amazon, Five Below)
- Video Games

Secondary

- Friends
- Sports
- School
- Extra Curriculums
- Chores
- Family
- Music

Who is our Audience?

- Teens ages 13-18
- Immersed into digital/ social media culture
- Social awareness
- Tension between fitting in & individuality
- Passionate about music, fashion, film, sports, and personal expression

Strengths (features)

- Personalization
- Variety of Product Offerings
- Availability
- Mindfulness
- Many pieces allow for versatility
- STEM Learning
- Sustainability
- Large Community

Uniqueness (benefits)

- Limitless Creation
- Very established
- LEGO Ideas Program
- Group activity
- Timeless
- Educational
- Durable
- Appeals to a variety of age groups

Why Should They Believe?

- This idea speaks to the **teens natural curiosity** and their **freedom to challenge the norm/status quo**. Especially at such a age where they are **discovering their potential/interests and passions** that they can ultimately use to **influence and "rebuild the world"** around them.
- Targets their ability for self-expression, exploration, and making an impact.
- Creativity is fun but its also a means of driving real-positive change.
- Calls teens to act on their ideas, using LEGO bricks as a hands on platform to see their visions come to life and be encouraged to share their ideas with the world no matter the size.

Why/How they use LEGO bricks in their Lives

- Displaying interests
- Collecting sets to display
- Fun, relaxing activity
- Connection with others
- Calming distraction from reality
- Expressing themselves/intrests

What is your selling Argument? Big Idea

- The idea of the campaign **"Where Ideas Spark, Changes Follow"** positions LEGO bricks as a platform where that initial spark of an idea can **ignite significant, transformative change**.
- It's focus is to **encourage teens to start with their ideas, no matter the size, big or small.**



Where Ideas Spark, Changes Follow

The idea of the campaign “**Where Ideas Spark, Changes Follow**” positions LEGO bricks as a platform where that initial spark of an idea can **ignite significant, transformative change**. It’s focus is to **encourage teens to start with their ideas, no matter the size, big or small**. The idea of using LEGO bricks to bring their ideas/creations to life. It helps foster the belief that **change begins with action on their ideas**. “Where Ideas Spark, Changes Follow” promotes the idea that creativity and acting on their ideas leads to progress. It shows that every design, invention, or idea begins with a single thought/concept. The LEGO bricks **provide the medium for teens** to help these **ideas evolve into solutions that are brought to life** whether in the form of invention, art, architecture etc.



Where Ideas Spark, Changes Follow

The campaign aims to **leverage platforms** like **Instagram, TikTok, and YouTube**, encouraging teens to showcase their creations and how their ideas could change the world. A branded hashtag such as **#SparkChangeWithLEGO** can be used to **track and share their innovative projects**. Additionally, **featuring real-life stories of young inventors, creators, and activists** who **used their creativity to spark change** can help make the campaign feel more grounded and impactful. By blending imagination with action, "Where Ideas Spark, Change Follows" **inspires teens to see their ideas as powerful tools for transformation**, reminding them that the future is in their hands and all it takes is a spark to get started.



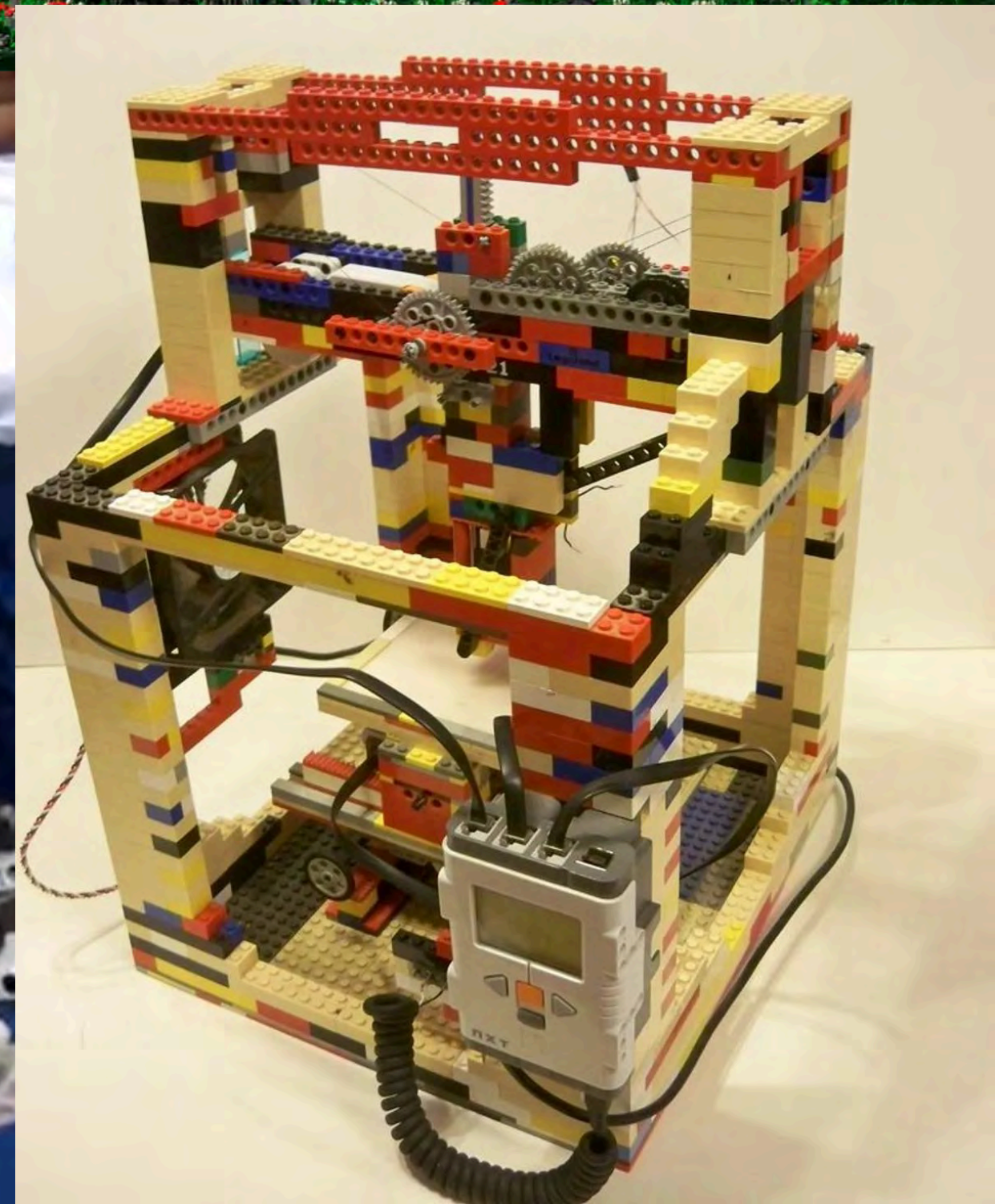
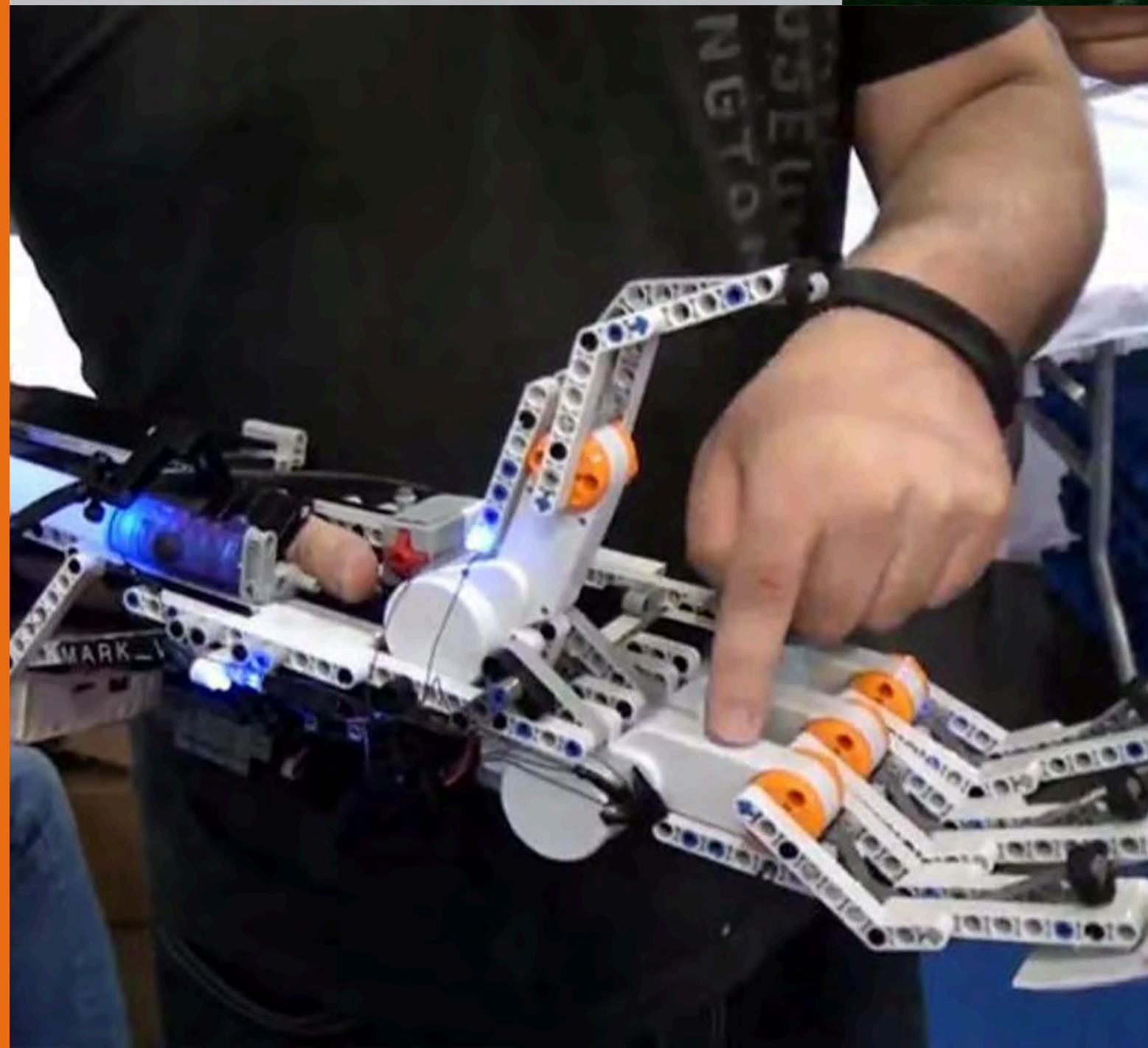
Where Ideas Spark, Changes Follow

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Where Ideas *Spark*...
Changes *Follow*

Touchpoints



Purpose of the Microsite:

- **Central Hub for Engagement:** The microsite serves as the main destination for teens to learn more about the campaign, participate in challenges, and explore collaborations and pop-up events hosted by LEGO.
- **Drive Interaction & Involvement:** QR codes on various touch-points (like posters, social media, ect.) will redirect teens to the microsite, encouraging them to actively participate in ongoing challenges and explore how their creativity can lead to real-world change.
- **Themed Set Exploration:** The site will also feature LEGO sets and products that align with the themes of creativity, social impact, and innovation, enabling teens to connect with products that fuel their passions.

Key Features:

- **Interactive Challenges:** Teens can join hands-on challenges and initiatives that allow them to build and create with LEGO bricks, contributing to social change.
- **Event Updates & Pop-Ups:** Keep teens informed about upcoming pop-up events, collaborations, and social causes supported by LEGO.
- **Customizable Experiences:** Teens can personalize their journey, from building creations to showcasing their projects on social media, tying it back to the campaign's ethos.
- **Get Involved:** The microsite allows teens to take their first step towards being part of a larger movement. By visiting the site, they can participate, purchase themed sets, and contribute to the “Where Ideas Spark, Changes Follow” campaign.

PDF Link:

LEGO Home Campaigns Get Started Inspiration Hub Shop

Where Ideas *Spark...* Changes *Follow*

Where Ideas Spark, Changes Follow – Start building with Lego and watch how your creativity can transform the world. Whether it's robotics, art, or architecture, Lego helps you turn your ideas into real-world solutions. Rebuild the world, one brick at a time.

[Discover Your Path](#) [Start Building Today](#)

We Can Rebuild The World

Lego is more than just building—it's where your ideas can spark meaningful change

<p>Lego isn't just for kids—it's a platform for anyone with a vision, regardless of age. As teens dive into music, film, sports, and fashion, it's easy to forget how Lego can spark new possibilities. Every idea, big or small, starts with a single spark—and Lego helps bring it to life.</p>	<p>The campaign, "Where Ideas Spark, Changes Follow," encourages using Lego to turn your ideas into action. Whether designing inventions, solving real-world problems, or reimagining the future, Lego helps evolve your ideas into impactful solutions.</p>	<p>Every design starts with a thought, and every change begins with action. Lego helps you take that first step—rebuild the world with your creativity and turn your ideas into lasting change.</p>
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Campaign Showcase

From Spark to Change: Designing a Sustainable Future

Rebuild the world, one idea at a time with Lego. Enter the [Green City Design Challenge](#), with the chance to win a Lego Internship.

[Explore our Kits](#) [Start Building Today](#)



Empowering the Next Generation of Innovators

Join LEGO and the Dream Center to empower teens in designing innovative shelter prototypes that will change lives. Submit your design for a chance to develop it further through an internship and help build a stronger, compassionate community!

[Explore our Kits](#) [Start Building Today](#)

Art Meets Innovation

Transform your creativity into real-world art and design.

[Explore our Kits](#) [Start Building Today](#)

Design Your Future: Fashion Innovation Starts Here

Unlock your fashion potential with LEGO and URBN's exclusive internship. Design, create, and innovate with LEGO to develop unique designs, and you could earn a spot in the URBN Internship for real-world training and mentorship from industry experts.

[Explore our Kits](#) [Start Building Today](#)

Build Your Flavor: A LEGO x Tineke Younger Pop-Up Experience

Join us for the LEGO x Tineke Younger pop-up event, where food meets creativity! Teens will design edible creations and build with LEGO bricks, guided by Tineke, a popular chef and food creator. Unleash your creativity and bring your culinary and building skills to life!

Explore our Kits

Start Building Today

Where Ideas *Spark...*
Changes *Follow*



Lights, Camera, LEGO: A Stop-Motion Film Experience

Join us for a hands-on stop-motion workshop where you'll bring LEGO creations to life on screen! Learn the basics of animation, build your own sets, and create a mini LEGO film. Ready to make your LEGO movie? Let's get started!

Explore our Kits

Start Building Today

LEGO x HomeStyle: Build Your Space

Transform your room with LEGO at the HomeStyle pop-up! Create custom home decor like shelves, planters, and lamps that reflect your style. Get creative and build unique, functional pieces for your space—because your room should be as unique as you are!

Explore our Kits

Start Building Today

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LEGO Robotics Camp: Spark Your Ideas, Build the Future

Dive into the world of robotics at LEGO Robotics Camp! Design, build, and program your own LEGO robot while exploring the basics of engineering. Perfect for teens eager to bring their ideas to life and develop skills that could shape the future. Ready to build something amazing? Join us at LEGO Robotics Camp!

Explore our Kits

Start Building Today

Start Building Today!

Rebuild the world, one idea at a time with Lego.

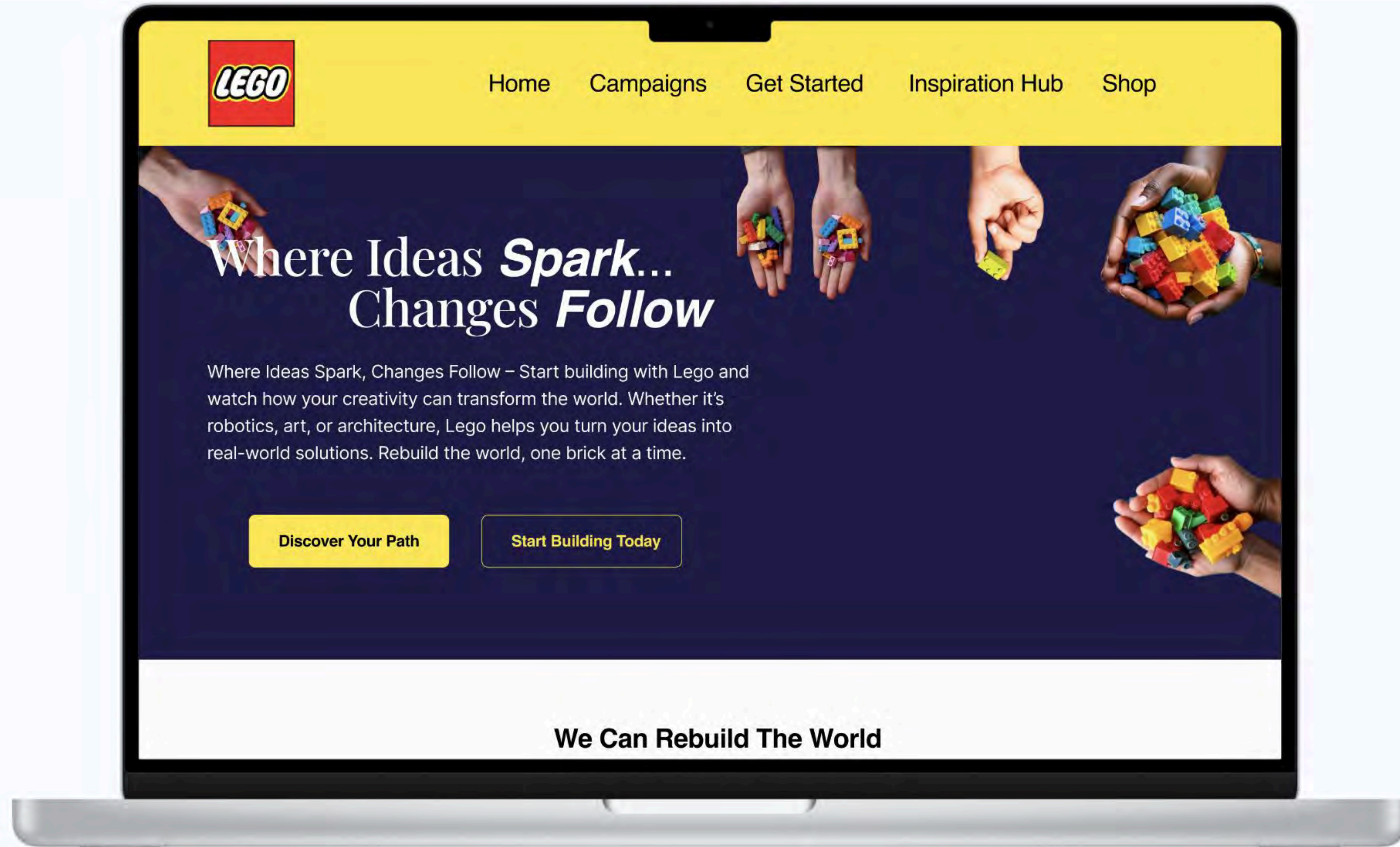
Featured Sets

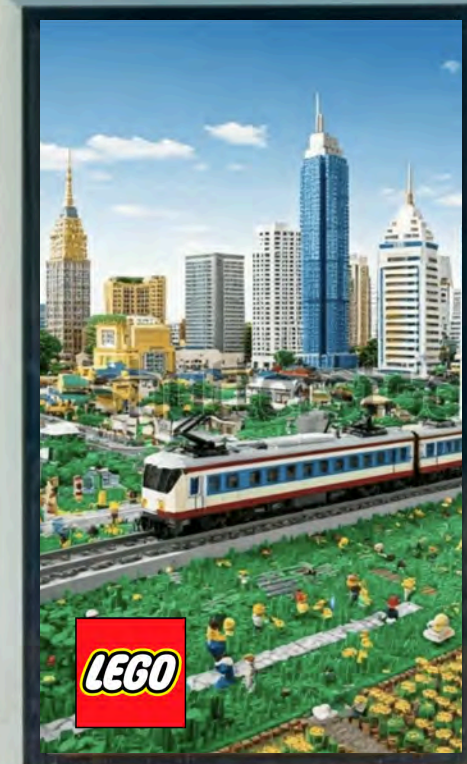


Explore our Kits

	ABOUT US	SUPPORT	ATTRACTIONS	MORE FROM US
United States	About the LEGO Group	Contact us	LEGO® House	LEGO® Magazine (FREE)
Gift cards	LEGO® news	Find building instructions	LEGOLAND® Parks	LEGO education
Site map	Sustainability	Replacement parts	LEGOLAND Discovery Centers	LEGO Ideas
	Supply chain transparency statement	Deliveries and returns		LEGO foundation
		Payment methods		Affiliate program

Prototype Link:





Where Ideas *Spark...*
Changes *Follow*

A large horizontal advertisement panel in the center of the bus stop shelter. The left side has a green background with two hands holding colorful LEGO bricks. The right side shows a cityscape built with LEGO bricks, featuring minifigures and a car. A QR code is located in the bottom right corner of the panel.

LEGO #SparkChangeWithLEGO
Rebuild The World

Where Ideas *Spark...*
Changes *Follow*



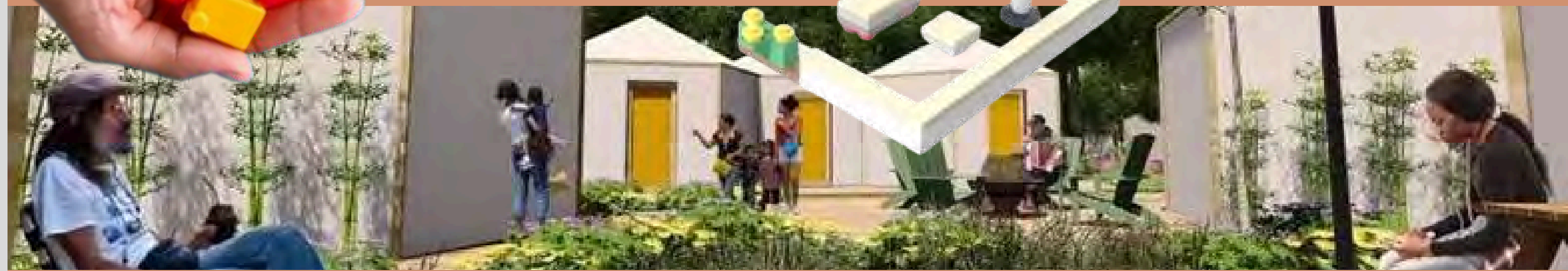
LEGO #SparkChangeWithLEGO
Rebuild The World



- Promotes teens to get involved in the campaign
- Rebuild the world, one idea at a time with LEGO. Enter the **Green City Design Challenge**, with the chance to win a LEGO Internship.

Where Ideas *Spark...* Changes *Follow*

Join LEGO's partnership with the Dream Center, empowering teens to design innovative shelter prototypes that will change lives. Submit your design for a chance to develop it further with LEGO through an internship with the Dream Center and help build a stronger, compassionate community!



#SparkChangeWithLEGO
Rebuild The World



Where Ideas *Spark...*
Changes *Follow*



#SparkChangeWithLEGO
Rebuild The World





- The campaign encourages teens to design innovative shelter prototypes, giving them the chance to solve real-life challenges while showcasing their creativity and problem-solving skills.
- Partnering with the Dream Center allows teens to contribute to meaningful change, aligning with their desire to make a difference in the world and create positive social impact.
- Teens can submit their designs for the opportunity to develop them further through an internship, offering real-world experience and potential career pathways in design, architecture, and engineering.



Pop up Installation

- Interactive art installation, festival goers can contribute by adding LEGO bricks to a larger piece of recycled art.
- Rotate between themes.
- Depict environmental themes (wildlife conservation, climate change, extinct animals).
- Other themes such as music, film, sports, fashion etc.





Where Ideas *Spark...*
Changes *Follow*



#SparkChangeWithLEGO
Rebuild The World



Video Link:



- Displayed on Youtube & TikTok.
- #SparkChangeWithLEGO drives traffic to microsite for the call to actions (would list more information on how teens can get involved in specific challenges & collaborations/URBN's exclusive internship).

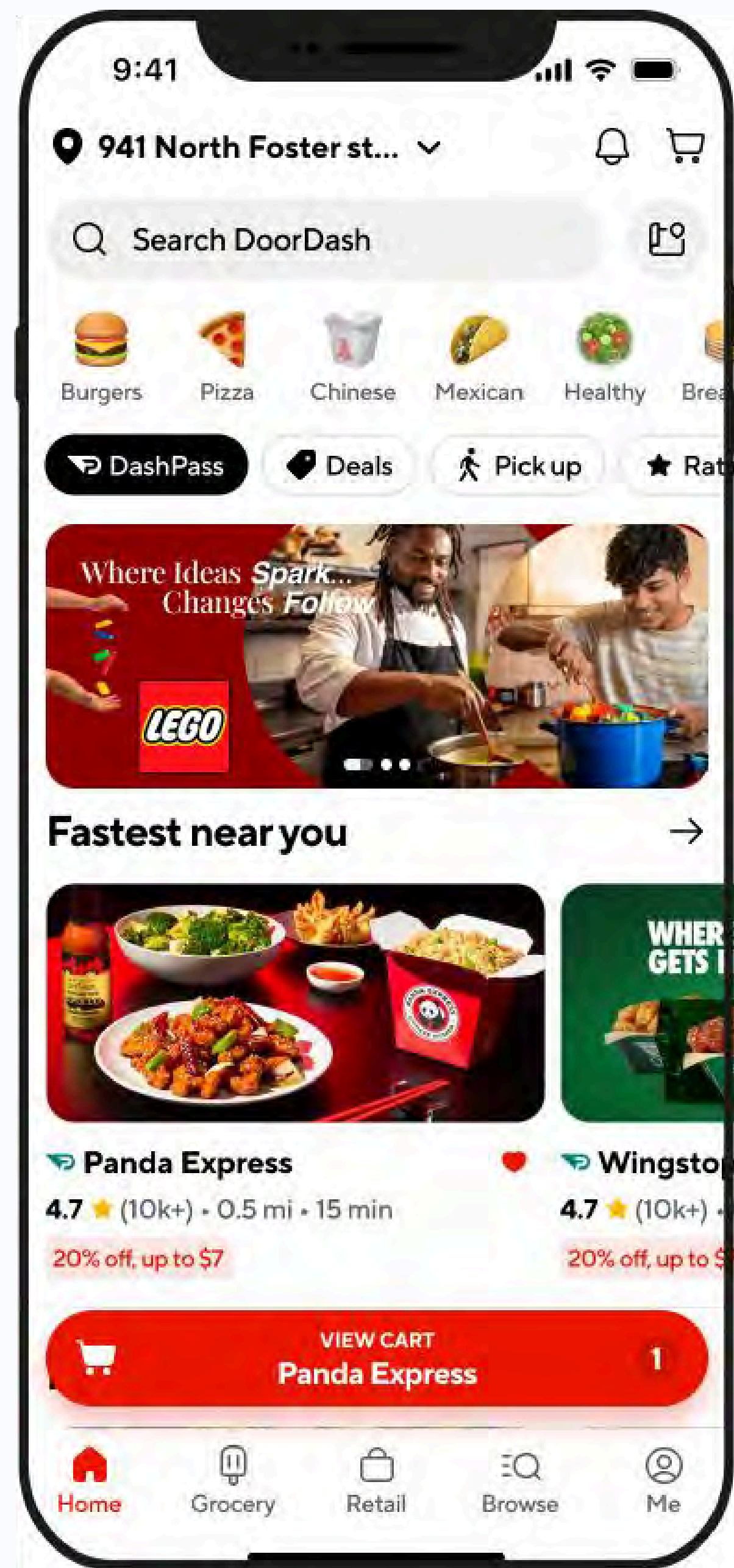
Where Ideas *Spark...* Changes *Follow*



#SparkChangeWithLEGO
Rebuild The World



- Teens can join the LEGO x Tineke Younger pop-up event, where food meets creativity! Teens will design edible creations and build with LEGO bricks, guided by Tineke, a popular chef and food creator.
- Opportunity to unleash creativity bringing their culinary and building skills to life.



- **Food Delivery Apps:** Run digital ads or contests within popular food delivery apps like UberEats or DoorDash where teens can participate in food-related LEGO building contests. For example, they could design a LEGO meal kit, and winners would get a free meal or gift card.



Video Link:



- Teens can join a hands-on stop-motion workshop where they bring LEGO creations to life on screen! Learn the basics of animation, build their own sets, and create a mini LEGO film.
- Host a LEGO stop-motion contest, with the winner getting the opportunity to have their film showcased at a film festival or receive filmmaking equipment.

- Teens can transform their room/ dream space with LEGO at the HomeStyle pop-up! Create custom home decor like shelves, planters, and lamps that reflect their style.
- Allows teens to get creative and build unique, functional pieces for their space.



Video Link:

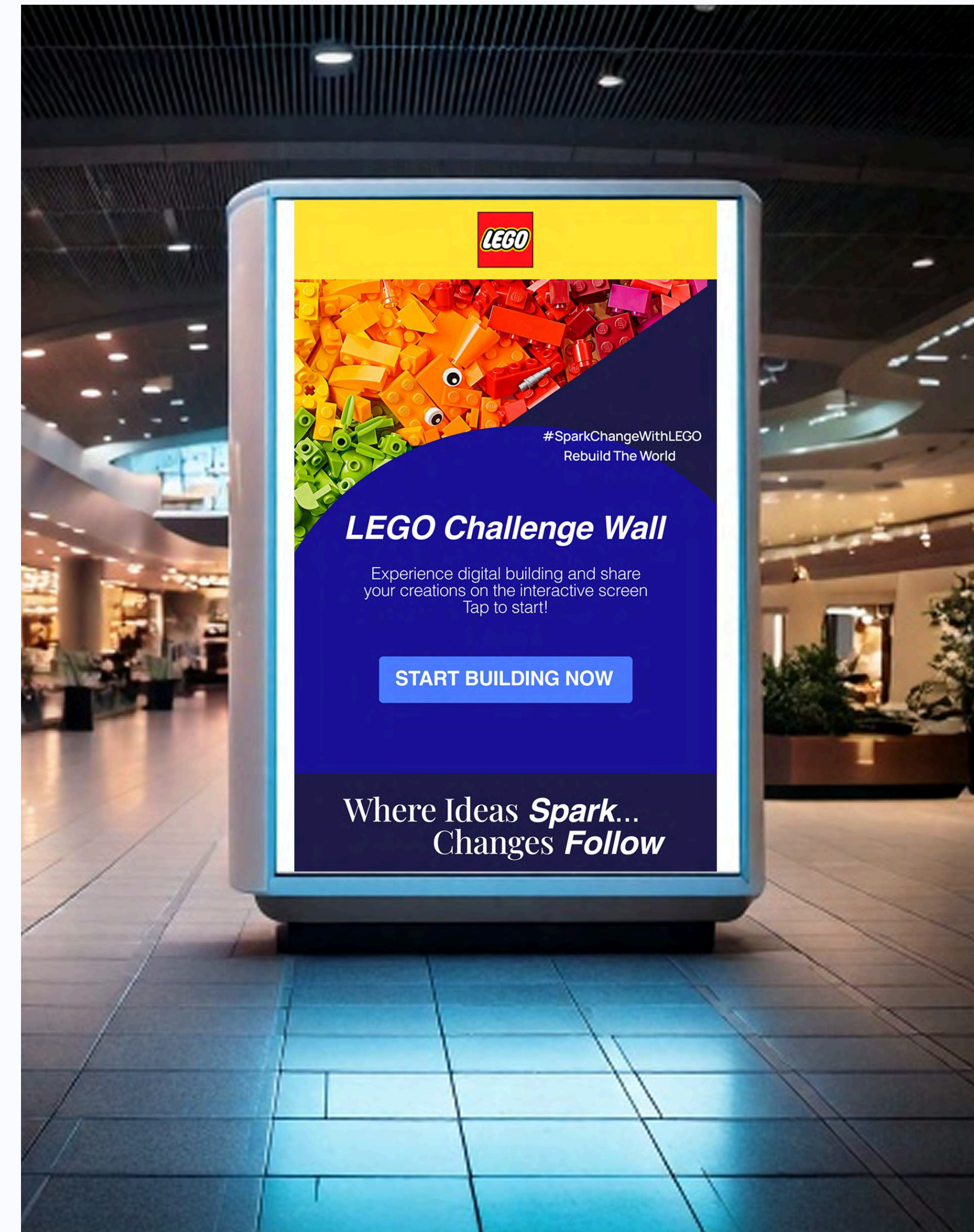


- Displayed on Youtube & TikTok
- #SparkChangeWithLEGO drives traffic to microsite for the call to actions (would list more information on how teens can get involved in LEGO's robotics camp)

LEGO Challenge Wall

- Teens can use a touchscreen to virtually build with LEGO bricks in a fun and easy-to-use interface. They can drag and drop different LEGO pieces (like cars, animals, buildings, or even abstract shapes) to create whatever they imagine.
- Once their digital build is complete, they can take a quick snapshot of their creation and share it on social media with a hashtag like #SparkChangeWithLEGO. The exhibit could have a live feed showing the most popular or creative designs in real-time, sparking competition and excitement.
- Quick Challenges: To make it more interactive, teens could be prompted with mini-challenges like "Build a car in 30 seconds!" or "Create your dream park!" These timed challenges could add an element of fun and urgency, making teens want to engage more.
- Personalization: Allow them to customize their LEGO pieces in fun ways like adding colors, patterns, or even personal messages to their builds, reinforcing their need for self-expression.

This exhibit connects LEGO with a playful, creative outlet and makes it easy to engage with. It's fun, low-pressure, and encourages teens to use their imagination while also allowing them to share their creativity with their peers online. This interactive experience ties into the idea that ideas spark, and change follows, but in a lighthearted, accessible way.



Overall, the "**Where Ideas Spark, Change Follows**" campaign is the best way forward for LEGO because it **taps into the core of what makes LEGO unique**, which is its ability to **spark creativity** and **build real, tangible results**. The campaign not only speaks to the creative potential of LEGO bricks but also aligns with the passions of teens today, who are eager to make a difference. By encouraging teens to use LEGO to create solutions, designs, and innovations, it helps to **empower them** to see their ideas as valid and impactful. It also aligns with the social and community-driven nature of today's teens, offering them an opportunity to collaborate, engage, and create alongside like-minded individuals. Ultimately, this campaign reflects the future of LEGO: a brand that is adaptable, creative, and socially conscious, **giving teens the tools they need to make meaningful changes in the world around them**.



Thank You!



Brand Image - LEGO

Lilly Hudson Opengo