



Media Strategy

Lego “Rebuild the World”

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Brand Situational Analysis

Brand Environment:

Lego launched in 1932 in Denmark, and since then has spent generations positioning themselves as a top toy company. At its core, Legos are building block toys that interlock for customers to build and rebuild anything they can imagine. Globally, more than 400 million people have played with Lego bricks. Prior to this campaign launch, Lego was already a massive competitor in the toy industry. They had the resources and funding to promote “Rebuild the World”, rather than creating a name for themselves, their brand situation was to continue their positive reputation as a company.

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.” Inspiration for the “Rebuild the World” which is Lego’s first global campaign for over thirty years is the fact that creativity is no longer valued as much as traditional education. School systems are placing a higher priority of standard testing that today’s generation is not as creative as kids used to be. The idea behind “Rebuild the World” is to encourage today’s adults and the children of tomorrow that you are never too old to play and unleash your inner imagination.

Competitive Environment:

Mattel

As of December 2018, Mattel controlled 19% of the market share of U.S. toy companies. Their current #AllWelcome Campaign promotes gender inclusive toys that encourage kids to create their own doll. Mattel spent an estimated \$303 million USD on advertising alone in 2018.

Hasbro

As of December 2018, Hasbro has 15% of the market share for U.S. toy companies. Hasbro’s low production costs translates to them being able to resell products at a much cheaper rate, which takes revenue away from Lego. They reportedly spent \$439.9 million USD\$ in advertising.



Industry Trends:

The toy industry is currently worth \$27 billion. In 2019, toy building sets alone earned a total of \$1.80 billion. Toy industry professional, David Scher stated, “The lifeblood of the toy business is new and innovative products. This has gotten much harder and more expensive.”

Brand Campaign

Rebuild the World is a “a fun-filled adventure that follows the chase between a clever rabbit and an unlucky hunter and unfolds in the kind of world that only Lego play could create”.

Tactics of this campaign including using multiple channels:

- Television
- Digital
- Cinemas
- Out of Home (Billboards, Flyers, Transit, Street Furniture, & more)
- High Profile Public Events in Cities (Berlin)

Campaign Objectives:

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

Customer Insight:

“The need for creative problem-solving skills has never been greater and this is something Lego is looking to change” Lego CEO Julia Goldin

- ★ Children are not as creative as they used to be as a result of relying on instant gratification with the assistance of technology and society placing more value on education.

Campaign Message:

Children’s imagination of the world is limitless when playing with Legos.

Creative Idea: Able to rebuild the currently existing world or create something never before seen, the opportunities are limitless.



Marketing Objectives

Appeal to parents and their children to drive sales.

- Increase **purchasing** within existing and new customers by 10% in the next six months
- Increase **acquisition** in parents by 20% in the next six months ~for their children~

Statement of the Problem/Opportunity

Strong brand that wants to maintain its market leadership

Pre-Existing Notion: Some people think of Lego as solely for construction and building and do not see it as a creative outlet.

- Solution: Lego created a fun and light-hearted campaign to show the creativity these blocks can inspire. Throughout the video there are images of missed-matched characters like a bearded man as a cheerleader and a shark's head on a surfer's body to show there is no "wrong way" to use Lego's. Lego created a distorted reality where nothing as it appears symbolizing users ability to create their own limitless world when playing with Legos.

Task Definition

- **Problem:** Premium Pricing ~some customers opt for cheaper brands~
- **Task Definition:** Upsell higher end Lego sets by 30% by 2022

Media Model Selection

Effective Reach Plan

The Effective Reach Plan

This model is about reaching the target audience multiple times. Effective Reach is defined as the percentage of the target audience that is exposed to a particular ad during a specific period. The specific period for this campaign is 6 months and runs from June to December. Effective reach attempts to forecast the most effective advertising frequency, which was determined to be 3, to achieve Lego's communication goals. Effective Reach supports that multiple exposures to an advertising message are necessary for the message to have the desired effect on target.



Media Objectives

Campaign Target:

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

Frequency:

Established Brands **-.2**

High Market Share **-.1**

Dominate Brand in Market **-.2**

High Brand Loyalty **-.1**

Short Purchase Cycle **+.1**

Product Used Daily **+.1**

Complex Copy **+.1**

New Copy Campaign **+.2**

Single Kind of Message **+.1**

New Copy Campaign **+.2**

New Message **-.1**

High Ad Clutter **+.2**

Continuous Advertising **-.1**

Many Media Used **+.2**

$(+.4) + (3) = 3.4$

3 = Effective Frequency

Timing: The campaign will be six months from June 2020 to December 2020.



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: Parent Magazines (Index 155), Shutterfly (Index 173), Pinterest (Index 136), Facebook (Index 112), and Yelp (Index 122). 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.

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)

Media Strategy

Media Classes:

★ Network TV (Traditional):

- **Purpose:** Provides a high reach for the target audience, it is difficult to avoid a TV advertisement, can use national, local or regional networks.
- **Rationale:** Ages 35-49 consumer 3.43 hours of television and 42% of millennials pay for cable television
- **Creative Format:** 30 second commercial
- **Media Vehicles:** Using network TV will create awareness about Lego and advertisements will be shown on 3+ networks (NBC, ABC, & CBS). Popular shows watched by the target include: Hell’s Kitchen, The Simpsons, Modern Family, and The Big Bang Theory.



- **Targeting Criteria:** National coverage, emphasis on the West Coast and North East Coast
- **Scheduling:** Heavy coverage in June when kids are done getting out of school, then show the commercial once a month, and then pick up frequency towards the holidays in November.
- **Metrics:** Increased sales, unique website visitors and track advertisement ratings.

★ Online Display (Digital):

- **Purpose:** More intrusive than text advertisements, advanced targeting options that provide information on target's geographic location, clicks send traffic to the website.
- **Rationale:** 8 out of 10 millennial shoppers prefer digital shopping. Nearly all GenXers are internet users
- **Creative Format:** banners and videos
- **Media Vehicles:**
 - Amazon: 55% of gen x shop got products online / 62% of millennials shop for online products
 - Yelp: 41.9% of ages 18-34 / 37% of ages 35-54 use Yelp
 - Target: 58-62% of target's shoppers are between 18 and 44 years old
 - Google: 85% of Gen X use Google/ 95% of millennials do at least on google search a day
- **Targeting Criteria:** People searching for toys and online shopping.
- **Scheduling:** For entire campaign from June to December, with multiple banners on each website twice a month to increase effective reach
- **Metrics:** Increased sales, unique website visitors, and track the number of clicks.

★ Social Media (New Media):

- **Purpose:** Reaches a large audience, builds brand personality, directly connects with the audience, brings target to website, opportunity to go viral.
- **Rationale:** 55% of GenXers and 89% of millennials use social media to share pictures/updates with friends and family



- **Creative Format:** specific platforms (User-generated content content)
- **Media Vehicles:**
 - ❑ LinkedIn: 34% of Gen X use LinkedIn/ 24% of millennials use LinkedIn
 - ❑ Instagram: 71% of millennials use Instagram /45.9% of Gen X Social Media Users are active on Instagram
 - ❑ Facebook: 88.6% of Gen X Social Media Users are active on FB/ 80% of millennials use FB
 - ❑ Twitter: 24.5% Gen X social media users are active on Twitter / 42% of millennials use Twitter
- **Targeting Criteria:** Active users of the platform across the country
- **Scheduling:** Ongoing/ post consistently three times a week for the entirety of the 6-month campaign. During the holiday season, specifically November and December, increase the frequency of posts to drive sales.
- **Metrics:** increased overall sales, unique website visitors, increases of followers, increase of engagement on posts

Brand Content Strategy:

Lego is releasing video content they created themselves to inspire creativity.

- Every character, animal, and vehicle is based on already existing Lego toys
- Not a single brick is features
- Shot through the “eyes of a child” because to them, their imagination becomes reality

Video content will be reposted to every active social media account to further connect with the target audience.

Geographic Media:

- 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)

Scheduling & Timing:

- The campaign is expected to run over the course of six months. It will be released in June and continue through the holiday season ending in December. The continual frequency will likely experience revenue spikes in the winter during holidays as most toys are sold



during this time frame. Reports claim Lego sell 28 toy sets each second during the month of December.

Budget Breakdown:

The budget is \$25,000,000

- **Network Television**
3 mm USD (total)
 - ★ NBC
 - ★ ABC
 - ★ CBS
- **Online Display**
7 mm USD (total)
 - ★ Amazon
 - ★ Yelp
 - ★ Target
 - ★ Google
- **Social Media**
15 mm USD (total)
 - ★ LinkedIn
 - ★ Facebook
 - ★ Instagram
 - ★ Twitter

Media Metrics

Lego measures success through reach, followers, & sales.

- Sales: Increased four billion dollars in revenue over the past fifteen years. This increase in revenue is indicated by their growing status as a top toy company in the world. Lego should track the increase of sales during and after campaign launch.
- Reach: 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: 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. Monitor likes, comments, shares on social media platforms that posted the campaign.



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