

INSPIRING THE BUILDERS OF TOMORROW



“Inspiring the builders of tomorrow”... such an important role to have in a world of increasing complexity for children. When tension and discord are a daily norm for kids, our **role models**, the need for a leader in the future of play is not only essential, but critical to their development – and more importantly, their happiness. LEGO, with your unparalleled level of brand love, trust, and heritage, are in a unique position to be a **force for positive change** on a global scale.

We understand that the toy industry is under immense pressure to keep up with the pace of change, and 2023 saw one of the most challenging years to date. The definition of “Play” evolves at a faster and faster pace, with entertainment behemoths optimizing their platform engagement mechanics to capture more and more of children’s time and attention. Innovation focused on consumption and ‘one more minute, one more dollar’ ignores what children truly crave – meaningful, playful, truly fun experiences! **The Future of Play is at stake**, and **OMG Build** can be your partner in leading the charge to win back those fun experiences for our role models. We are truly grateful for the opportunity to support you in inspiring a better future for our **builders of tomorrow**.

At OMG, our mission is to transform experiences. Albeit a steep ambition, we aim to provide the best-in-class service experience to our clients, allowing them to – in turn – create more valuable brand experiences for their audiences and we do so by attracting the industry’s best talent via an unrivaled talent experience.

OMG is a recognized leader where it matters most – in performance, data, and technology as well as culture, creativity, and innovation. Our ability to innovate is brought to life through our best-in-class marketing orchestration and performance engine, Omni. Omni empowers our teams, and yours, with audience-first, end-to-end planning, activation, and optimization utilities across the consumer journey. Omni doesn’t compete, but fully integrates with your tech ecosystem to augment, accelerate and multiply investments you’ve made.

Packaged together within these written submissions you will find the collective considerations for LEGO from our network of specialist talent and expertise:

In our **Strategic** response, you will see how we plan to elevate LEGO in your 3 briefed markets through meticulous audience research and bleeding edge cultural insights, woven through an experience framework based on your OESP approach, and underpinned by mandates to putting child safety first.

In our **Data, Tools and Technology** response, you will see how our people are empowered by industry recognized tools within Omni, helping to integrate our ways of working between OMG Build and LEGO in an approach we’re calling *Interplay*.

In our **Operations Model & In-Housing** response, you will see how our Agency as a Platform approach seamlessly integrates and orchestrates modern marketing and media capabilities for better outcomes for LEGO.

In our **Sustainability & DEI** response, you will see why the Future of Play and sustainability & DEI are so tightly interwoven and reliant on each other. You will see OMG’s unwavering commitment to shaping a sustainable future for our clients, but most importantly for the children of the world.

It is our commitment to co-create the most agile, flexible, and effective partnership model the market has ever seen. Together we will future proof your promise of playing for better with kids. We look forward to continuing to build on our fantastic relationship, bringing the very best of our talent, capabilities, and technologies to your business...but firstly to your inspirational HQ in Billund. See you in April.



FLORIAN ADAMSKI
CEO, OMG



**LET’S GET
BUILDING,
TOGETHER!**