



Media Brief

Lego “Rebuild the World”

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Brand Background: Lego “Rebuild the World”

This campaign focuses on the classic Lego building bricks.

Lego is made of a high quality plastic known as ABS, which provides the classic high gloss colors and unique connective grip the bricks are known for.

“Rebuild the World” was Lego’s first global campaign in 30 years released initially in late September 2019. Lego has had success in branding when it comes to the toy industry. This campaign goes beyond selling Legos, they want their actual brand to stand for “creativity, resilience, and problem-solving to make the world a better place.”

Original Brand Campaign: Lego “Rebuild the World”

Lego used a combination of traditional and new media.

Media Vehicles/ Strategy:

- Television
- Cinemas
- Social Media
- Lego Owned Channels
- Outdoor advertising in major global cities.

The campaign was shot through the “eyes of a child” and was intended to appeal to both adults and their kids.

Campaign Objectives:

- Parent Objectives:
 - Increase customer *acquisition* for target to buy for their kids
 - *Upsell* higher end Lego sets
- Kid Objective:
 - Increase customer *acquisition* from the next generation

Campaign Message: Carries universal value, which inspires children playing with Lego bricks to rebuild the currently existing, as well as, giving them the current opportunity to build something new. Also, it spreads awareness to existing customers showing they are more than a toy company, and their brand transcends to promote positive change.

Customer Insight that led to the campaign idea was that creativity is valuable and not as common as it used to be. Children’s imagination of the world is limitless when playing with Legos.





Creative Idea: Academics are valued more than creativity, which is why children are not as creative as they used to be. Lego's idea behind the campaign is to show that creativity can inspire change in the world.

Current Situation:

The campaign is unchanged and has stayed consistent with key objectives and messages.

Marketing Objectives:

Appeal to parents and their children to drive sales.

- Increase *awareness* of brand message in parents by 10% in the next six months
- Maintain *retention* of existing customers by 10% in the next six months
- Increase *acquisition* in parents by 20% in the next six months ~for their children~

Key Business Climate Barriers:

Plastic usage and premium pricing pose as a threat to Lego.

Stigma Surrounding Plastic Use: More consumers are becoming aware of the effect plastic has on the environment. Many have become conscious about steering away from buying excessive plastic, which Lego is considered. It takes a combination of twenty different kinds of plastics to make their bricks and they are not biodegradable.

Premium Pricing: Lego is considered more expensive than their direct competitors. Some consumers may be tempted to use other less expensive sets or even resort to counterfeits to avoid the high pricing. Some sets cost upwards of hundreds of dollars which not all families can afford

Campaign Timing:

The campaign will run over a course of six months.

Campaign is expected to run over the course of six months. It will be released in June and continue through the holiday season and end in December. Traditionally, this is the time frame when most games and toys are bought, thus increased revenue is expected.

Campaign Geography:

Global distribution in major cities.

This will be a continued global campaign in major cities including: the United States, Europe, and Asia. To follow the success of the "Rebuild the World", the continuation of the campaign will emulate the similar strategy of global reach in popular cities.

Specifically in the United States, the campaign will be released in major cities on the North East Coast, as well as part of the West Coast. According to PRIZM Claritas 360, the target audience is





located in suburban and mixed metro areas. Those living in city areas are 67% more likely games and toys than other geographic areas. (Index=167)

Target: Networked Neighbors

Demographics / What do they look like?

Ages: Men and Women 35-54 (some millennials, mostly genX)

Income: Wealthy/ Six-Figures

Education: Graduate Degrees

Work: Employed Full Time

- Corporate executives
- Managers
- Business professionals/management

Location: Suburban/ Metro Mix

Family: Mostly with Kids

Psychographics / What do they value?

The targeted “Networked Neighbors” is a portrait of upper-middle to wealthy societal class who tend to drive high-end like Audi’s and vacation to tropical getaways such as Hawaii.

This category of married couples are one that have high technology usage and typically average more than three devices per person in the household. Some of their media usage includes: fantasy sport teams, Shutterfly, Pinterest, Facebook, and Yelp. They likely follow NHL or local teams on Twitter.

Their buying preferences are shopping at Bloomingdales and eating Chipotle. Their lifestyle preference is listening to alternative music.

Budget:

The Budget is \$25mm USD.

The Advertising breakdown will be as follows:

- TV - 13 mm USD
- Cinema - 2 mm USD
- Outdoor - 7 mm USD
- Facebook - 1 mm USD
- Public Transportation - 2 mm USD

Competitive Environment:

Mattel and Hasbro are Lego’s top competitors.





Mattel's position in the market is that they are one of the top-ten toy companies located in over 40 countries. As of December 2018, Mattel controlled 19% of the market share of U.S. toy companies

Mattel offers a large range of toys that appeal to a large range of age groups within children that are available for purchase online and in stores. Key features are their various global brands including Barbie, Hot Wheels, Fisher Price, and American Girl Dolls. They even partnered with Disney in exchange for a license to use their characters in various games.

Their current #AllWelcome Campaign promotes gender inclusive toys that encourage kids to create their own doll. This doll comes as a blank canvas with different accessories and hairstyles, and kids can create whoever they want. It encourages kids to be accepting and embrace being different.

The media platforms chosen were social media, TV, website, and outdoor advertising.

Mattel spent an estimated \$303 million USD on advertising alone in 2018.

Hasbro's position in the market is being a leading affordable toy company. As of December 2018, Hasbro has 15% of the market share for U.S. toy companies.

Hasbro offers a diverse product range from young children to early adulthood and all genders. Since they have been around for years, they have high brand awareness, partly due to their cost structure. Hasbro's low production costs translates to them being able to resell products at a much cheaper rate.

Hasbro's #TimeToPlay Campaign shares an emotional message with parents on the importance of playing with their kids. Their creative idea shows that parent's time is precious, but quality moments with their children are priceless.

They typically tend to focus on digital strategies for media coverage like social media, television commercials, and other online platforms like their company website.

As of 2018, they reportedly spent \$439.9 million USD\$ in advertising.

Media KPI's:





Lego measures success through reach, followers, & sales.

Reach: Lego uses various media vehicles to reach their audience: digital media, outdoor advertisements and commercials. On Instagram, Facebook, and Twitter Lego posts frequently to display their product in a fun manner. Lego posts about diversity, inclusion, and making a positive change in the world. Lego's positive messages reach parents and their children due to their use of different media vehicles. Unique website visits, online engagement, and clicks-per-page, are monitored to determine the degree Lego reaches their audience.

Awareness/Followers: Social media allows Lego to reach an extreme amount of people in seconds. Lego has 5.2 million followers on their Instagram and 13 million followers on Facebook. The more social followers, the more opportunity Lego has to advertise their products and key messages as a brand.

Sales: Increased four billion dollars in revenue over the past fifteen years. Lego is continuing to grow and expand in retail and online. This increase in revenue is indicated by their growing status as a top toy company in the world.





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