

# BUILDING TOGETHER

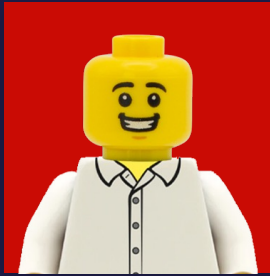






**LAUREN WALKER**

Stats and Numbers Scientist



**DUNCAN PAINTER**

Chief Merchant Extraordinaire



**STUART MORRIS**

Boss Of Blocks



**ROHAN TAMBYRAJAH**

The Mastermind



**ALICE KINOULTY**

Wonder Strategist



**JAMIE LYONS**

Builder of Games



**WILSON STANDISH**

Mapper Of Adventures



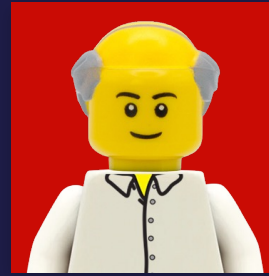
**TOBIAS LANGE**

Game Plan Guru



**CLARE HART**

Customization Connoisseur



**MAT MILDENHALL**

Master Of Imagination



**GUY MARKS**

Architect-In-chief



**FLORIAN ADAMSKI**

Champion Builder



**SEN LIN**

Master of Strategy



**I was a Stand up comedian  
(if you count dusty east London pub basements)**



**I learned how to bottle feed a 4-month old  
in a VW Camper Van in Copenhagen**



**I have one of the world's largest Pikachu's**



**I have traveled to over 75 countries**



**I used to play in metal bands**



**In a former life I trained elephants**



**I cycled 12,000 km last year**



**I was a cheerleader at the NFL World Bowl**



**I slept on a factory  
floor for a year**



**I am a classically  
trained ballerina**



**I've worked as a cook for a fast food chain called  
"red rooster" in Darwin, Northern Territory,  
Australia**



**I've gone bungee jumping in NZ**



**Both of my half-brothers were  
born on St. Patrick's Day**



**I've been a Formula 1 aficionado before  
I could even spell the Formula 1**

**180**  
MINUTES

THE FUTURE  
OF PLAY

---

**90**  
MINUTES

LUNCH

---

**180**  
MINUTES

TOOLS ARE  
FOR BUILDING

**AGG  
END  
DA**



**INSPIRED BY  
THE BUILDERS  
OF TOMORROW**





## **THE BRIEF**

Build one big, beautiful thing where everything is connected. Put something strong in the middle to hold it all up. Use lots of colorful pieces all around to give it superpowers!



**TEAM 1**



**TEAM 2**



**Analytics & Reporting**

VERVE, AMPROVER, Domo, Tableau, PowerBI, QlikView, Looker, Alteryx, SAS, Qlik, SAP, Oracle, IBM, Microsoft, Salesforce, Adobe, Google, Amazon, Facebook, Twitter, LinkedIn, YouTube, Instagram, Facebook, Twitter, LinkedIn, YouTube, Instagram, Facebook, Twitter, LinkedIn, YouTube, Instagram

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Interactive Content**

Stamps, and other interactive content providers

**Email Marketing**

MailChimp, Constant Contact, Campaign Monitor, SendGrid, HubSpot, Braze, Klaviyo

**Events, Meetings & Webinars**

Eventbrite, Zoom, GoTo, WebEx, Demandware, Eventbrite, Zoom, GoTo, WebEx, Demandware

**Social Media Marketing & Monitoring**

Hootsuite, Sprout Social, Buffer, SocialBee, SocialRank, Klarity, SocialMentions, SocialCafe

**Channel, Partner & Local Marketing**

ChannelAdvisor, and other channel marketing tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Content Marketing**

HubSpot, and other content marketing tools

**Interactive Content**

Stamps, and other interactive content providers

**Email Marketing**

MailChimp, Constant Contact, Campaign Monitor, SendGrid, HubSpot, Braze, Klaviyo

**Events, Meetings & Webinars**

Eventbrite, Zoom, GoTo, WebEx, Demandware, Eventbrite, Zoom, GoTo, WebEx, Demandware

**Social Media Marketing & Monitoring**

Hootsuite, Sprout Social, Buffer, SocialBee, SocialRank, Klarity, SocialMentions, SocialCafe

**Marketing Analytics, Performance & Attribution**

Mixpanel, and other marketing analytics tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Content Marketing**

HubSpot, and other content marketing tools

**Interactive Content**

Stamps, and other interactive content providers

**Email Marketing**

MailChimp, Constant Contact, Campaign Monitor, SendGrid, HubSpot, Braze, Klaviyo

**Social Media Marketing & Monitoring**

Hootsuite, Sprout Social, Buffer, SocialBee, SocialRank, Klarity, SocialMentions, SocialCafe

**Sales Automation, Enablement & Intelligence**

Outreach, and other sales automation tools

**Mobile & Web Analytics**

Flurry, and other mobile/web analytics tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Optimization, Personalization & Testing**

Optimizely, and other optimization tools

**Interactive Content**

Stamps, and other interactive content providers

**Email Marketing**

MailChimp, Constant Contact, Campaign Monitor, SendGrid, HubSpot, Braze, Klaviyo

**Social Media Marketing & Monitoring**

Hootsuite, Sprout Social, Buffer, SocialBee, SocialRank, Klarity, SocialMentions, SocialCafe

**Sales Automation, Enablement & Intelligence**

Outreach, and other sales automation tools

**Dashboards & Data Visualization**

Tableau, and other dashboard tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Optimization, Personalization & Testing**

Optimizely, and other optimization tools

**Interactive Content**

Stamps, and other interactive content providers

**Advocacy, Loyalty & Referrals**

Referrly, and other advocacy tools

**Social Media Marketing & Monitoring**

Hootsuite, Sprout Social, Buffer, SocialBee, SocialRank, Klarity, SocialMentions, SocialCafe

**Sales Automation, Enablement & Intelligence**

Outreach, and other sales automation tools

**Dashboards & Data Visualization**

Tableau, and other dashboard tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**DAM & MRM**

Adobe, and other DAM/MRM tools

**Interactive Content**

Stamps, and other interactive content providers

**Advocacy, Loyalty & Referrals**

Referrly, and other advocacy tools

**Influencers**

AspireIQ, and other influencer tools

**Sales Automation, Enablement & Intelligence**

Outreach, and other sales automation tools

**Business/Customer Intelligence & Data Science**

SAS, and other data science tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**DAM & MRM**

Adobe, and other DAM/MRM tools

**SEO**

SEMrush, and other SEO tools

**Advocacy, Loyalty & Referrals**

Referrly, and other advocacy tools

**Influencers**

AspireIQ, and other influencer tools

**Affiliate Marketing & Management**

Referrly, and other affiliate tools

**Business/Customer Intelligence & Data Science**

SAS, and other data science tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Marketing Automation & Campaign/Lead Management**

HubSpot, and other marketing automation tools

**SEO**

SEMrush, and other SEO tools

**Advocacy, Loyalty & Referrals**

Referrly, and other advocacy tools

**Feedback & Chat**

Qualtrics, and other feedback tools

**Affiliate Marketing & Management**

Referrly, and other affiliate tools

**Business/Customer Intelligence & Data Science**

SAS, and other data science tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**Marketing Automation & Campaign/Lead Management**

HubSpot, and other marketing automation tools

**SEO**

SEMrush, and other SEO tools

**CRM**

Salesforce, and other CRM tools

**Feedback & Chat**

Qualtrics, and other feedback tools

**Ecommerce Marketing**

Klaviyo, and other ecommerce marketing tools

**Business/Customer Intelligence & Data Science**

SAS, and other data science tools

**Programmatic Advertising**

DoubleClick, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads, Rubicon, PubMoxie, Sizemob, Turn, OpenX, PubMads

**CMS & Web Experience Management**

Adobe, and other CMS/WE tools

**CRM**

Salesforce, and other CRM tools

**Feedback & Chat**

Qualtrics, and other feedback tools

**Ecommerce Marketing**

Klaviyo, and other ecommerce marketing tools

**Ecommerce Platforms & Carts**

Shopify, and other ecommerce platforms

**Predictive Analytics**

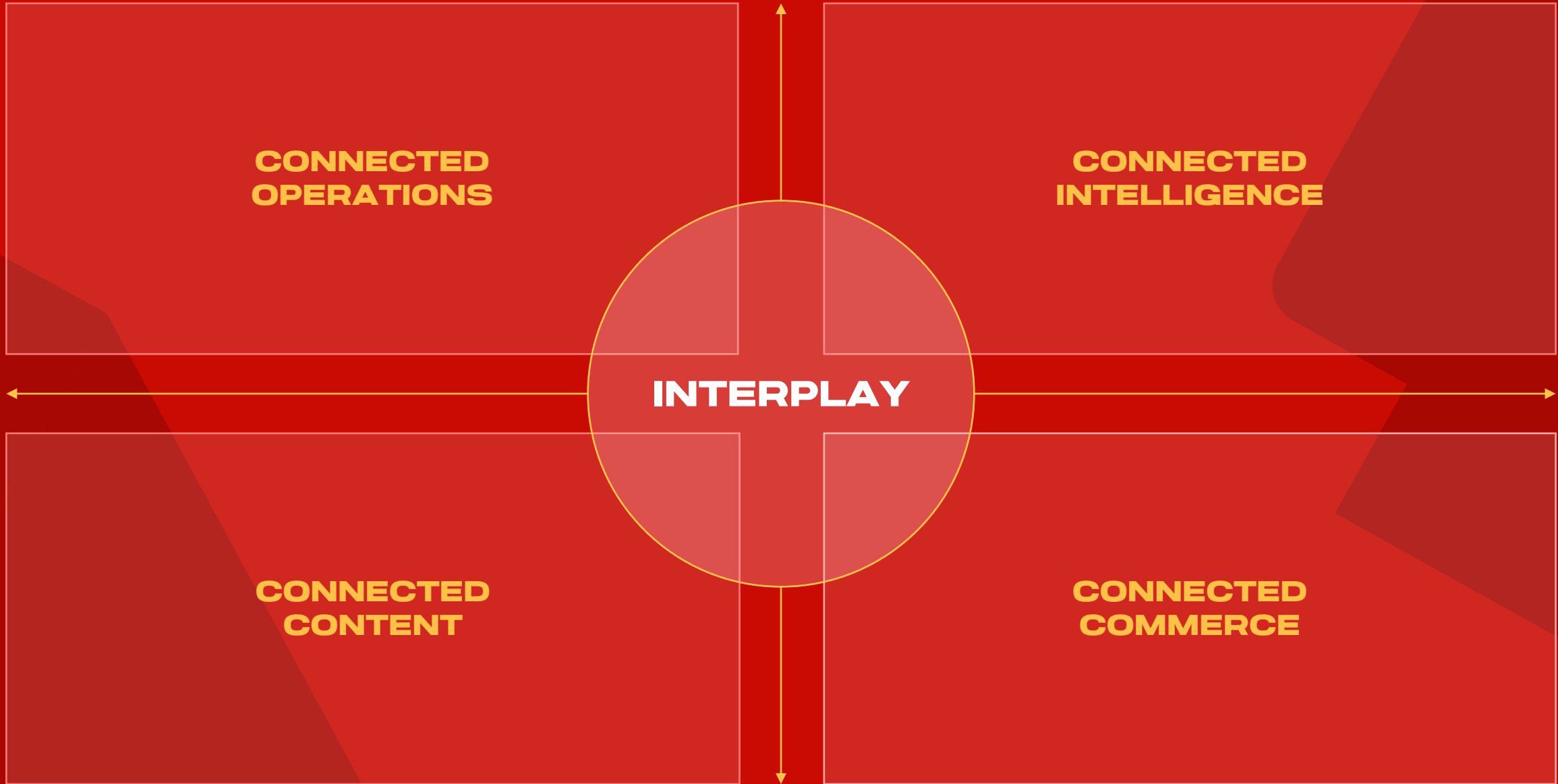
SAS, and other predictive analytics tools

**Customer Data Platforms**

Adobe, and other CDP tools



# BATTLE FOR ATTENTION

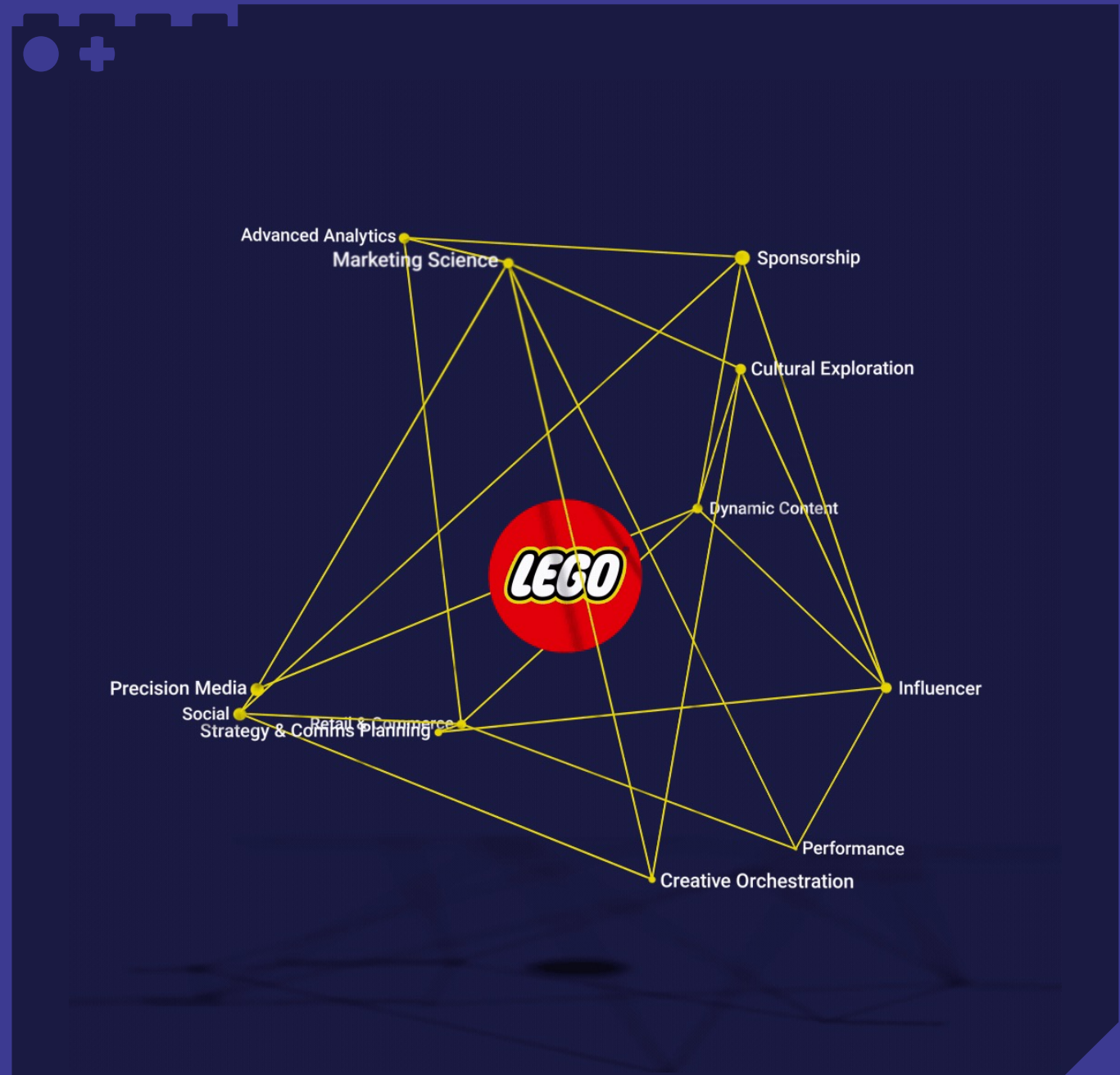


**DEEP**  
**SPECIALIZATION**



**DEEP**  
**INTEGRATION**

# AGENCY AS A PLATFORM



# CONNECTIVITY

**YOUR SYSTEMS | OUR SYSTEMS**

**YOUR TALENT | OUR TALENT**

**ONE TEAM.**  
**ONE WAY OF WORKING.**



**FROM GLOBAL  
TO LOCAL**

# AGENCY AS A PLATFORM

**PEOPLE**

**EMPOWERED,  
CONNECTED**

**PROCESS**

**CLARITY,  
CONSISTENCY**

**PLATFORM**

**INTEGRATED,  
INTEROPERABLE**

# AGENCY AS A PLATFORM

PEOPLE

---

PROCESS

---

PLATFORM

---

Backbone to the System

---

Single Point of Truth

---

Houses Data Driven Capabilities  
& Workflow

---

Accessible to All Players



---

**OPEN**

---

**NEUTRAL**

---

**PRIVACY FIRST**

---

**GLOCAL  
CONNECTIVITY**

EXCLUSIVE

# Omnicom Buys E-Commerce Shop Flywheel Digital for \$835 Million

Flywheel, part of Cannes Lions owner Ascential, aims to help brands sell on digital marketplaces such as Amazon.



# AGENCY AS A PLATFORM

PEOPLE

---

**PROCESS**

---

PLATFORM

Reduces Complexity

---

Codifies the Way of Working

---

Provides Clear Roles &  
Responsibilities

---

Maps Tools to Milestones

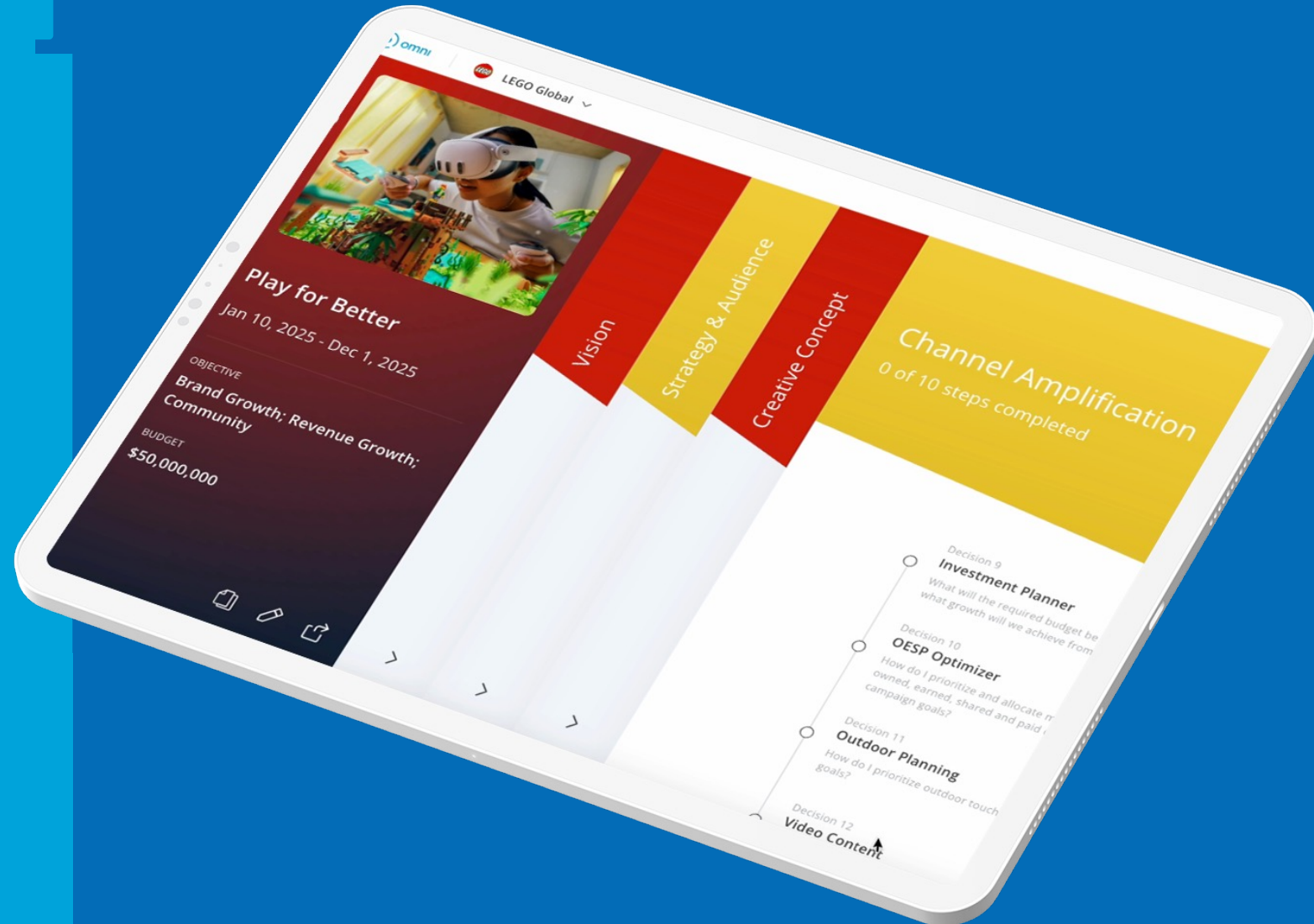
# WORKFLOW

BESPOKE, SPECIFIC

ALL PARTNERS

GLOCAL

INSPIRES  
COLLABORATION



# AGENCY AS A PLATFORM

**PEOPLE**

---

**PROCESS**

---

**PLATFORM**

Global Connectivity

---

Group Level Specialisms

---

Supported by a Globally Distributed  
Workforce

---

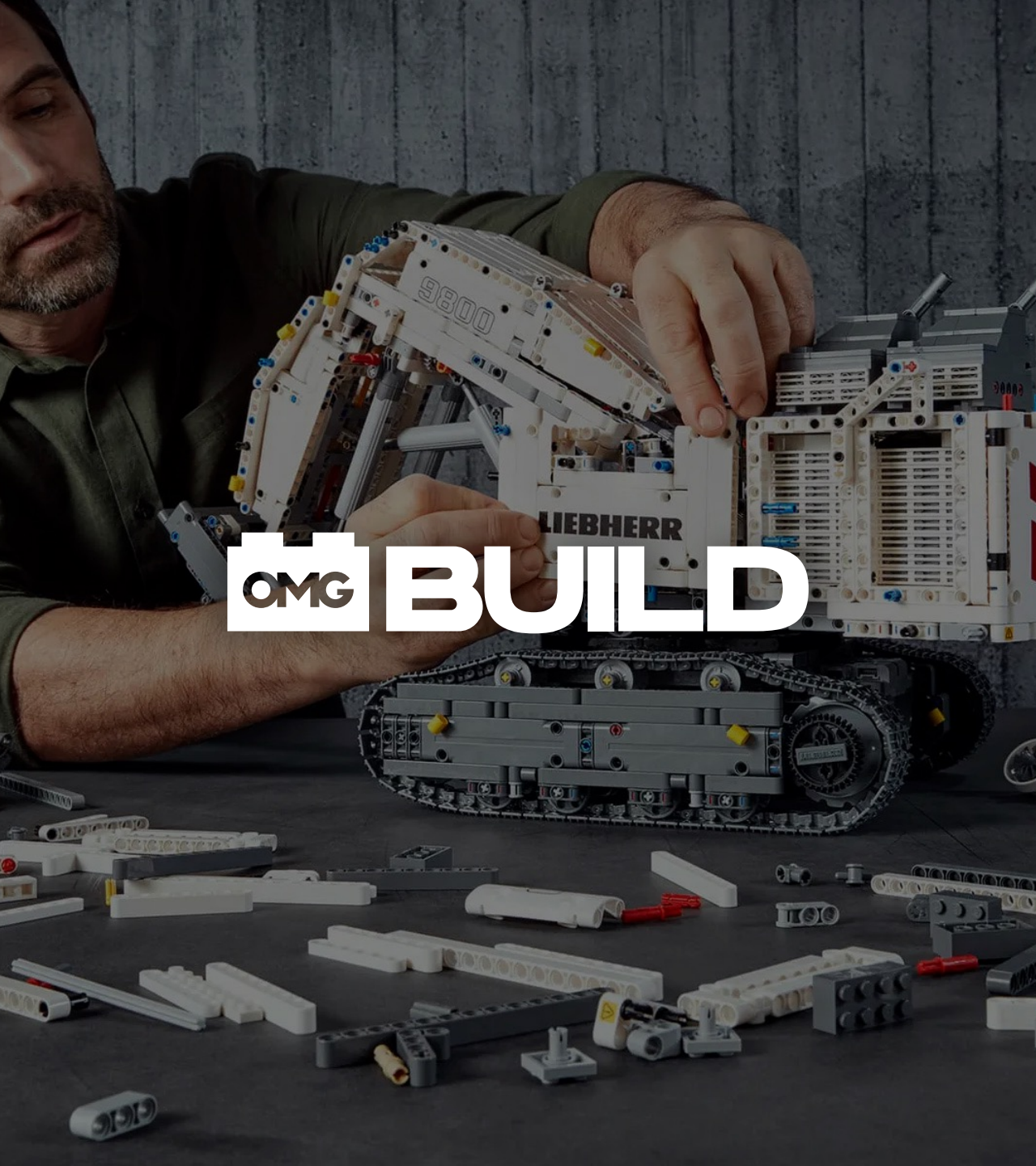
Have Stimulus to Co-Create  
and Innovate



PEOPLE

# OMG BUILD





**OMG BUILD**

## **WE ARE BUILD, NOT BUILT.**

Our imagination is always at work – always building; always learning.

We are a team of builders who collaborate, co-create and connect to help LEGO® inspire and develop the builders of tomorrow.

When we come together the power of our creativity is magnified – and everything just clicks.

AGENCY-AS-A-PLATFORM:

# THE CODES OF OMG BUILD

1

SHARED  
CULTURE

3

INTERPLAYABLE  
SYSTEMS

2

PURPOSEFUL  
INNOVATION

4

PROGRESSIVE  
BY DESIGN

# CHILDREN ARE OUR ROLE MODELS

We are experts in local regulation

We consult with child safety experts to elevate beyond regulatory requirements

We flag risk to LEGO immediately

We only invest in ethical gaming practices (e.g. no gambling-style DLC mechanics)

We leverage OMG's position in the marketplace to make advertising better for kids



THE FUTURE  
OF PLAY

# THE FUTURE OF PLAY

# THE BRIEF



## BRAND

Forge credibility in the gaming world & establish LEGO as a gaming culture icon



## PORTFOLIO

Inspire and sustain engagement for Kids with both digital and physical play



## CONVERSION

Boost user acquisition, showing the value of a LEGO account



An innovative vision for the LEGO brand in Gaming



Strategic & holistic communication plan driven by actionable insights that play out across OESP



The interplay and mobilization between global and local, OMG and OLA brought to life across the brief



Rigor in planning and execution across the diverse local media and retail ecosystems

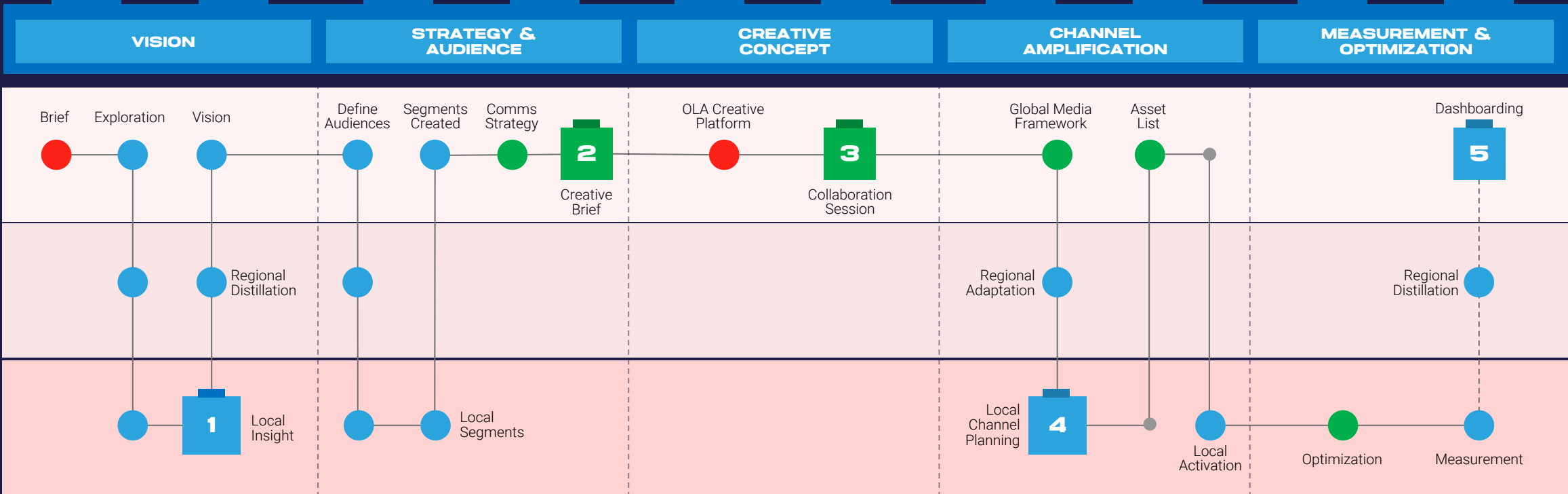
**VISION**

**STRATEGY &  
AUDIENCE**

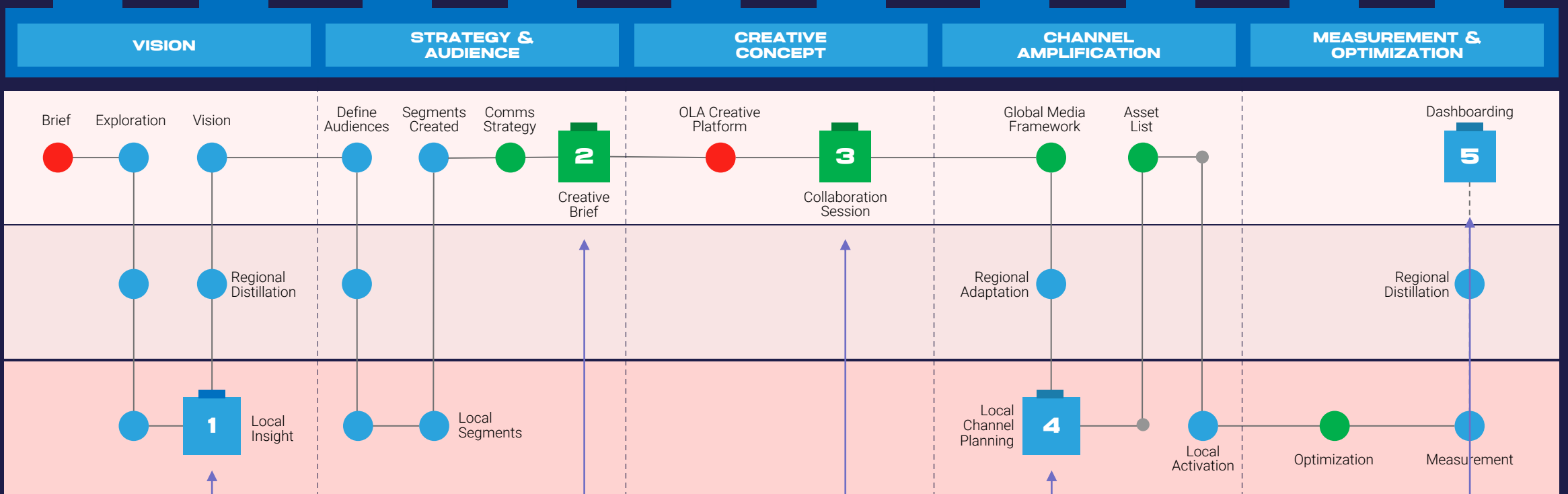
**CREATIVE  
CONCEPT**

**CHANNEL  
AMPLIFICATION**

**MEASUREMENT &  
OPTIMIZATION**



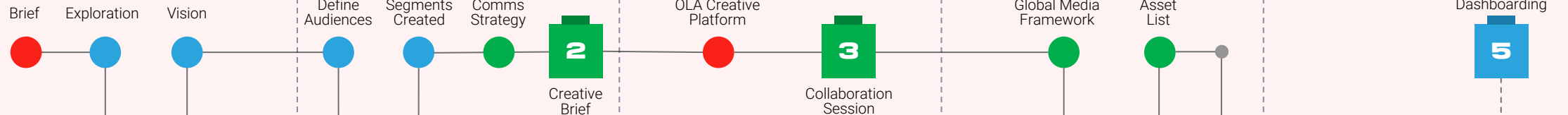




# POINTS OF INTERPLAY

	VISION	STRATEGY & AUDIENCE	CREATIVE CONCEPT	CHANNEL AMPLIFICATION	MEASUREMENT & OPTIMIZATION
--	--------	---------------------	------------------	-----------------------	----------------------------

GLOBAL



REGIONAL



LOCAL



← OMNI ASSIST →

- |  |   |   |  |   |  |
|--|---|---|--|---|--|
| <ul style="list-style-type: none"> <li>Audience Explorer</li> <li>Q Cultural Insights</li> </ul> | <ul style="list-style-type: none"> <li>Audience Explorer</li> <li>Audience Extensions</li> <li>Q Cultural Insights</li> <li>Data Science Utilities</li> </ul> | <ul style="list-style-type: none"> <li>Creative Intelligence</li> <li>Creative Engineering</li> <li>Omni</li> </ul> | <ul style="list-style-type: none"> <li>Investment Planner</li> <li>Channel Planner</li> <li>Video Content</li> <li>Multi-screen Optimizer</li> <li>Inventory AI</li> </ul> | <ul style="list-style-type: none"> <li>Social Intelligence</li> <li>Demand Forecaster</li> <li>Digital Content</li> <li>Outdoor Planning</li> <li>Commerce Cloud</li> </ul> | <ul style="list-style-type: none"> <li>MTA</li> <li>MMM</li> <li>Performance Reporting</li> <li>CO2 Simulator</li> </ul> |
|--|---|---|--|---|--|

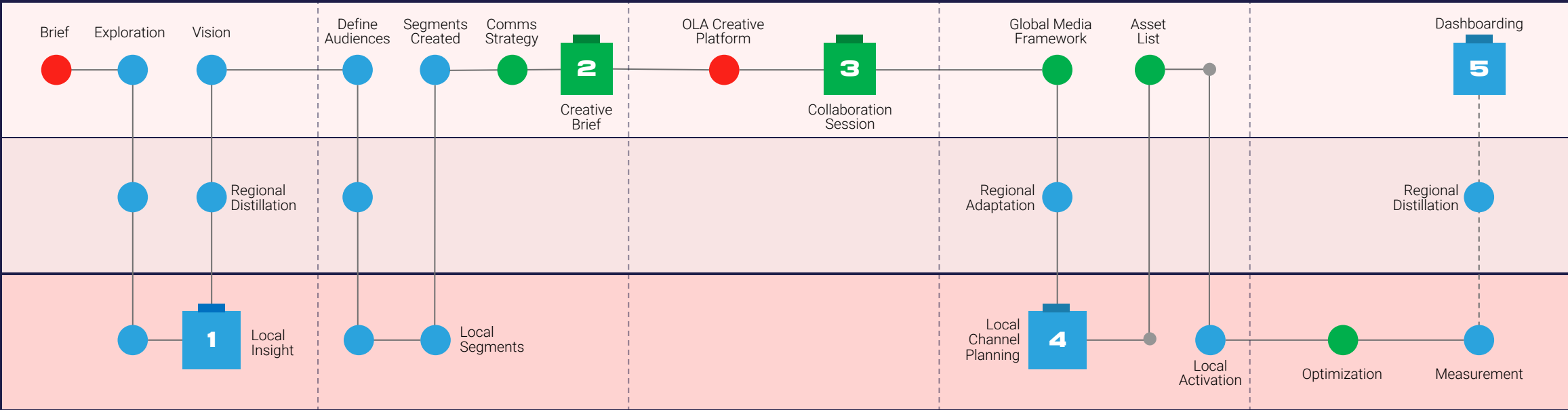


VISION	STRATEGY & AUDIENCE	CREATIVE CONCEPT	CHANNEL AMPLIFICATION	MEASUREMENT & OPTIMIZATION
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GLOBAL

REGIONAL

LOCAL



OMNI ASSIST

Audience Explorer

Q Cultural Insights

Audience Explorer

Audience Extensions

Q Cultural Insights

Data Science Utilities

Creative Intelligence

Creative Engineering

Cradle

Investment Planner

Channel Planner

Video Content

Multi-screen Optimizer

Inventory AI

Social Intelligence

Demand Forecaster

Digital Content

Outdoor Planning

Commerce Cloud

MTA

MMM

Performance Reporting

CO2 Simulator



Customer Data Ecosystem  
Segment CDP, LEGO Insiders Programme, CRM, Consent Mgt, Data Lake

OLA C  
LAP platform  
LAP (CM)

Commerce & Retailer Data  
(DACM)

Activation Platforms

MMM Solution  
(3rd Party)

**01**

**VISION** ✨

# PLAY IS PROGRESS



**CREATIVITY**



**CONNECTION**



**STRUCTURE**



**IMAGINATION**



**EXPLORATION**

**70%**

“Play allows me to meet people I  
wouldn’t have otherwise.”

---

**47%**

“Play makes the world a  
better place.”

---

**71%**

“Play provides me with a  
sense of community.”



**FOR LEGO, THERE HAS NEVER  
BEEN A BETTER TIME TO BE IN  
THE **BUSINESS OF PLAY****

**IT IS A \$7.1BN INCREMENTAL BRAND VALUE OPPORTUNITY<sup>1</sup>**



THE DIVERSE WORLD OF GAMING & VIRTUAL IS  
**REIMAGINING PLAY**

 **INTERACTIVE**

 **IMMERSIVE**

 **BLENDED**

**COMMUNITY 2.0**

**GENERATIVE AI WORLDS  
& CHARACTERS**

**SPATIAL COMPUTING**

# BUT IT IS RICH WITH TOTALLY NEW TYPES OF TENSIONS AND NEEDS

PARENTS (SHOPPERS)

**DEVELOPMENTAL**

**VS.**

**DESTRUCTIVE**

KIDS 6-12

**INCLUSIVE**

**VS.**

**EXCLUSIVE**

ADULTS

**ESCAPISM**

**VS.**

**ISOLATION**



IT'S AN INDUSTRY OPTIMIZED TO

# REVENUE FROM PLAY



NOT  
**LEARNING  
THROUGH PLAY**

THIS GIVES LEGO AN OUTSIZED ROLE IN AN  
ARENA THAT SEES CHILDREN AS

**CONSUMERS**



NOT  
**ROLE MODELS**

# WE KNOW THAT LEADERSHIP BEYOND THE CATEGORY IGNITES GROWTH WITHIN THE CATEGORY

**43.8%**

Above category average growth (for brands that embrace the full stack)



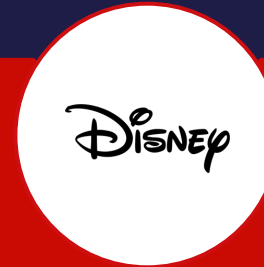
**AGE OF IDENTITY**



**AGE OF VALUE**



**AGE OF EXPERIENCE**



**AGE OF YOU**



**AGE OF LEADERSHIP**

IN THIS OUR ROLE ISN'T TO COMPETE FOR  
**SHARE OF MARKET IN THE  
CATEGORY OF PLAY**

OUR REAL ROLE IS TO BE IN THE  
**BUSINESS OF MAKING  
PLAY BETTER**

# OUR PLATFORM IDEA:



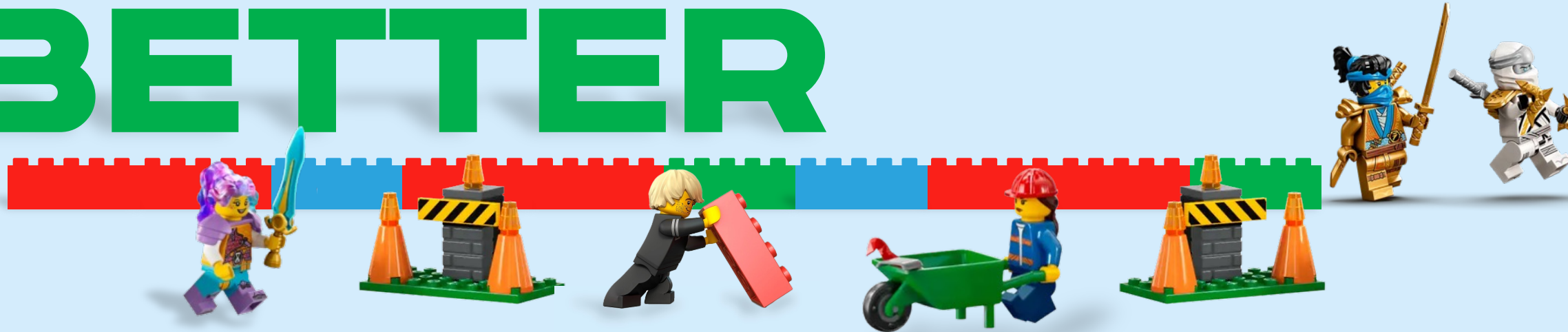
As an icon that has an unparalleled level of trust, heritage and love the future is ours to...

# PLAY FOR

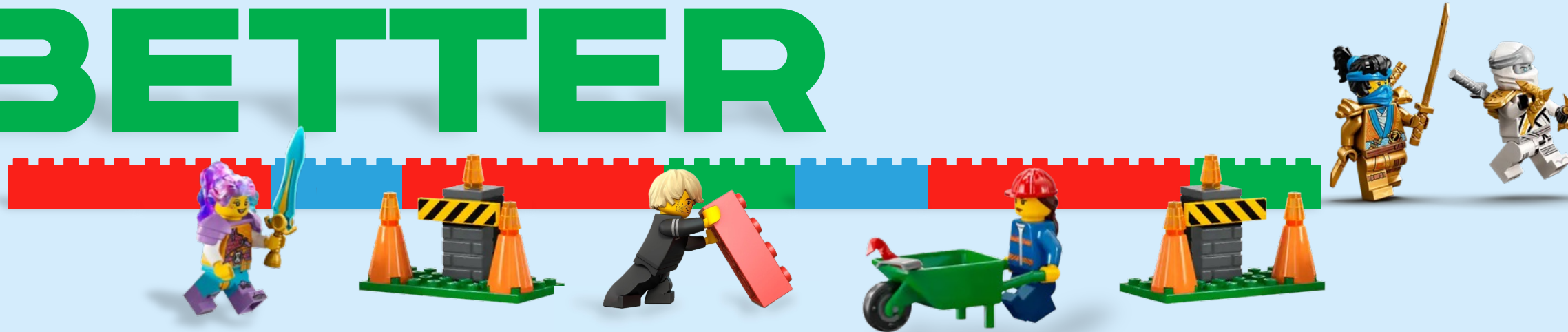


Our belief is children are our role models and in this changing world of play they deserve...

# PLAY FOR BETTER



# PLAY FOR BETTER





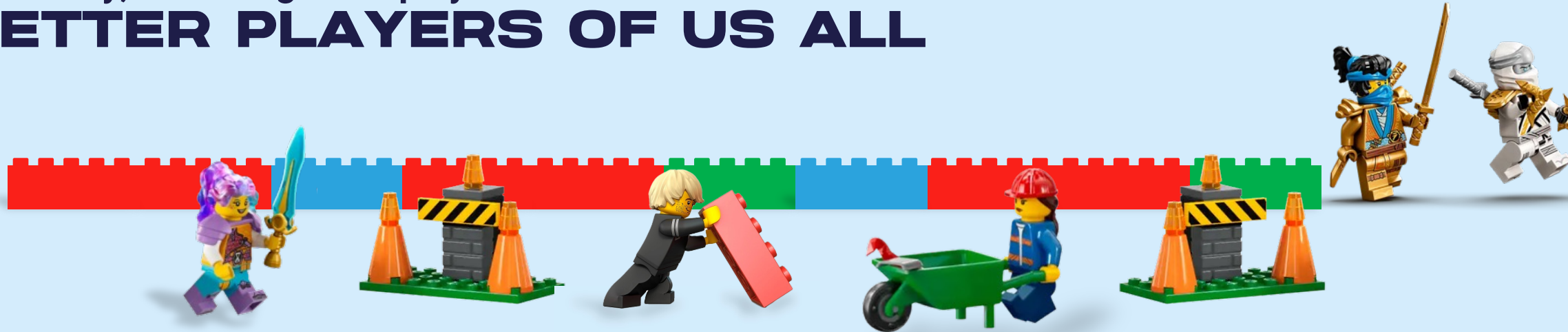
# PLAY FOR BETTER

Make a sustained positive difference to the new ecosystem of play by championing a better type of digital play – one that is more socially connected, educational and fun



# PLAY FOR BETTER

Ultimately, the true goal of play for better is to create  
**BETTER PLAYERS OF US ALL**

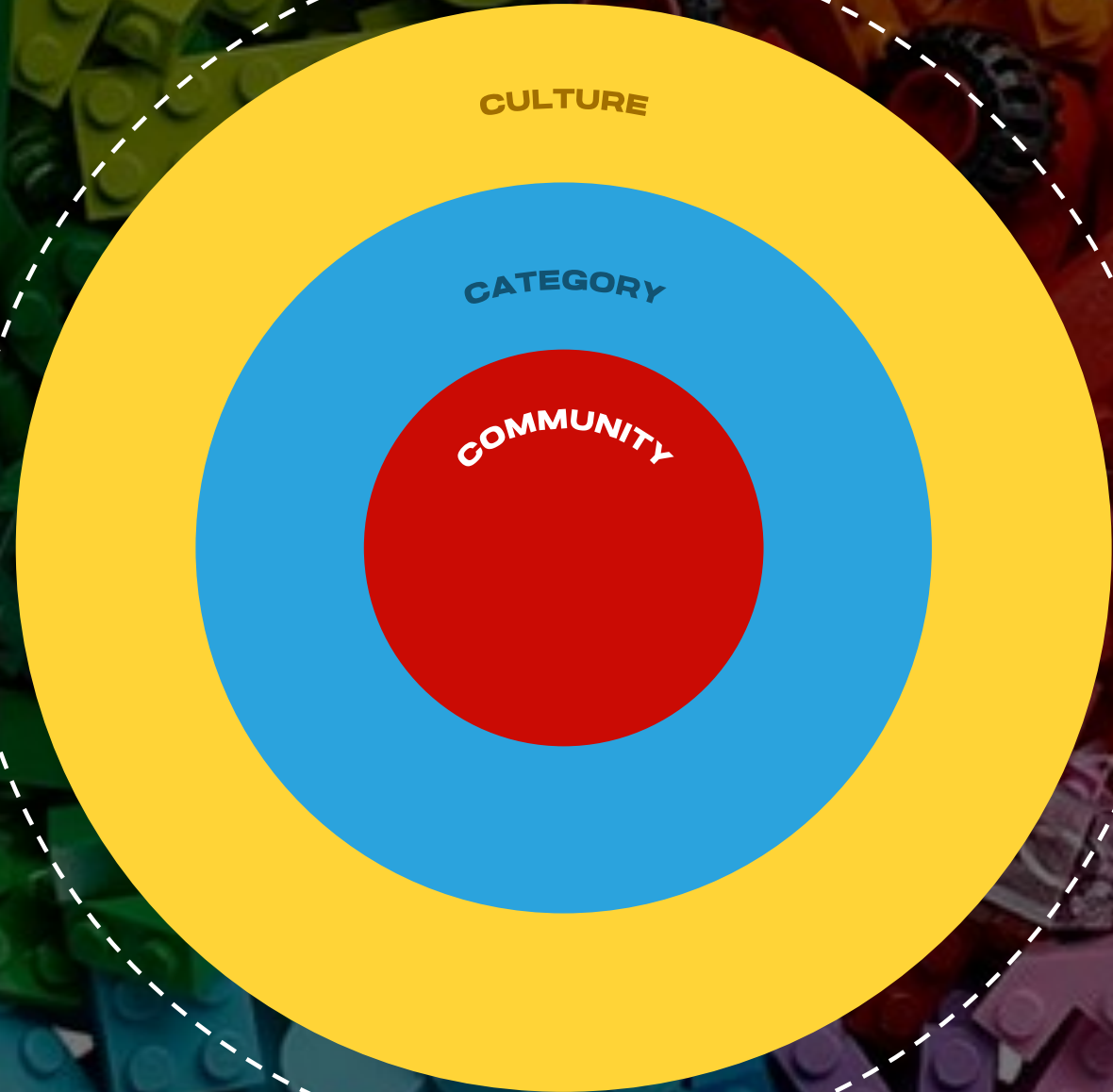


02

**STRATEGY** ✨  
**AND AUDIENCE**

# PLAY FOR BETTER IN AUDIENCES

**CULTURE**  
**CATEGORY**  
**COMMUNITY**



# HOW WE'LL PLAY FOR BETTER

GET

TO

BY

WITH

**CULTURE**

Feel LEGO is leading a transformation in better play



Brand Action + Content + Partnerships

Gaming

**CATEGORY**

Act on their inspiration with the opportunities for play within LEGO's gaming eco-system



Advertising + Commerce + Performance

Console

Brick

**COMMUNITY**

Share their love for LEGO, becoming active advocates of our brand

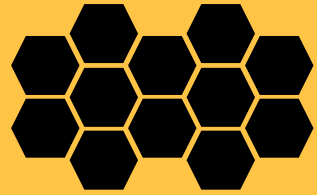


Owned + Shared + CRM

Loyalty

# HOW WE'LL PLAY FOR BETTER

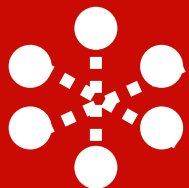
## USING



Share of Culture



Win in Journeys



Ecosystem led

## DELIVERING

### BRAND GROWTH

Brand Desire / Love  
Cultural Relevance  
NPS

### BUSINESS GROWTH

Incremental Revenue (NSV)  
Market Share  
HH Penetration  
Portfolio Growth

### COMMUNITY GROWTH

1PD Acquisition (Recruitment)  
Inspired Engagement  
Lifetime Value (LTV)

## INCORPORATING

SHARED CULTURE

PURPOSEFUL INNOVATION

INTERPLAYABLE SYSTEMS

PROGRESSIVE BY DESIGN

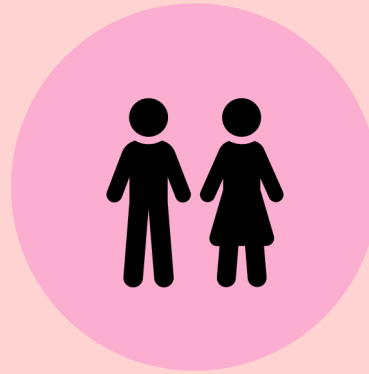
# YOUR 3 BRIEFED AUDIENCES

**KIDS**



**6-12**

**ADULTS**

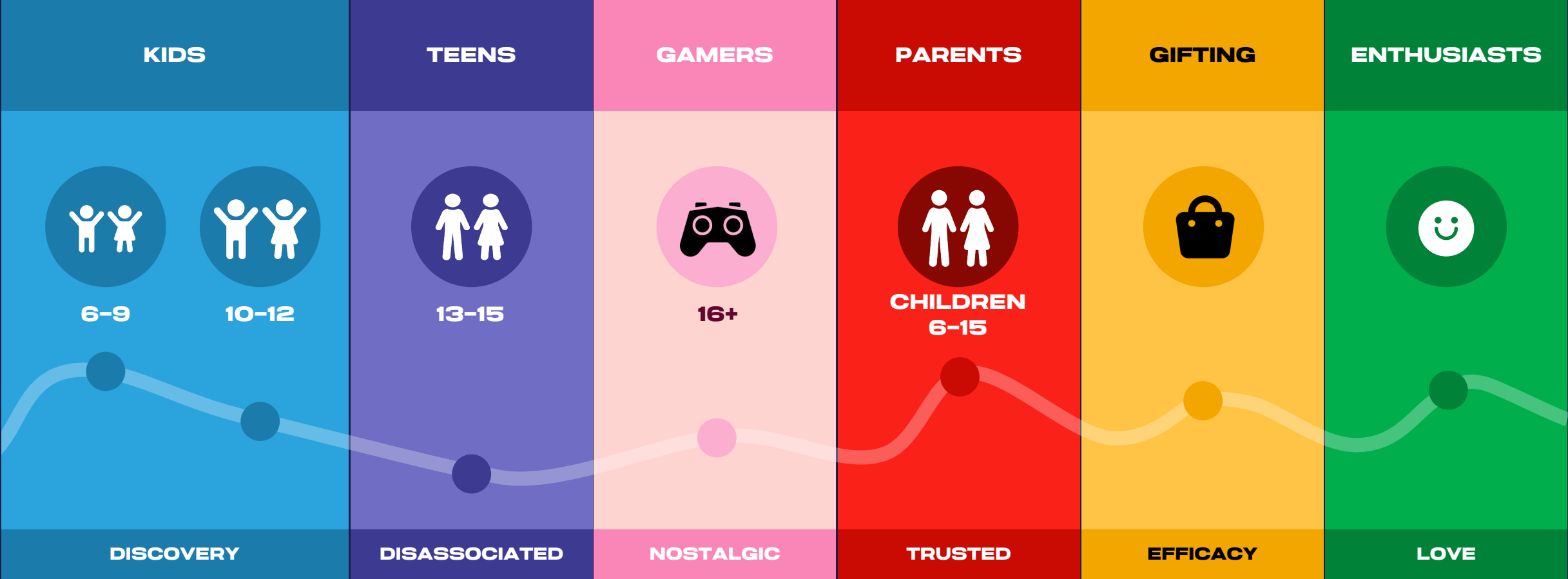


**18+**

**SHOPPERS**



# IDENTIFYING NEW OPPORTUNITIES







**QUALITATIVE**

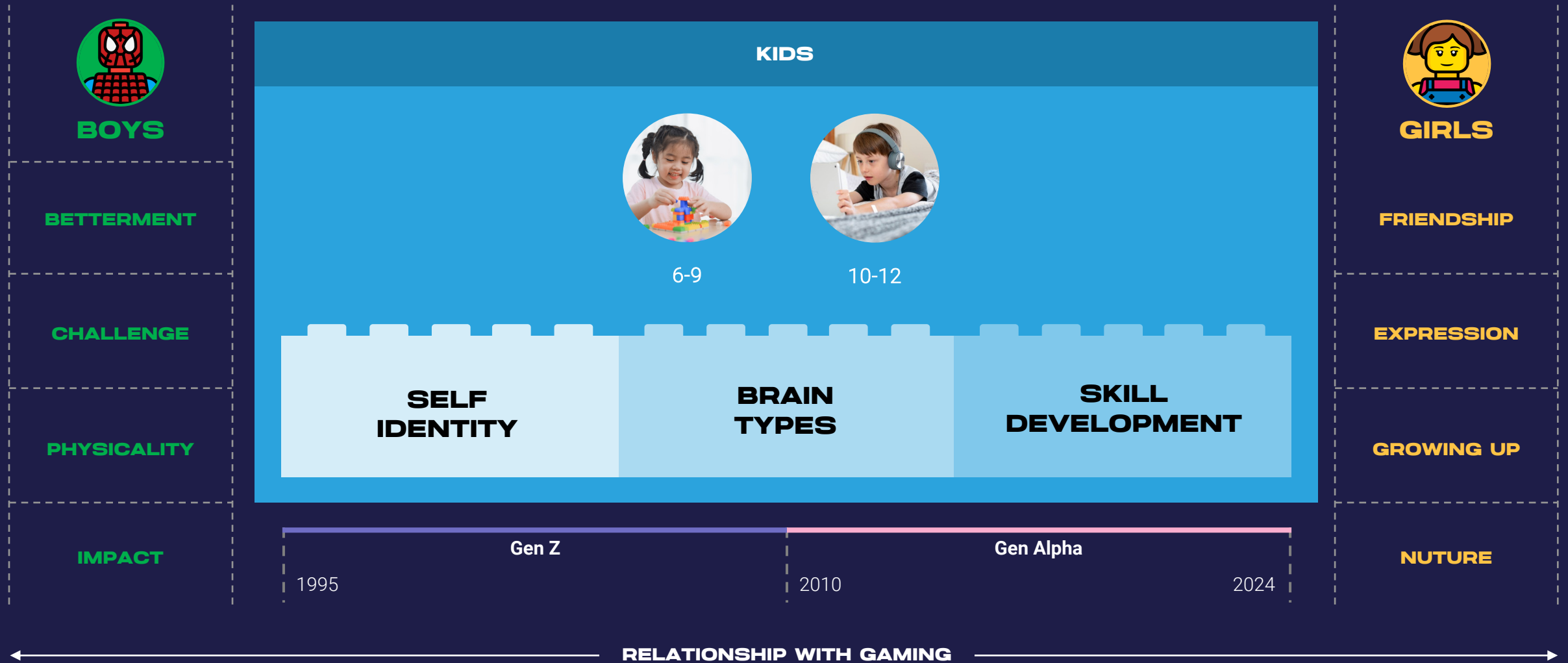
**QUANTITATIVE**

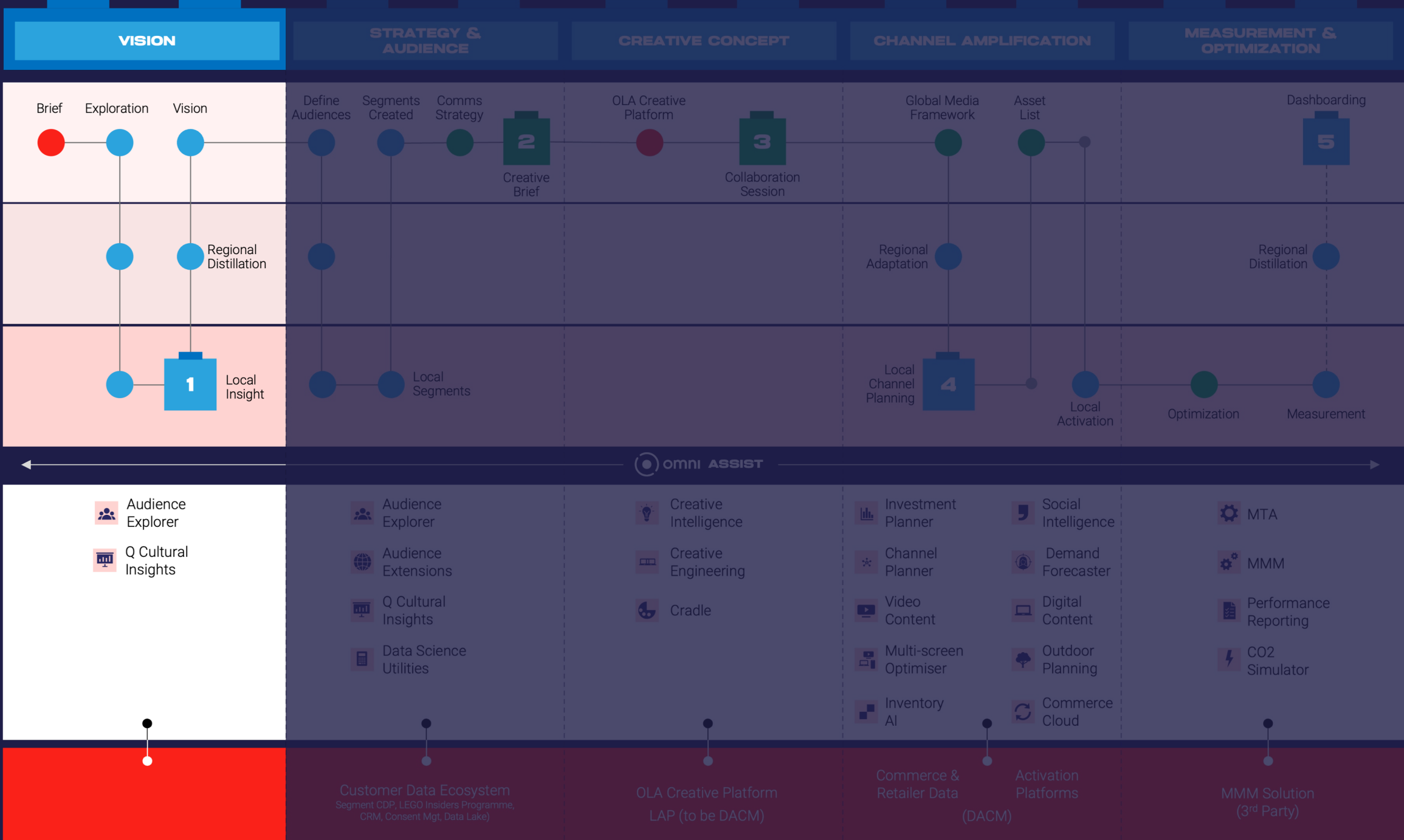
**ACADEMIC  
RESEARCH**

**DIGITAL  
RESEARCH**



# UNDERSTANDING KEY MOTIVATORS FOR PLAY





# Culture Quantified

## SEARCH FOR CULTURAL TRENDS

Keyword or Boolean Query

Quick Search

🔍 Enter a search term(s) or Boolean query...

Clear

Create Project

## YOUR RECENT PROJECTS

gaming

gaming

progress

chanel NOT gucci

chanel NOT gucci

luxury handbags

chanel

icyhot

streak culture

JW India

BTS

View All Projects

## TODAY'S TOP ELEMENTS OF CULTURE

	s&h's Elements of culture	# Signals
1.	Polarization	194,575
2.	Moral Imperative	182,909
3.	Meme Culture	163,282
4.	Unperfect	157,333
5.	Near Nostalgia	121,610
6.	Distributed Trust	118,851
7.	Snack Media	108,890
8.	New Masculinity	102,128
9.	Super Apps	101,273
10.	Multi Sensory Experiences	93,831

*These cultural trends are the most significant because they have been tagged to the most Signals (articles, tweets, patents, etc.) in Q™ during the last week.*

[What are the Elements of Culture?](#)

# PLAY FOR BETTER IN CULTURE

Understanding the changing cultural dynamics

## EVOLVING STATUS QUO



Near Nostalgia



Blurred ID



kidult

## PLAYFUL EMPOWERMENT



Functional Play



Multi-sensory Experience



Micro Cultures

## CONNECTED CUSTOMS



Modern Family



Meme Culture



Moral Imperative

# PLAY FOR BETTER IN CATEGORY

Deeply understand the makeup of those audiences who buy and play with our products, both brick and non-brick



CULTURE

CATEGORY

TO ILLUSTRATE THOSE PLAYFUL MOMENTS ACROSS THE JOURNEY,  
WE'VE BUILT **LOCAL MARKET PERSONAS**



**RAFAEL**

**GRANDPARENTS/  
GIFTERS**



**MIA**

**PARENTS**

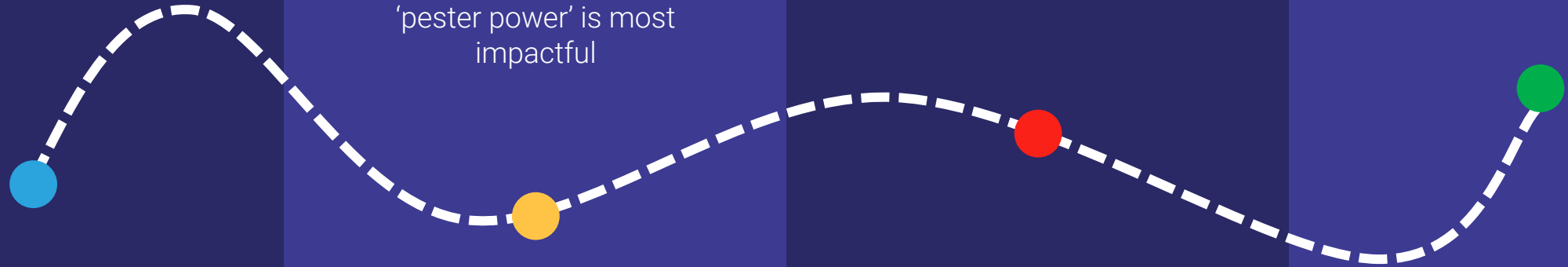


**WEI**

**(FIRST GEN LEGO)  
PARENTS**



# WHICH ARE INFORMED BY GLOBAL INSIGHTS AND LOCAL MARKET NUANCES



When making video gaming decisions for children, parents face a greater number of barriers than drivers

Console games are the categories where kids 'pester power' is most impactful

78% of parents say they make all or most of the decisions

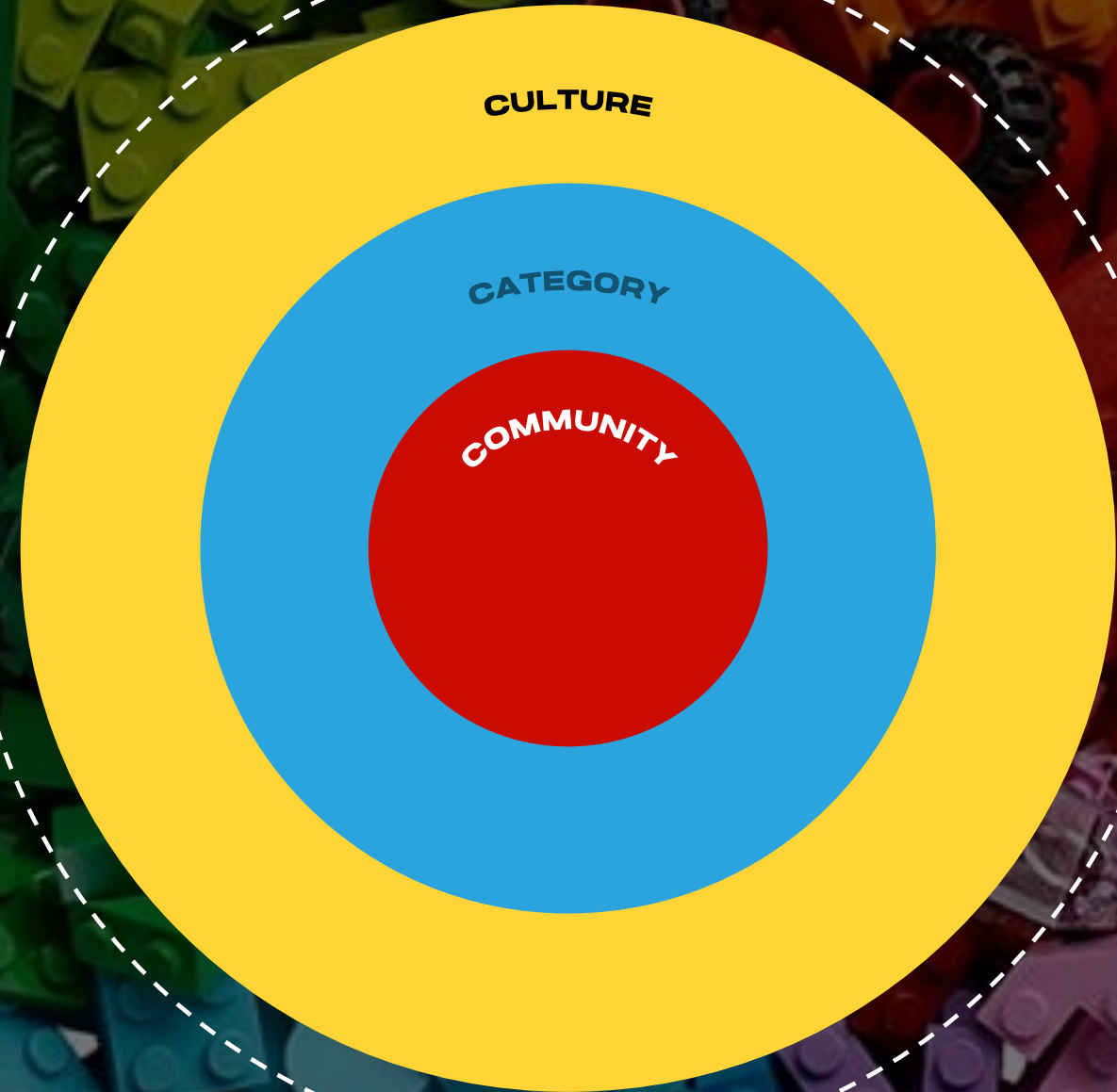
Freedom to build & socialising as a key gaming need state

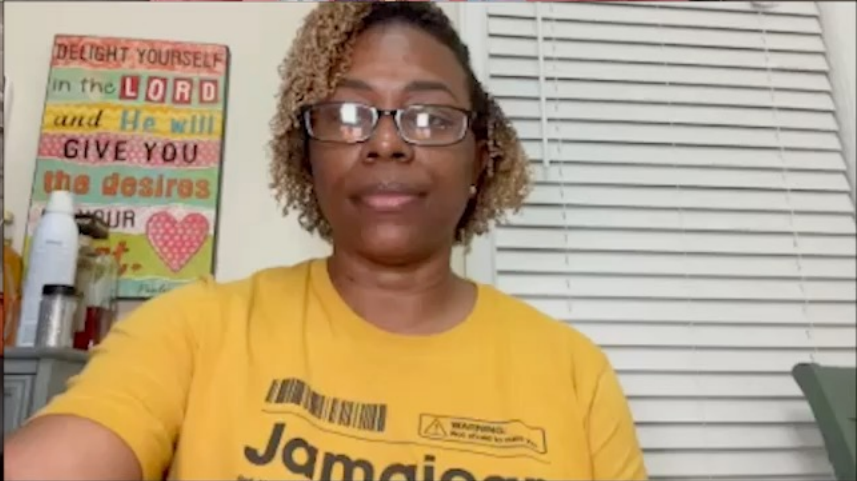
Key market occasions more likely to drive re-purchase



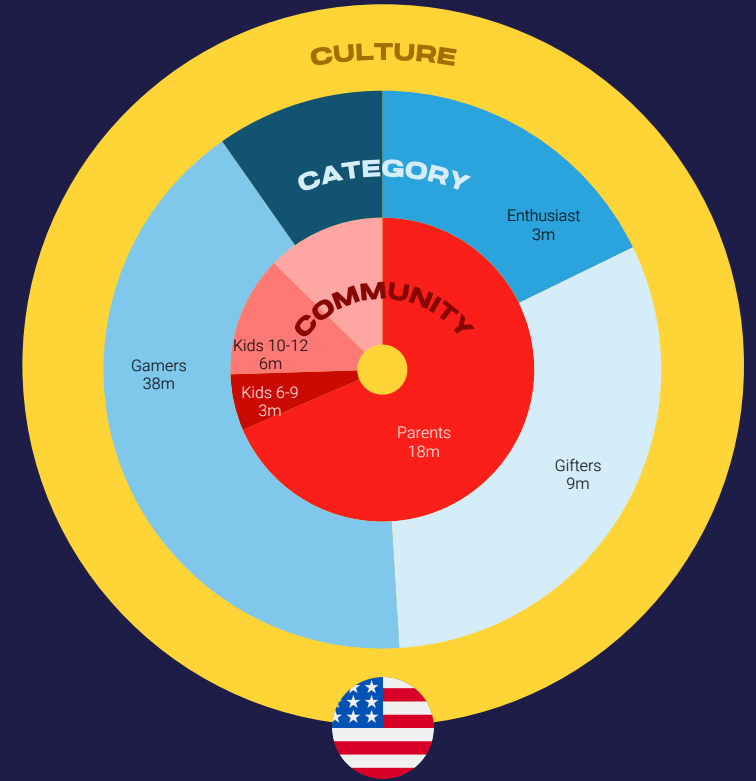
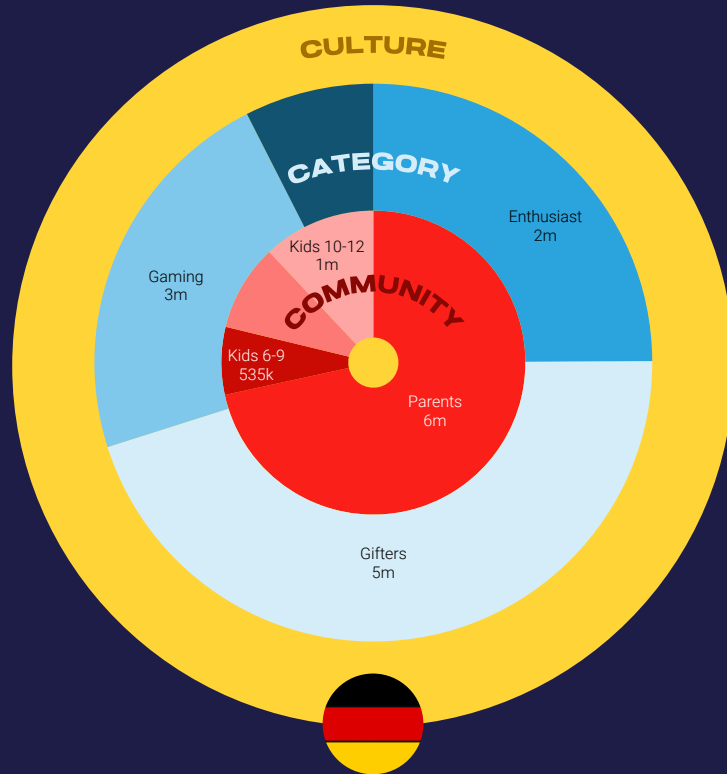
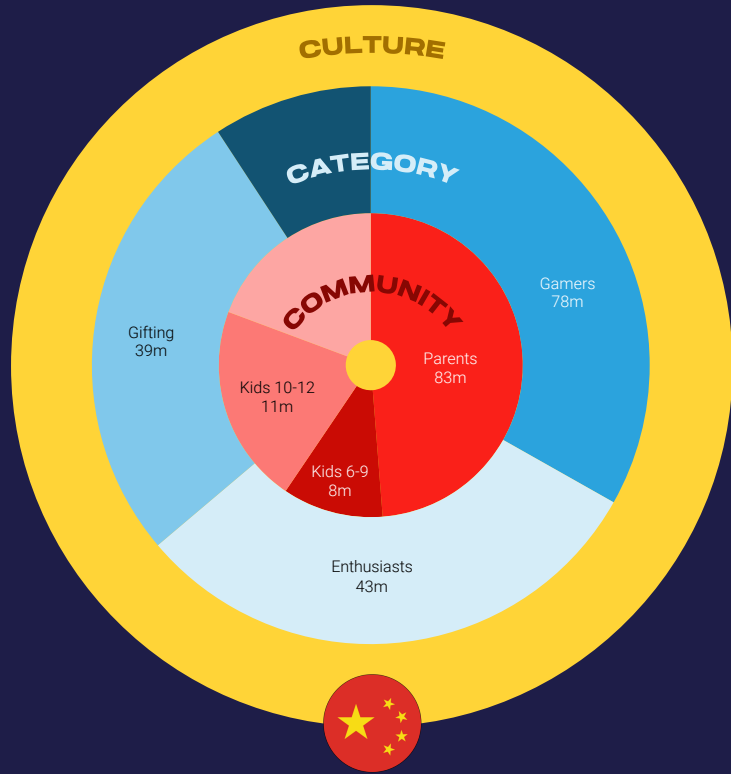
# PLAY FOR BETTER IN COMMUNITY

Build, elevate, and celebrate our  
LEGO players, gamers,  
enthusiasts, parents and gifters





# PLAY FOR BETTER IN AUDIENCES



## OMNI INSIGHTS

Evolving parental dynamics

Front loaded decision making

Collaborative team

Regulation

Physical & digital play

Socializing as the catalyst

A photograph of four LEGO minifigures standing in a field at dusk. From left to right: a female minifigure with purple hair and goggles, a dark-skinned minifigure with glowing eyes, a minifigure with a fish-like head, and a minifigure with a pink bear-like head. The background shows a sunset over a landscape with trees and a body of water.

**USING AUDIENCES TO INFORM OUR  
INVESTMENT  
STRATEGY**

INVESTMENT PLANNER / LEGO / BUDGET SPLIT

GAMING: MARKET ALLOCATION

GERMANY, CHINA, UNITED STATES OF AMERICA / LEGO / 52 WEEKS

Investment  
\$50,000,000

Ad Generated Revenue  
\$367,306,999

Average Revenue ROI  
7.35

Marginal Revenue ROI  
15.45

INVESTMENT ALLOCATION SCENARIO / REVENUE

Optimise

Edit

Markets for LEGO

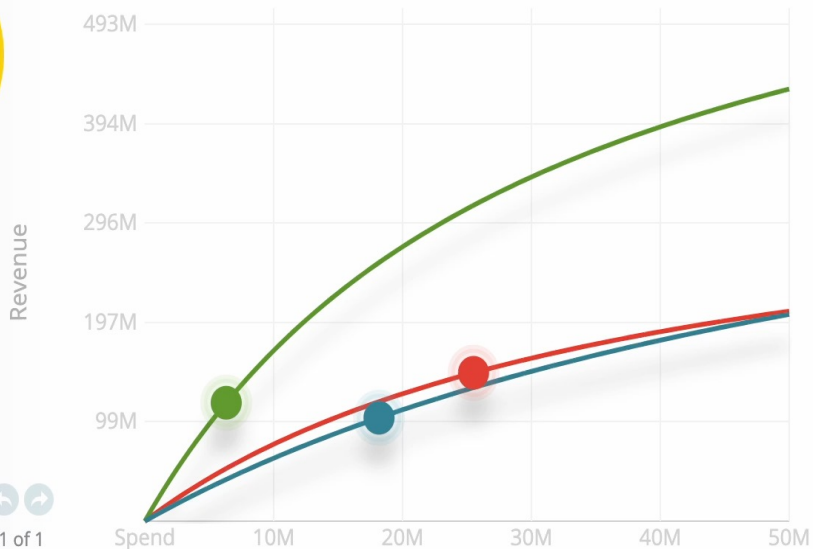
Investment

Allocation %

Revenue

Average Revenue ROI

Marginal Revenue ROI



United States of America

\$6,319,300

12.64

\$117,501,233

18.59

15.45

China

\$25,506,489

51.01

\$147,211,181

5.77

3.46

Germany

\$18,174,211

36.35

\$102,594,585

5.65

4.43

+ Advanced

LEGO / GAMING / PLAY FOR BETTER ALL COUNTRIES

Close

SCENARIO 1 ✓ +

SINGLE SEGMENT OPTIMISATION

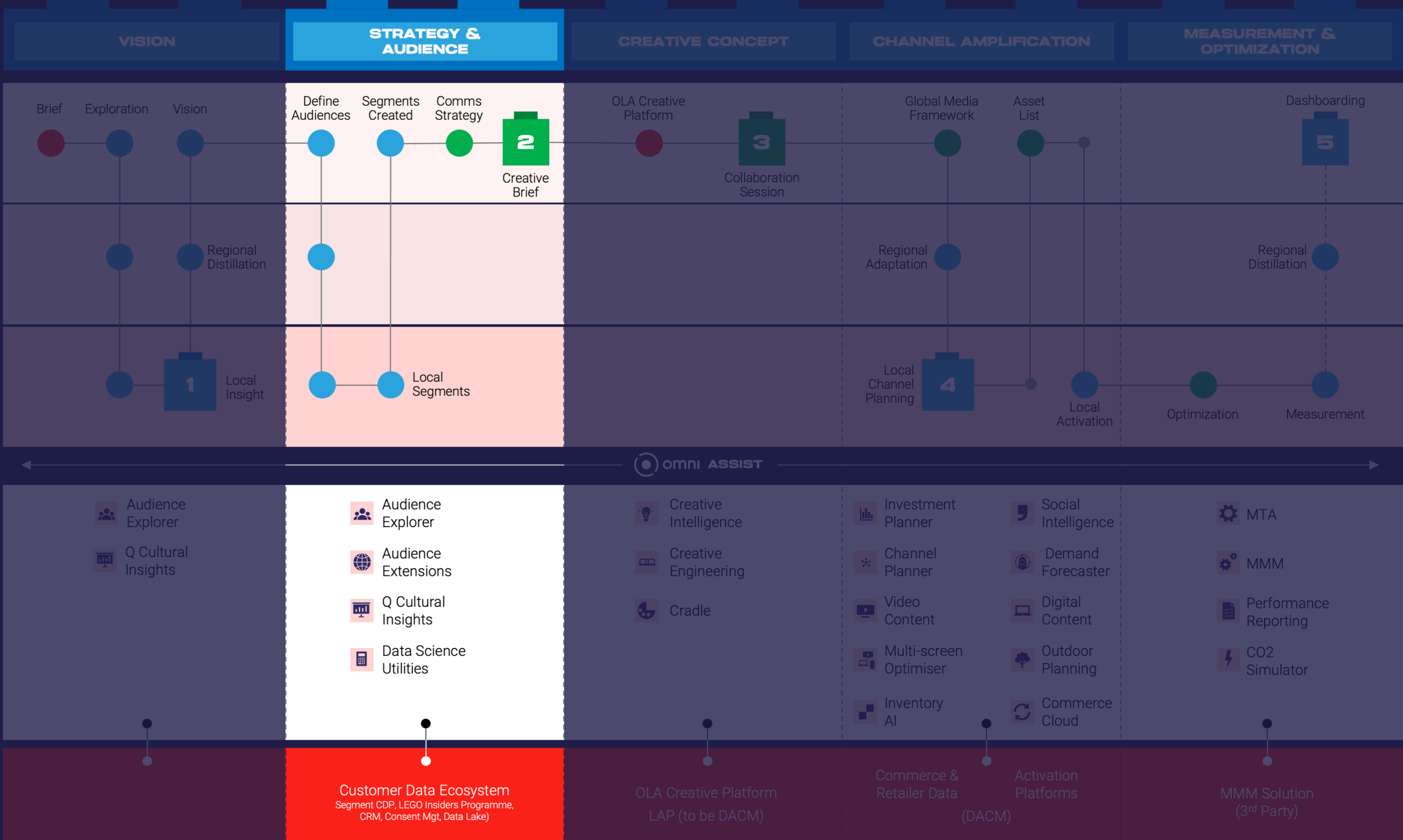
Edit Segments | View Flighting Plan

Country  UNITED STATES OF AMERICA	Audience <b>GIFTING GRANDPARENTS: CULTURE</b>					Campaign Duration <b>5 WEEKS</b> <a href="#">Edit</a>		Media Budget <b>\$20,000,000</b> <a href="#">Edit</a>		
Paid Reach	Owned Reach	Earned Reach	Total Reach	Average Frequency	Cost Per Reach %	Multi-Channel GRP <small>(Gross Rating Point)</small>	Cost per GRP <small>(Gross Rating Point)</small>	Multi-Channel ARP <small>(Aggregated Reach Point)</small>	Cost per ARP <small>(Aggregated Reach Point)</small>	
67.04%	3.26%	7.99%	70.66%	18.70	\$298,329.36	1,254.00	\$15,948.96	98.94	\$202,136.10	
<a href="#">Optimise</a>	Reach ▾	<a href="#">Edit</a>	weekly	OFF ▾	Channel/Activity	Investment	Allocate %	Reach %	Exclusive Reach %	Cost Per Reach Point
<p>The chart shows Reach (%) on the y-axis (0% to 60%) and Spend (\$) on the x-axis (0 to 20,000,000). Four lines represent different activities: Digital Video - SVOD (top, light blue), Outdoor - Large Format (middle, dark blue), TV - Sponsorship (lower, red), and Display - Walmart (bottom, green). Data points are labeled: Digital Video - SVOD (15.8), Outdoor - Large Format (6.9), TV - Sponsorship (3.8), and Display - Walmart (84.8).</p>						\$7,700,000	38.50	46.88	29.22	\$164,249
						\$8,620,000	43.10	31.68	15.36	\$272,095
						\$2,670,000	13.35	5.73	2.01	\$465,968
						\$1,010,000	5.05	3.21	1.10	\$314,641


**03**

**CREATIVE  
CONCEPTS**







The background is a vibrant blue with several large, abstract, darker blue shapes that resemble stylized mountains or hills. Scattered throughout are several four-pointed starburst or sparkle shapes in white, yellow, and pink. The text is centered and reads:

**APPLYING THE  
PRINCIPLES OF  
PLAY FOR BETTER  
IN IDEATION**

# USING Q AS OUR FOUNDATION FOR IDEATION

## EVOLVING STATUS QUO



Near Nostalgia



Blurred ID



Kidult

## PLAYFUL EMPOWERMENT



Functional Play



Multi-sensory  
Experience



Micro Cultures

## CONNECTED CUSTOMS



Modern Family



Meme Culture



Moral  
Imperative

The screenshot shows the 'Culture Quantified' web application. At the top, there is a navigation bar with a menu icon, the 'omni' logo, and a 'Help' button. The main heading is 'Culture Quantified'. Below this, there are three main sections:

- SEARCH FOR CULTURAL TRENDS:** A search interface with a 'Keyword or Boolean Query' label, a 'Quick Search' button, and a search input field containing the placeholder text 'Enter a search term(s) or Boolean query...'. There are 'Clear' and 'Create Project' buttons below the input field.
- YOUR RECENT PROJECTS:** A grid of project cards with labels: 'gaming', 'gaming', 'progress', 'chanel NOT gucci', 'chanel NOT gucci', 'luxury handbags', 'chanel', 'icyhot', 'streak culture', 'JW India', and 'BTS'. A 'View All Projects' button is located at the bottom right of this section.
- TODAY'S TOP ELEMENTS OF CULTURE:** A table listing the top 10 cultural elements and their signal counts.

s&h's Elements of culture	# Signals
1. Polarization	194,575
2. Moral Imperative	182,909
3. Meme Culture	163,282
4. Unperfect	157,333
5. Near Nostalgia	121,610
6. Distributed Trust	118,851
7. Snack Media	108,890
8. New Masculinity	102,128
9. Super Apps	101,273
10. Multi Sensory Experiences	93,831

Below the table, there is a note: 'These cultural trends are the most significant because they have been tagged to the most Signals (articles, tweets, patents, etc.) in Q™ during the last week.' and a link: 'What are the Elements of Culture?'.

**LEGO LOBBY**

Moving from advertiser to media owner with a LEGO owned video UGC platform for kids

**THE CO-PLAYING SPACE**

HOW LEGO FIGHTS KID'S LONELINESS IN A PLAYFUL WAY.

**LEGO LEGO BLOCKS**

**INSIGHT**  
Parents are worried about online safety and who their kids are interacting with in these spaces. LEGO also gets an opportunity to keep children safe, both online and in person, and other parents have children opportunities.

**IDEA**  
Inspired by the LEGO Play for Better app, the rest of the gaming world with LEGO Blocks, a game that you only have to think and have fun about blocks of LEGO.

USER 726KX  
"GO E YOURSELF YOU S AND PIECE OF TRAIL"

LEGO We all play better without hate

**RECYCLING VENDING MACHINE**

**THE RECYCLED CONTROLLER**

MADE FROM OLD BRICKS. CREATED FOR NEW GAMES.

TEENS CAN SEND IN THEIR OLD, NO LONGER-USED LEGO BRICKS AND WE TURN THEM INTO NEW GAMING CONTROLLERS.

**FILL WITH PLAY**

Inserting play into mundane moments

**LEGO LEGO FARM Discovery**

**INSIGHT**  
This is the story. A little Chinese girl, raised in a first-tier city, finally experiences "this is the first time I've seen a top field" when passing through a Chinese farmland corridor in rural Henan. It's a telling sign of the disconnect between the urban and rural worlds. In China, and here in Europe, "top field" means the best. You've seen a pig can "It means that even if we haven't experienced something ourselves, we're at least aware of it." But in today's modern society, unless one grows up in the countryside, most children may never learn that the fields that grow on the ground, or vegetables don't hang from trees.

**IDEA**  
LEGO will educate kids to educate each other and bridge the gap with a LEGO Farm game.

LEGO will donate seeds for Country Kids, and make them to get on larger farms in the area and reach City Kids about food in towns and in urban City Kids teach Country Kids about gaming and computer science.

**THE MINECRAFT MoMA**

HOW LEGO OPENS THE FIRST ART GALLERY WITHIN AN ONLINE GAME.

**LEGO IRL SKIN**

**INSIGHT**  
Kids are always looking to bring more shopping for new clothes and school supplies. It also means showing up online with the newest items and like to receive post cards. But the hard one cost money, and most parents are budgeting to buy actual back to school items for their children, let alone virtual ones.

**IDEA**  
The game will help children around the country to release after school back to school products like clothing, backpacks, lunch boxes, notebooks. Parents can bring their LEGO IRL skin all day.

Once used in the online, each skin would then be used to make a variety of different online products. Your purchase would instantly generate one of many, all in a similar aesthetic.

**LEGO ISLAND BUILDER**

**INSIGHT**  
LEGO has always been an inspiration for children to build and create. In 2017, LEGO announced that it was expanding its creative play beyond bricks and building blocks to include digital experiences. The LEGO Island Builder is a new digital experience that allows children to build and create in a virtual world.

**IDEA**  
This would be the first LEGO digital building experience, which only grants access to the virtual world. The LEGO Island Builder is a new digital experience that allows children to build and create in a virtual world.

LEGO will donate seeds for Country Kids, and make them to get on larger farms in the area and reach City Kids about food in towns and in urban City Kids teach Country Kids about gaming and computer science.

**FORTNITE**

**PLAY (BATTLE) GROUNDS**

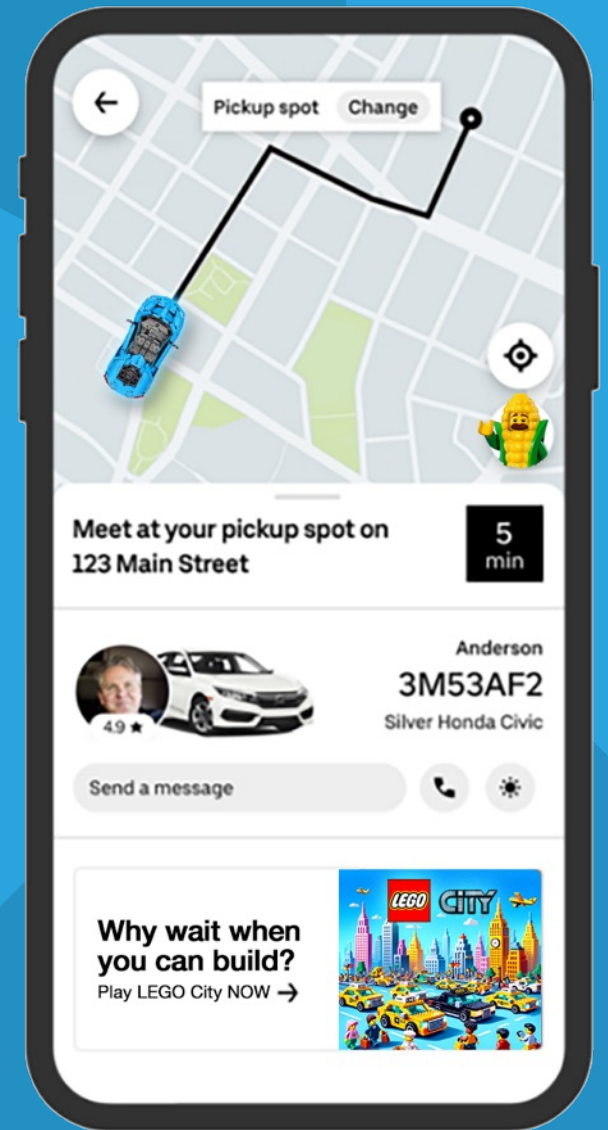
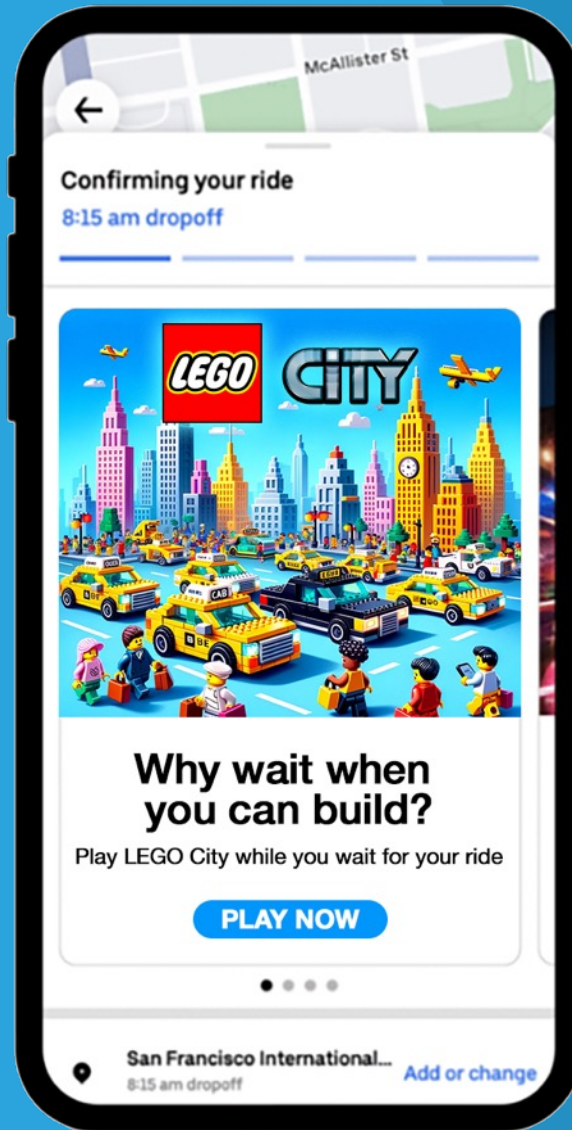
How LEGO and kids around the world help to rebuild destroyed playgrounds.

**Taylor Swift's Game Tour**

Bringing a Taylor Swift concert to fans in LEGO Fortnite

# FILL WITH Play

Inserting play into mundane moments



**LEGO LOBBY**

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**THE CO-PLAYING SPACE**

HOW LEGO FIGHTS KID'S LONELINESS IN A PLAYFUL WAY.

**LEGO LEGO BLOCKS**

**INSIGHT**  
Parents are worried about online safety and who their kids are interacting with in these spaces. LEGO also gets an edge: children talk to each other and parents get to see what they're doing.

**IDEA**  
Introducing the LEGO Play for Better app to the rest of the gaming world with LEGO Blocks, a game that you only have to think and talk with about blocks of LEGO.

What got the word out about LEGO Blocks is a social network where you can play with LEGO blocks in the real world. You can play with LEGO blocks in the real world.

USER 726KX  
"GO E YOURSELF YOU S AND PIECE OF TRAIL"

LEGO We all play better without walls

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**LEGO LEGO FARM Discovery**

**INSIGHT**  
LEGO's farm story. A little Chinese girl, raised in a first-world city, finally experiences "this is the first time I've ever seen a top field" when passing through a Chinese farmstead in rural Henan. It's a telling sign of the disconnect between the urban and rural worlds. In China, and here in the US, it's not just about food, but it's about a way of life. It's about the way we live. It's about the way we live. It's about the way we live.

**IDEA**  
LEGO will donate seeds for Country Kids, and make them to get on larger farms in the area and reach City Kids about food in towns and in urban City Kids each Country Kids about gaming and computer science.

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**LEGO IRL SKIN**

**INSIGHT**  
Kids are always looking to bring more fun to their lives and school supplies. LEGO is always showing up with the newest ideas and the best prices. But the best idea of all is the most fun. And that's why we're always looking for ways to bring more fun to their lives. We're always looking for ways to bring more fun to their lives.

**IDEA**  
The game for the holidays around the country to release after school back to school products like clothing, backpacks, lunch boxes, notebooks. Parents are always looking for ways to bring more fun to their lives. We're always looking for ways to bring more fun to their lives.

**LEGO ISLAND BUILDER**

**INSIGHT**  
LEGO has always been a place where kids can build their own worlds. But now, with LEGO Island Builder, kids can build their own worlds in a whole new way. They can build their own worlds in a whole new way. They can build their own worlds in a whole new way.

**IDEA**  
LEGO will donate seeds for Country Kids, and make them to get on larger farms in the area and reach City Kids about food in towns and in urban City Kids each Country Kids about gaming and computer science.

**FORTNITE**

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How LEGO and kids around the world help to rebuild destroyed playgrounds.

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# PLAY (BATTLE) GROUNDS

How LEGO and kids around the world help to rebuild destroyed playgrounds.

**LEGO LOBBY**

Moving from advertiser to media owner with a LEGO owned video UGC platform for kids

**LEGO IRL SKIN**

**INSIGHT**  
Back to school shopping no longer means shopping for new clothes and school supplies. It also means shopping to connect with the newest stars and stars to impress your peers. But the best ones cost money, and most parents are looking to buy actual back-to-school items for their children, not actual virtual ones.

**IDEA**  
The partner will explore around the country to release affordable back-to-school products like, coloring, backpacks, water bottles, notebooks, that come with matching LEGO virtual avatars.

Since only a few cities, each that would have a variety of different color products. Your purchase would instantly generate one of many, all in a similar world.

**LEGO LEGO BLOCKS**

**INSIGHT**  
Parents are worried about online safety and who their kids are interacting with in these spaces. LEGO also gets new children safe, such as parents and parents wanting for other parents have children experience.

**IDEA**  
Inspired by the LEGO Play for Better office in the rest of the gaming world with LEGO Blocks, a game helps you only learn to thinking and how with about blocks of LEGO.

With get the word for best highlight LEGO in a school without hands with a campaign that helps the play in the young about "better" connections from across the world.

**Feedback**

USER 726KX  
"GO E YOURSELF YOU S D PIECE OF TRAUU"

LEGO We all play better without hate

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Inserting play into mundane moments

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**INSIGHT**  
This is the story. A little Chinese girl, raised in a brick-and-mortar city, finally experiences "This is the first time I've ever seen a top farm" when playing through a virtual farm-based world in LEGO Farm. It's a feeling sign of the disconnect between the urban and rural worlds. In China, and here in a rising "farm" if you haven't seen it, you've seen a pig can "It means that even if we haven't experienced something ourselves, we'll at least have it in our heads." But in today's modern society, unless one grows up in the countryside, most children may never learn that the fields that grow on the ground, or vegetables don't hang from trees.

**IDEA**  
LEGO will allow kids to educate each other and bridge this gap with a LEGO Farm game.

LEGO will donate seeds for Country Kids, and make them to get on larger farms online in LEGO Farm and Recycled City Kids about food & farm and in return City Kids teach Country Kids about gaming and computer science.

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**INSIGHT**  
LEGO Island Builder is a game that allows players to build their own island in a virtual world. The game is designed to be a creative and educational experience for children, allowing them to learn about building and design while having fun.

**IDEA**  
LEGO Island Builder is a game that allows players to build their own island in a virtual world. The game is designed to be a creative and educational experience for children, allowing them to learn about building and design while having fun.

**FORTNITE**

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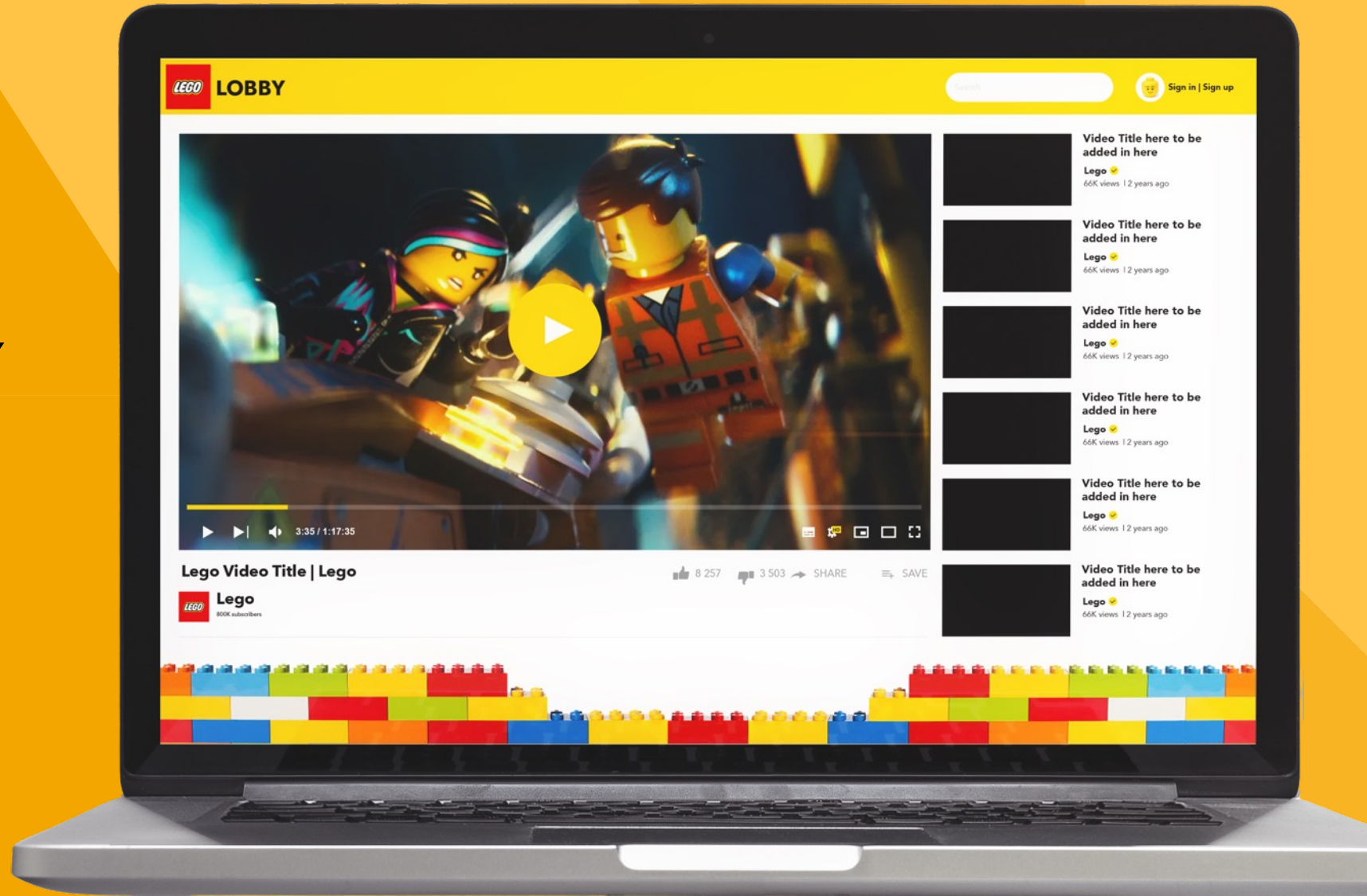
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# LOBBY

Moving from advertiser to media owner with a LEGO owned video UGC platform for kids





**LEGO LOBBY**

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**THE CO-PLAYING SPACE**

HOW LEGO FIGHTS KID'S LONELINESS IN A PLAYFUL WAY.

**LEGO LEGO BLOCKS**

**INSIGHT**  
Parents are worried about online safety and who their kids are interacting with in these spaces. LEGO also gets an opportunity to help parents and kids understand how to stay safe online.

**IDEA**  
Using the LEGO Play for Better app to be the next of the gaming world with LEGO Blocks, a game that you can play with your friends and family.

**USER 726KX**  
"GO E YOURSELF YOU S AND PIECE OF TRAIL"

**LEGO** We all play better without walls.

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**LEGO LEGO FARM Discovery**

**INSIGHT**  
LEGO's farm discovery is a fun way for kids to learn about farming and the environment. It's a great way to get kids interested in nature and the outdoors.

**IDEA**  
LEGO will donate supplies for Country Kids, and make them to get on larger farms like the one and Beach City Kids about food in towns and in urban City Kids each Country Kids about gaming and computer science.

**THE MINECRAFT MoMA**

HOW LEGO OPENS THE FIRST ART GALLERY WITHIN AN ONLINE GAME.

**LEGO IRL SKIN**

**INSIGHT**  
Kids are always looking for fun ways to dress up for new clothes and school supplies. LEGO is always showing up with the newest ideas and the best prices. But the best news of all is that LEGO is always looking for ways to help kids and their parents save money.

**IDEA**  
LEGO will donate supplies for Country Kids, and make them to get on larger farms like the one and Beach City Kids about food in towns and in urban City Kids each Country Kids about gaming and computer science.

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# Taylor Swift's 'Game Tour'

Bringing a Taylor Swift concert to fans in LEGO Fortnite



# SOME THOUGHTS FROM OUR OWN ROLE MODELS ON OUR IDEAS



STIM FILTER  
- GLOBAL PROGRAM -

# PLAY FOR BETTER

A game mode which prevents over-stimulation but maintains the fun.



**STIM FILTER**  
- GLOBAL PROGRAM -

**PLAY FOR BETTER**   
THE STIM FILTER STORY

Prime Top 10 in the US

**1** **PLAY FOR BETTER**  
THE STIM FILTER STORY  
Prime Top 10 in the US

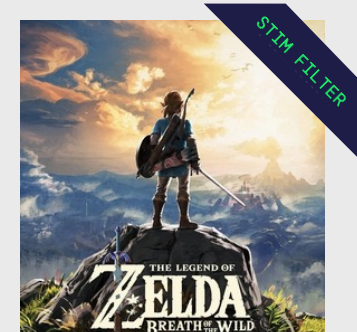
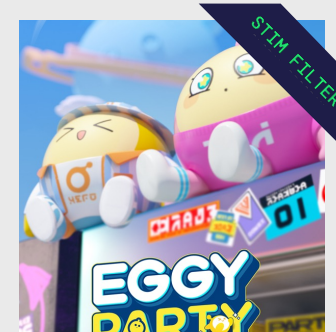
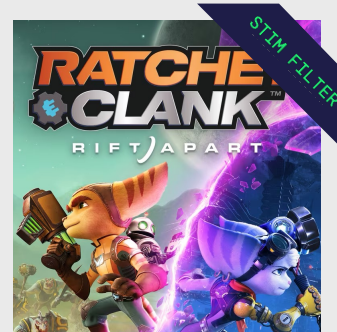
**2** **THE BOYS**  
AMAZON ORIGINAL  
ALL EPISODES AVAILABLE

**3** **THE SUMMER I TURNED PRETTY**  
AMAZON ORIGINAL  
NEW SERIES

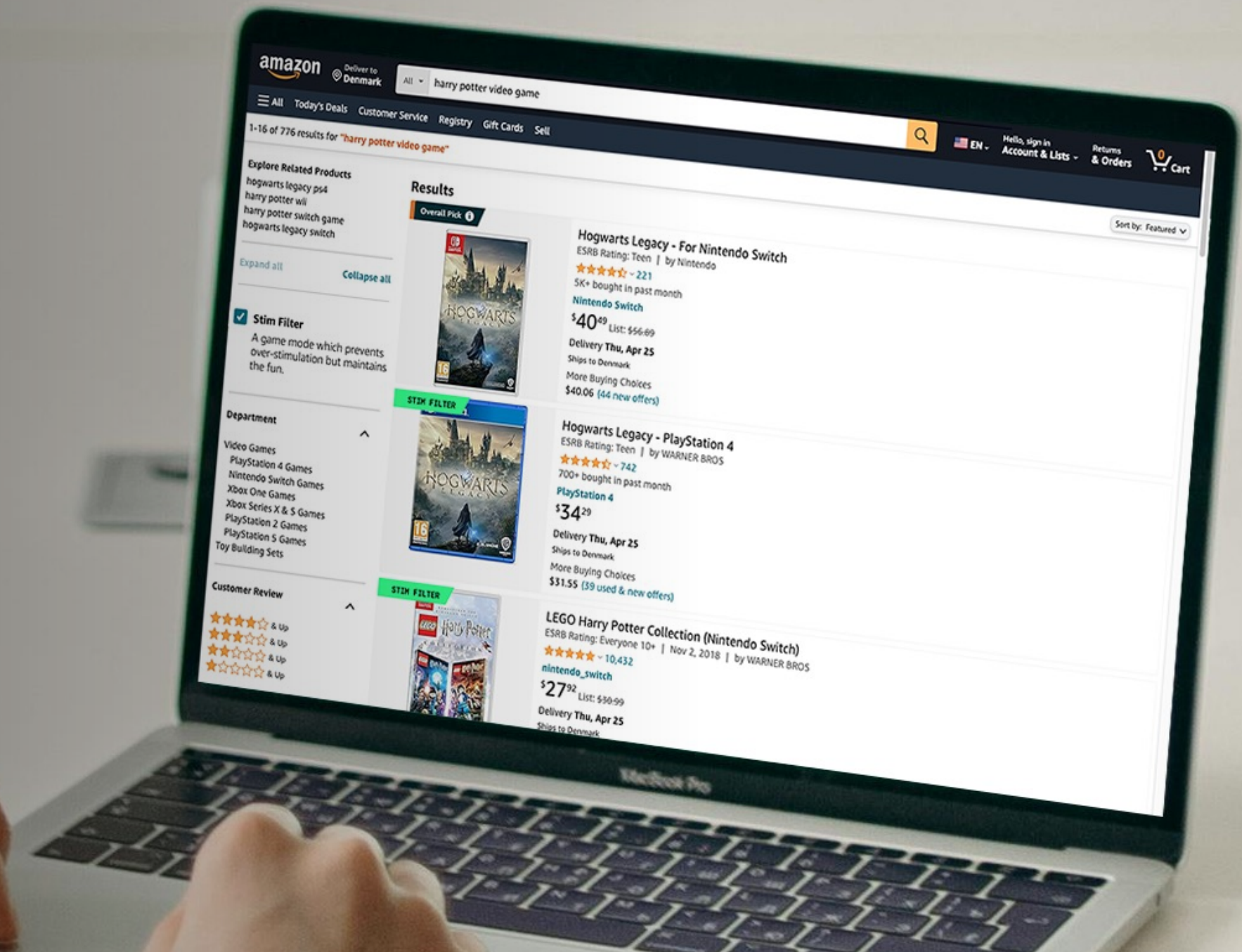
**4** **THE LAKE**  
AMAZON ORIGINAL  
NEW SERIES

Prime Video Cinema

**HOT**



FROM A MOMENT  
TO MOVEMENT



1-16 of 776 results for "harry potter video game"

Explore Related Products  
hogwarts legacy ps4  
harry potter will  
harry potter switch game  
hogwarts legacy switch

Expand all Collapse all

Stim Filter  
A game mode which prevents over-stimulation but maintains the fun.

- Department
- Video Games
  - PlayStation 4 Games
  - Nintendo Switch Games
  - Xbox One Games
  - Xbox Series X & S Games
  - PlayStation 2 Games
  - PlayStation 5 Games
  - Toy Building Sets

Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

Results

Overall Pick



**Hogwarts Legacy - For Nintendo Switch**  
ESRB Rating: Teen | by Nintendo  
★★★★☆ ~ 221  
5K+ bought in past month  
Nintendo Switch  
**\$40<sup>09</sup>** List: \$56.09  
Delivery Thu, Apr 25  
Ships to Denmark  
More Buying Choices  
\$40.06 (44 new offers)

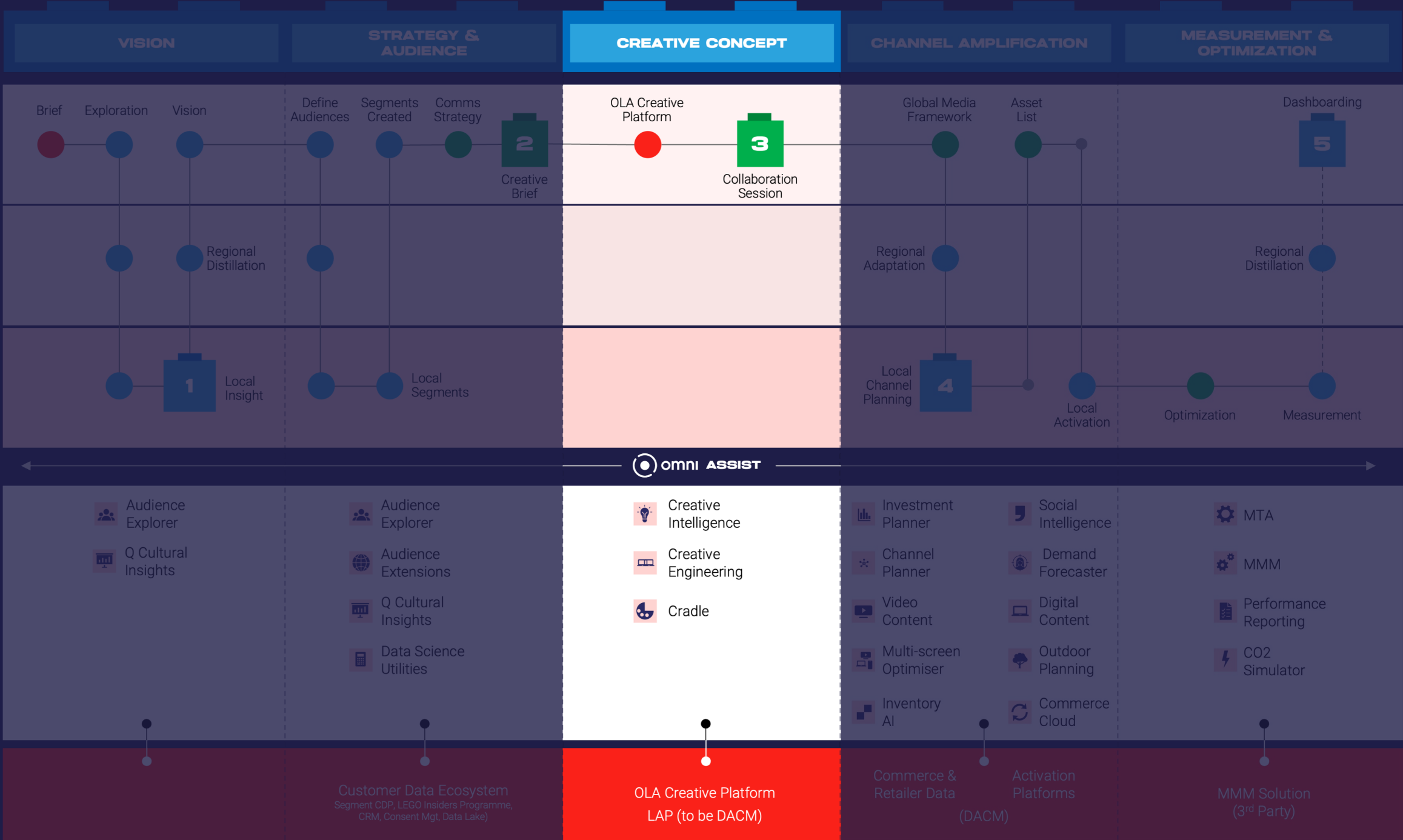


**Hogwarts Legacy - PlayStation 4**  
ESRB Rating: Teen | by WARNER BROS  
★★★★☆ ~ 742  
700+ bought in past month  
PlayStation 4  
**\$34<sup>29</sup>**  
Delivery Thu, Apr 25  
Ships to Denmark  
More Buying Choices  
\$31.55 (39 used & new offers)



**LEGO Harry Potter Collection (Nintendo Switch)**  
ESRB Rating: Everyone 10+ | Nov 2, 2018 | by WARNER BROS  
★★★★☆ ~ 10,432  
nintendo\_switch  
**\$27<sup>92</sup>** List: \$90.99  
Delivery Thu, Apr 25  
Ships to Denmark

Sort by: Featured





# SCALING GLOBAL TO LOCAL





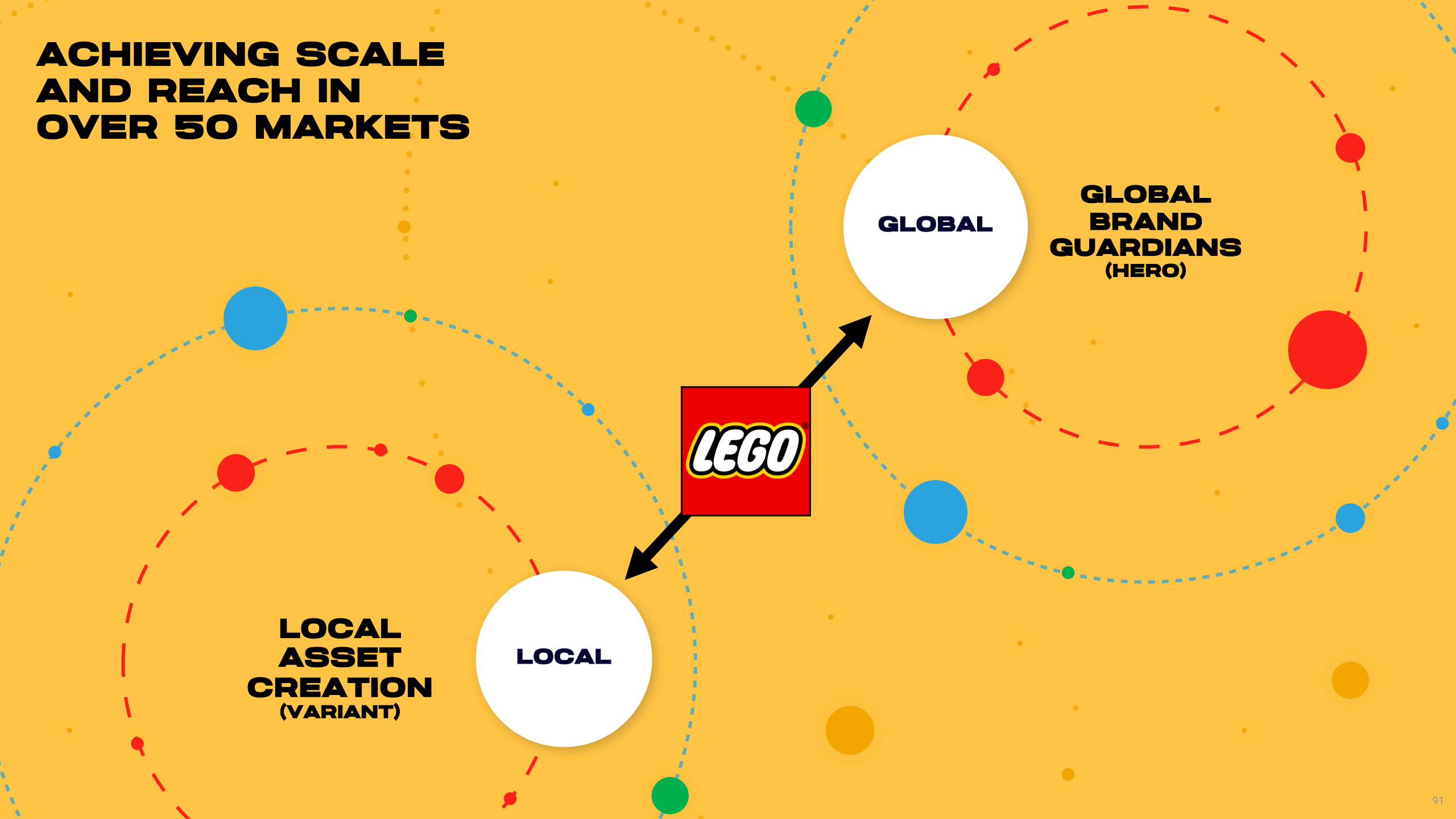
# Global

# ACHIEVING SCALE AND REACH IN OVER 50 MARKETS

**LOCAL ASSET CREATION (VARIANT)**

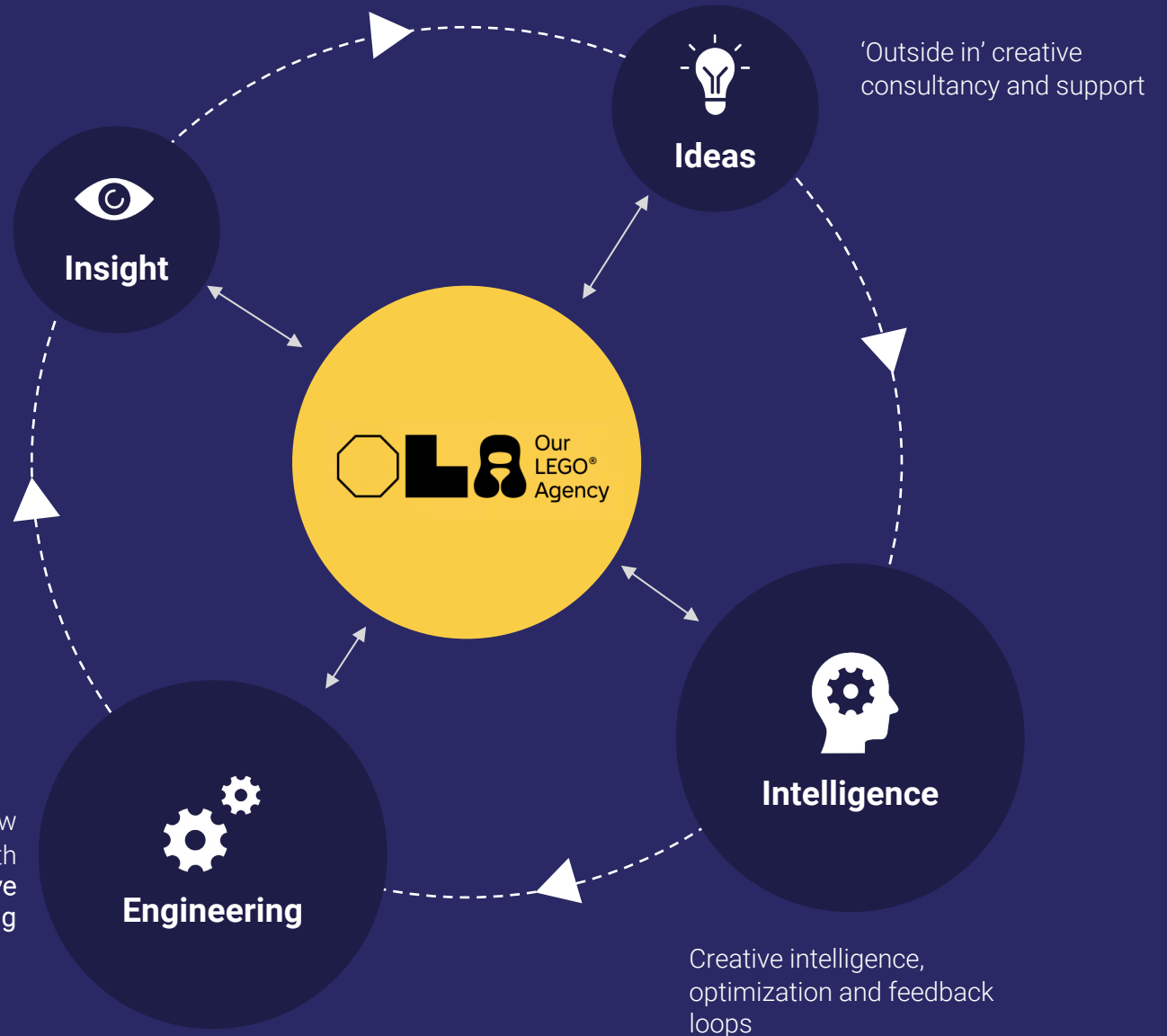


**GLOBAL BRAND GUARDIANS (HERO)**



# INTERPLAY WITH OLA

Inspire creative development with audience and cultural insight

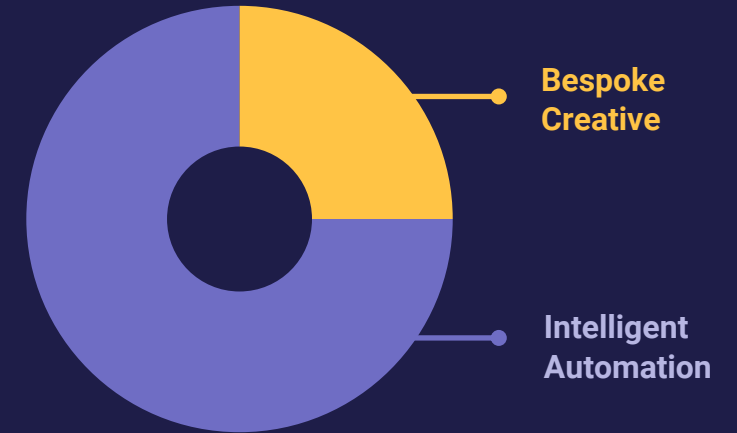


# THE RIGHT BLEND

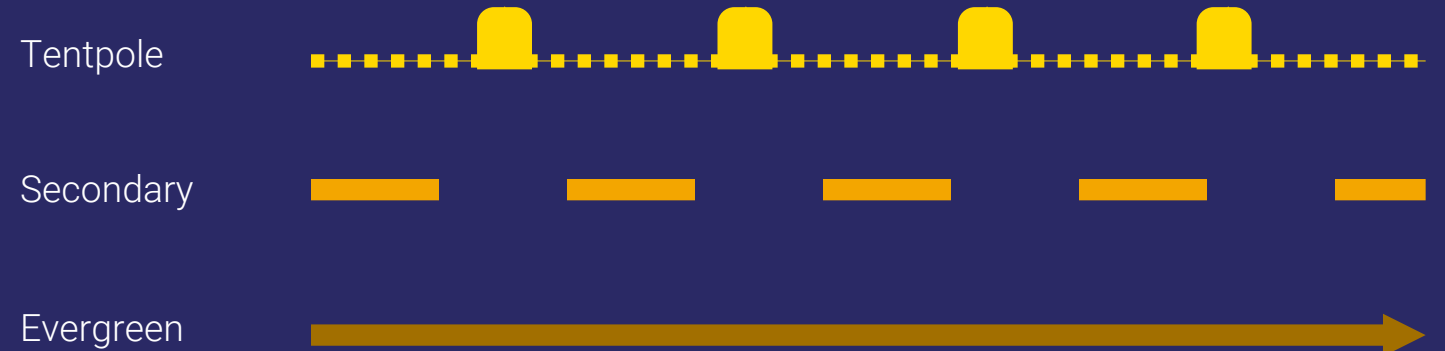
We have the **right team** with experts across our **flexible content solution, delivering** within a refined and governed content ecosystem for LEGO.

## THE MIX

Within any campaign there can be an opportunity for a mix of traditional and automated approach.



## CAMPAIGN TYPES



DEMAND GENERATION

**MEDIA  
ACTIVATION**



DEMAND CAPTURE

**CONTENT  
CREATION**

**MAKE MEDIA WORK HARDER BY BLENDING  
MEDIA AND CREATIVE TO DELIVER  
DYNAMIC CREATIVE PRODUCTION.**



A large LEGO structure resembling a train engine, built from brown and blue bricks, is the central focus. It sits on a dark brown base. In the foreground, a small LEGO minifigure with pink hair and a purple body stands on a dirt path, holding a blue instruction card. The background is a lush, green landscape with trees and a blue sky. The text is overlaid on the scene.

**BUILDING YOU**

# A MODERN CONTENT ENGINE

The LEGO Content Engine will be at the heart of the creative ecosystem, supercharging OLA's beautiful creative and ensuring brand integrity across all products and markets.

OUR  
**GROUNDING  
FOUNDATION**



**SCALE**  
WITH ELEGANCE

To produce design at a scale that meets  
brand criteria and integrity



**TRANSFORM BRAND**  
THROUGH ACTIVATION

Support with technology enabled to meet  
scale of demand and velocity



# YOUR BRAND IS AT THE HEART OF EVERYTHING WE DO.

## Foundations

Consistent application of layout ratios and structures create a recognizable balance across expressions of the master brand.

## Dimension & depth

The cutting edge of both the science behind our products, as well as the impact on people's lives have significance and depth.

## Refined typography

Personality-driven—type weight and typographic play determine copy choice.

## Consistency in color

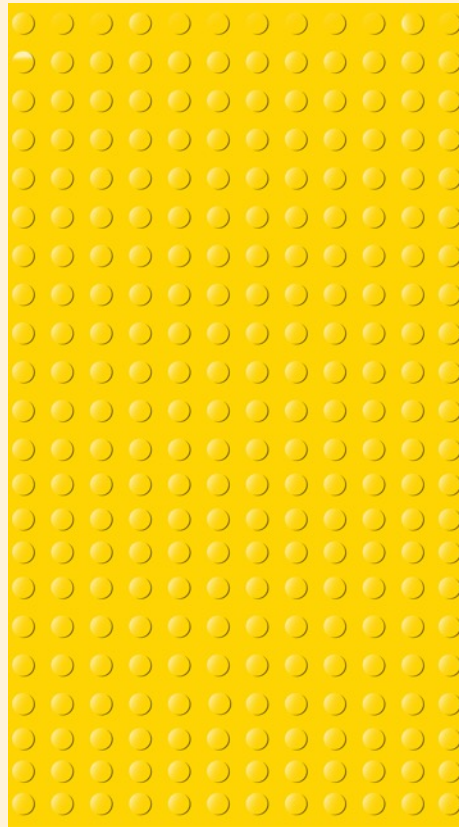
To leverage the ownability of your primary palette, application needs to be precise.

## Drive purpose

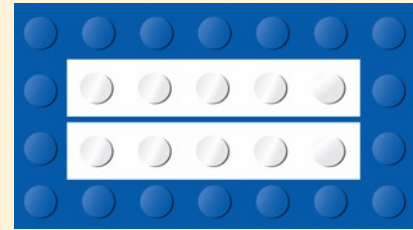
To deliver a consistent brand message, brand messaging must be included consistently. Simple as that.



# ADAPTIVE. SYSTEM.



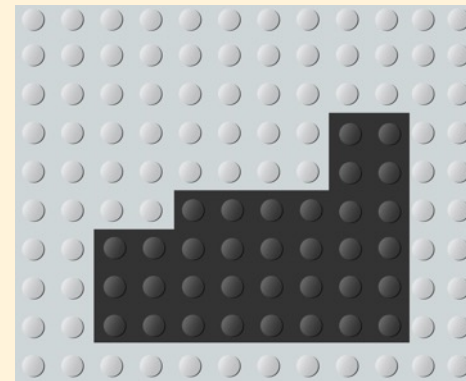
Background



Core message



Brand mark



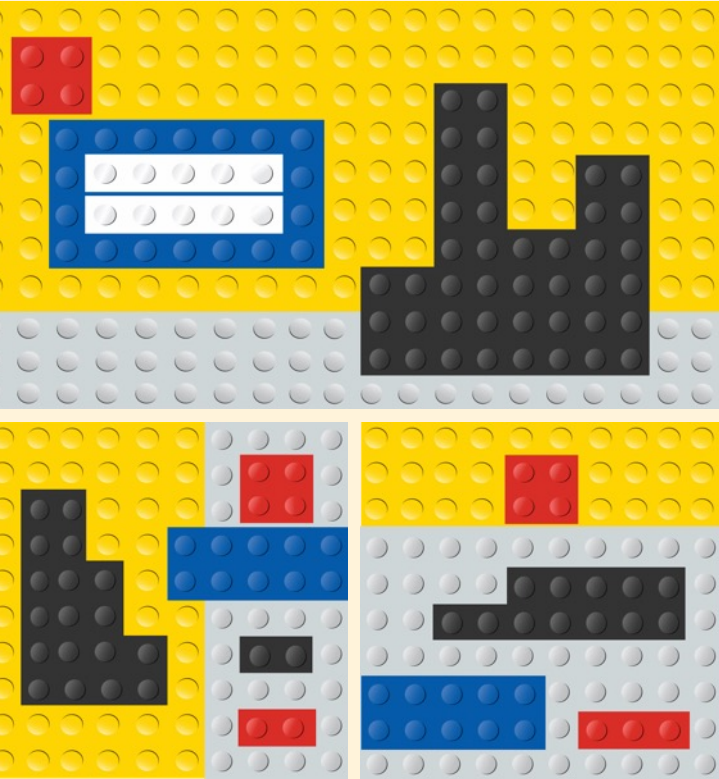
Hero assets



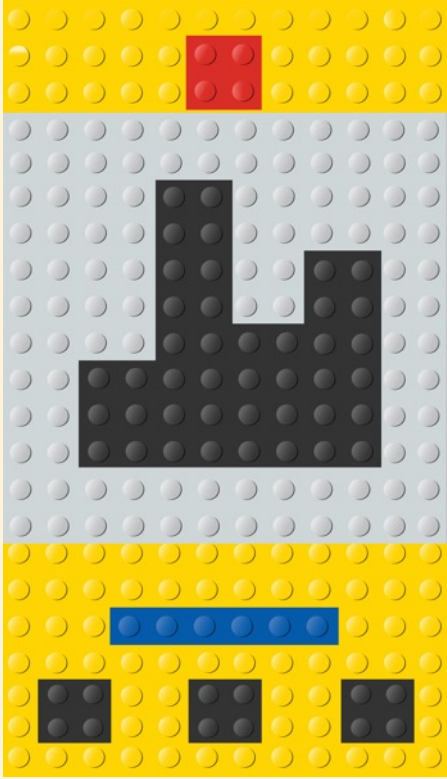
CTA

# OMNI-CHANNEL. BUILDING. BLOCKS.

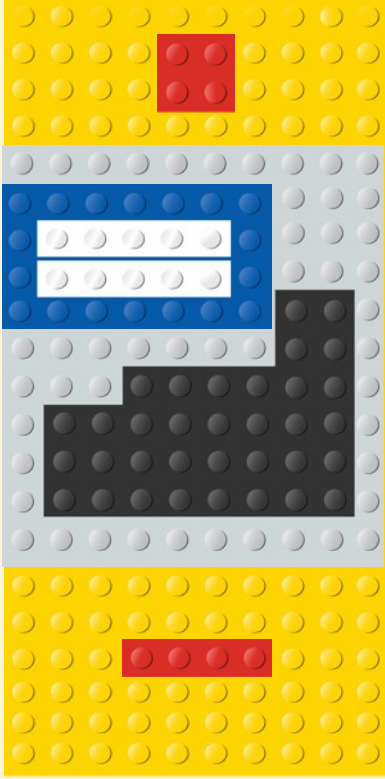
Programmatic video



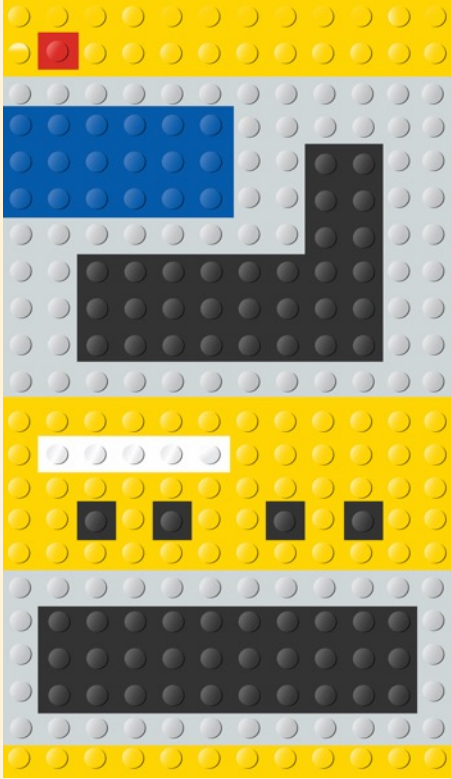
OOH



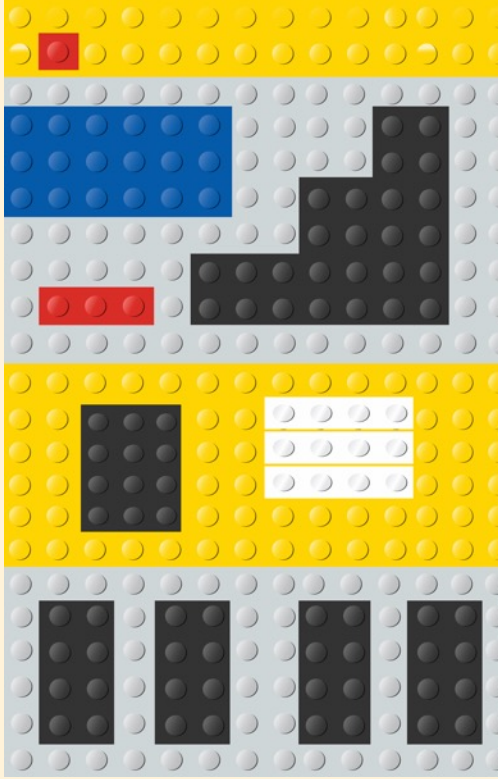
Social



CRM



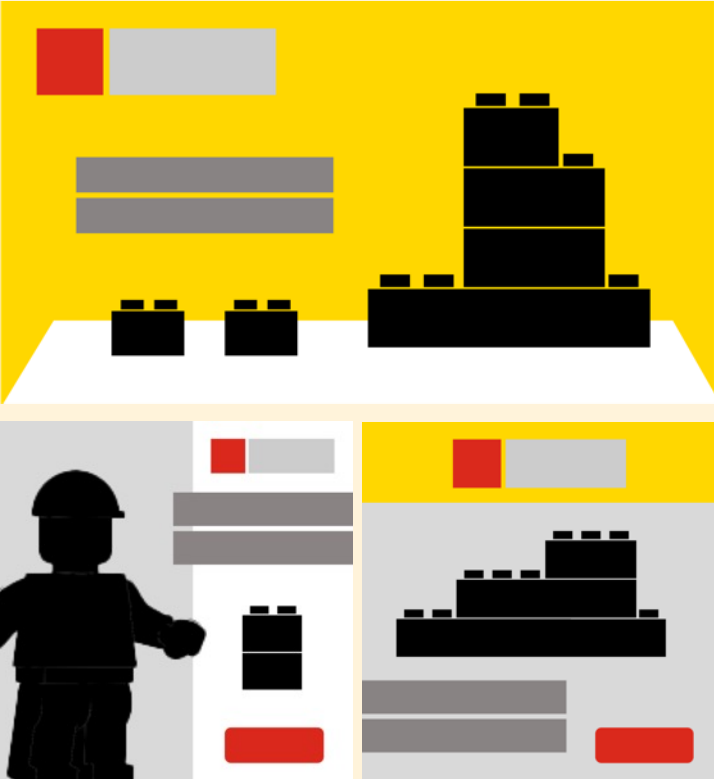
.com



Display

# BUILDING. YOUR BRAND.

Programmatic video



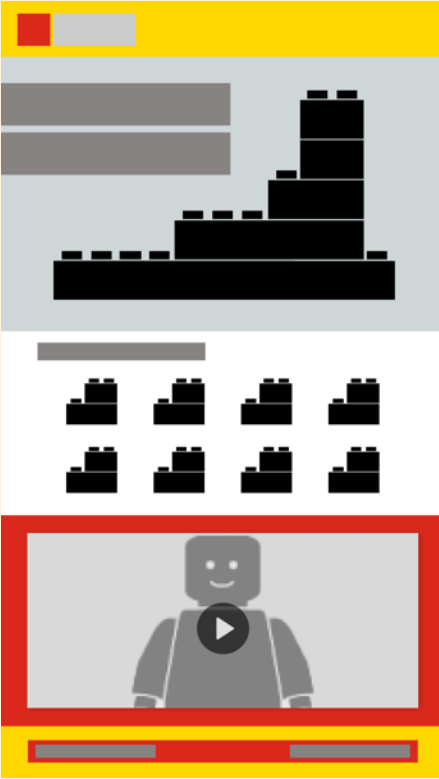
OOH



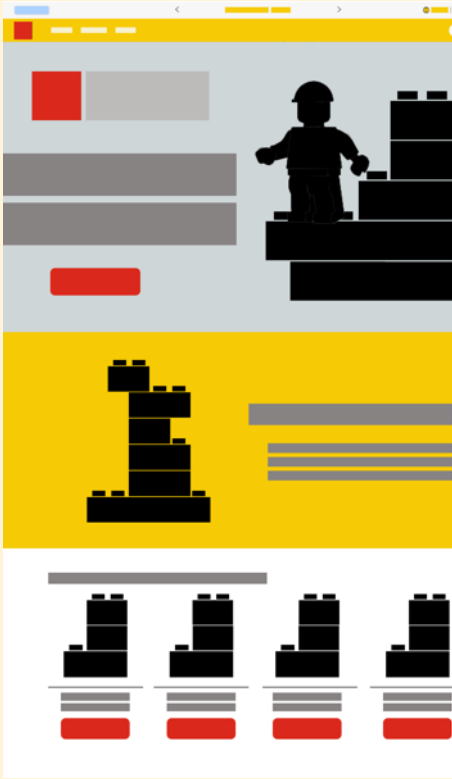
Social



CRM



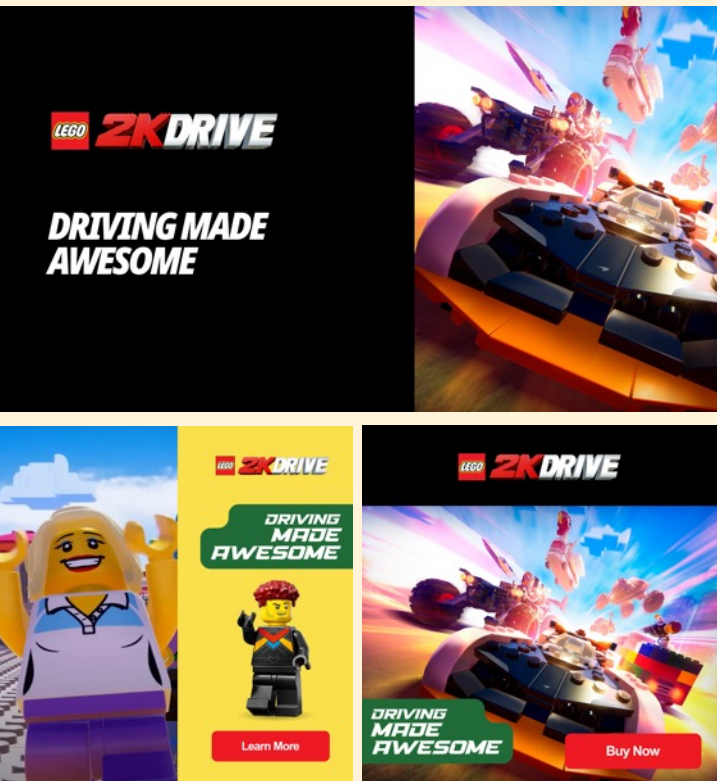
.com



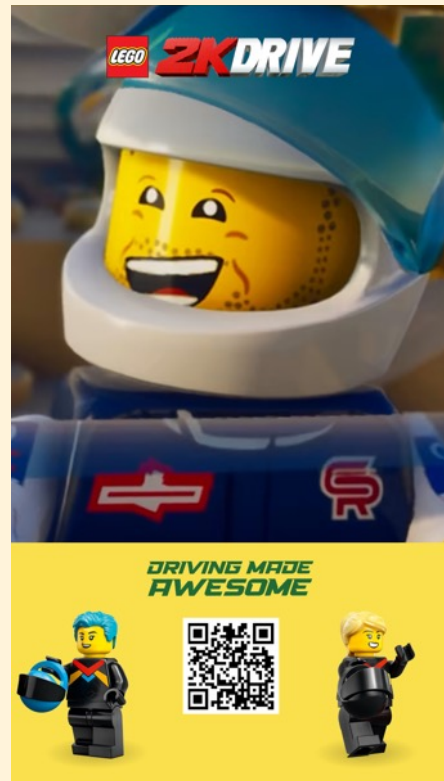
Display

# IN ALL THE CHANNELS.

Programmatic video



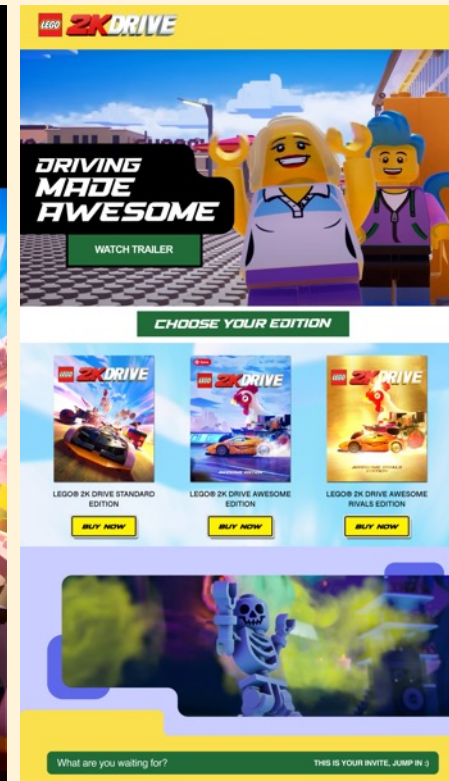
OOH



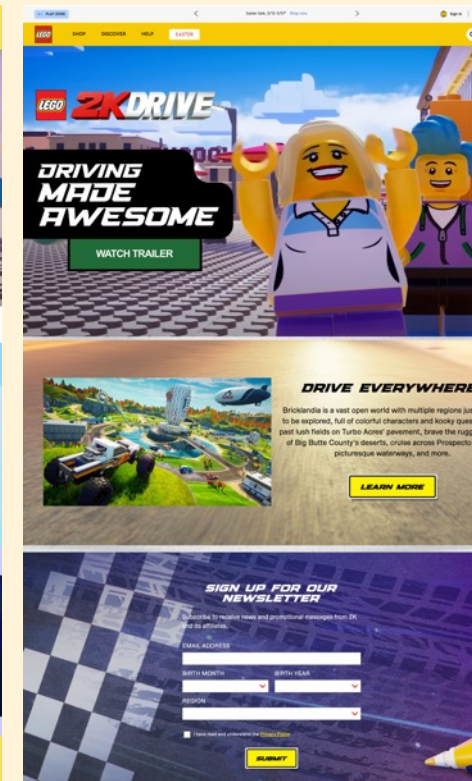
Social



CRM



.com



Display

# IN ALL THE LANGUAGES.



Programmatic video



Display

OOH



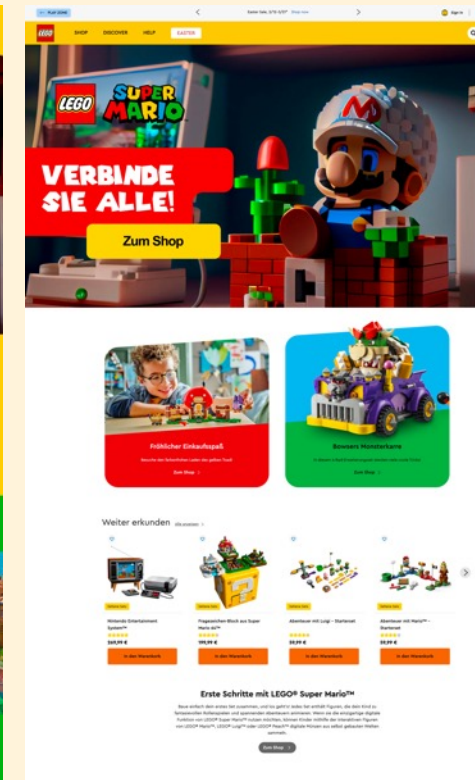
Social



CRM



.com



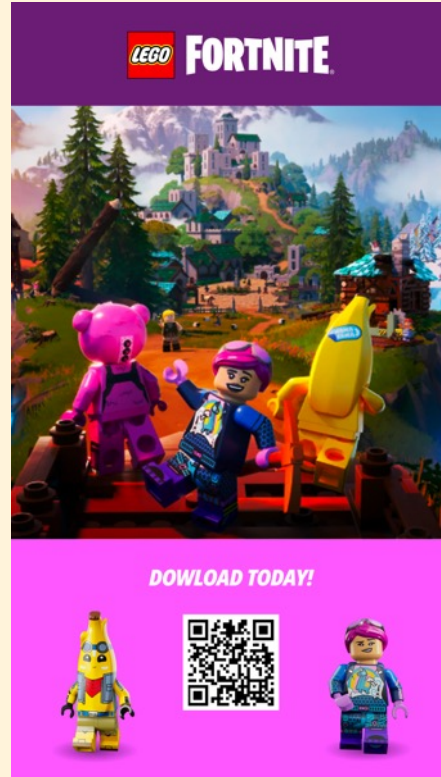
# FOR LAUNCHES.



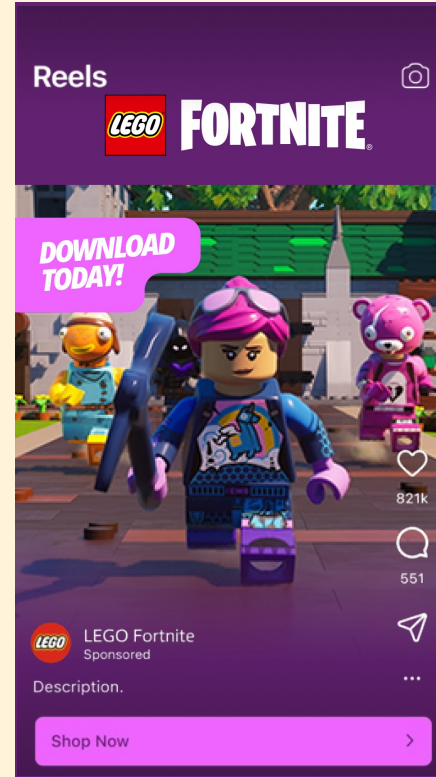
Programmatic video



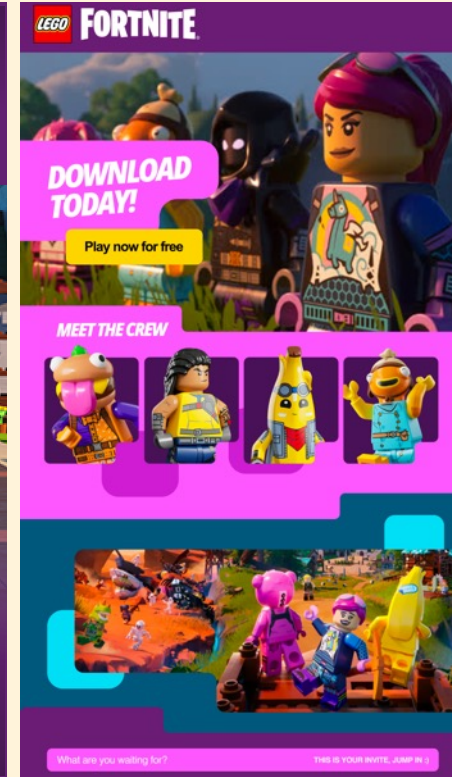
OOH



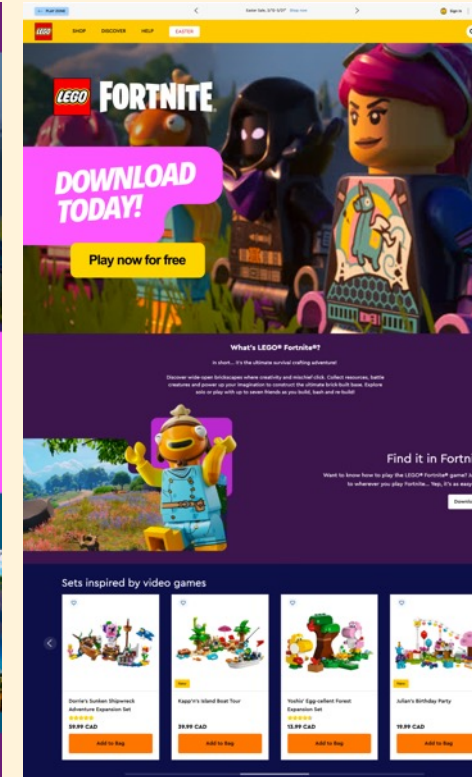
Social



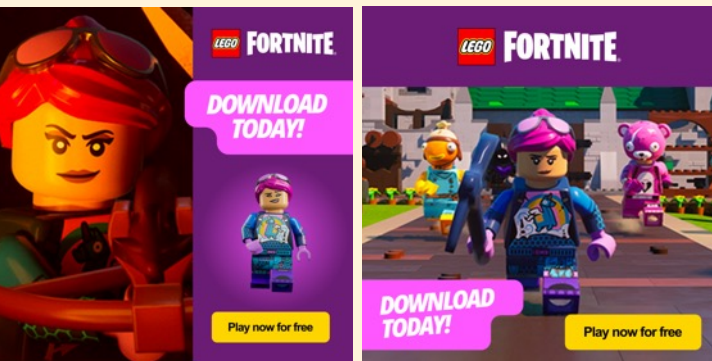
CRM



.com



Display





Programmatic video



Display

OOH



Social



CRM



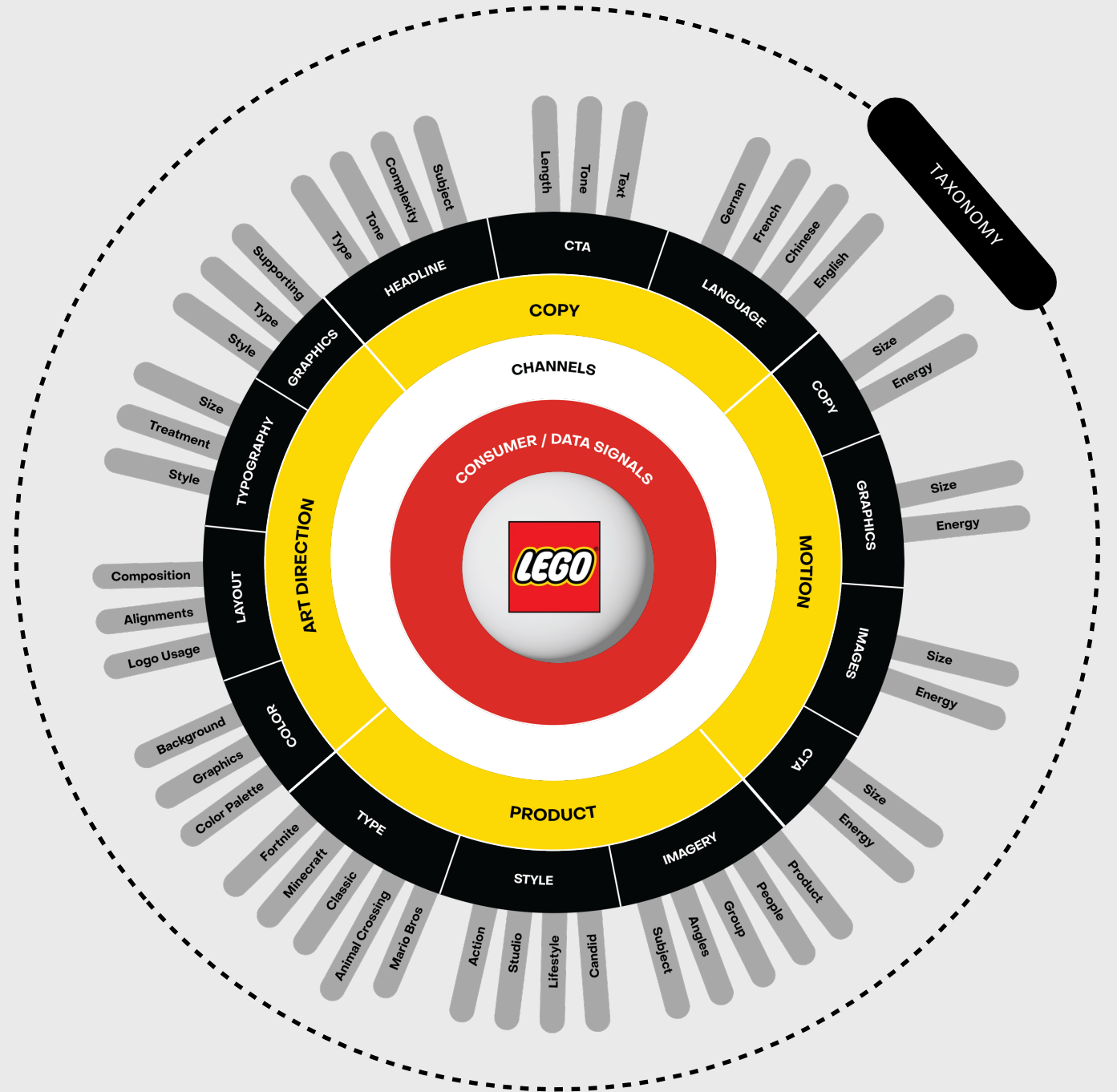
.com

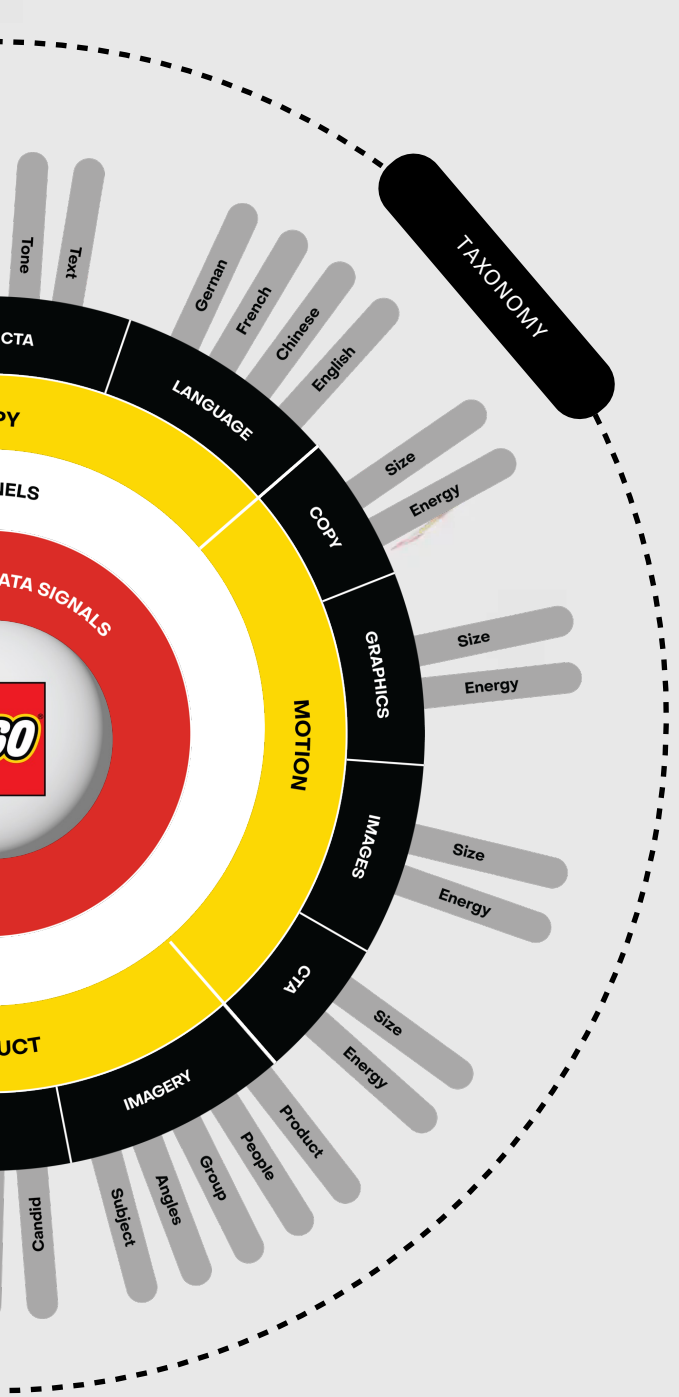


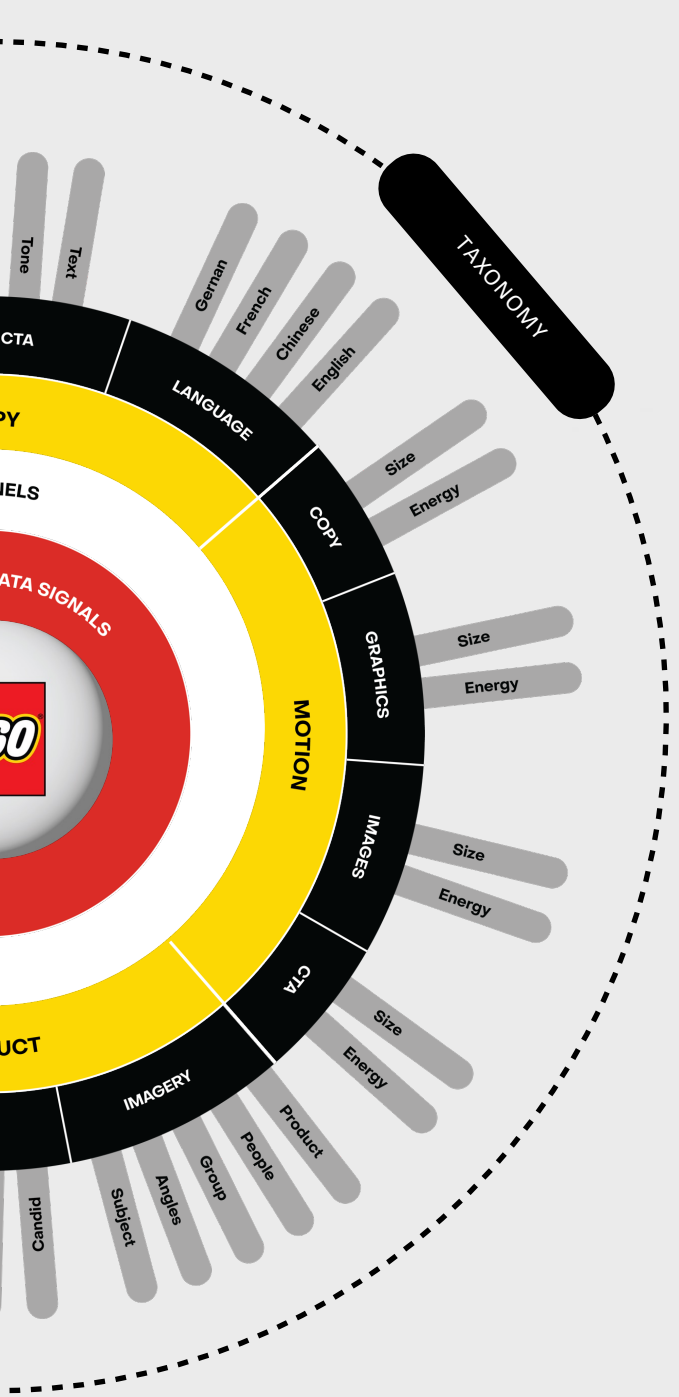


ATOMIC DESIGN, WITH INTELLIGENCE

# THE CREATIVE WHEEL







CREATIVE ID #291



CREATIVE ID #772



CREATIVE ID #2912 A



CREATIVE ID #3964A



CREATIVE ID #6914 A



CREATIVE ID #6912 A



CREATIVE ID #5934 A



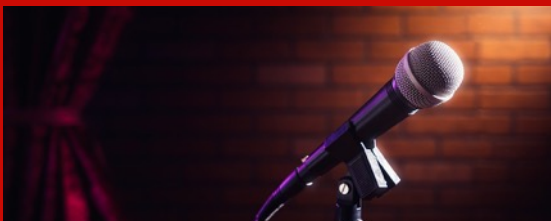
CREATIVE ID #8131 B



CREATIVE ID #8131 B







**I was a Stand up comedian  
(if you count dusty east London pub basements)**



**I learned how to bottle feed a 4-month old  
in a VW Camper Van in Copenhagen**



**I have one of the world's largest Pikachu's**



**I have traveled to over 75 countries**



**I used to play in metal bands**



**In a former life I trained elephants**



**I cycled 12,000 km last year**



**I was a cheerleader at the NFL World Bowl**



**I slept on a factory  
floor for a year**



**I am a classically  
trained ballerina**



**I've worked as a cook for a fast food chain called  
"red rooster" in Darwin, Northern Territory,  
Australia**



**I've gone bungee  
jumping in NZ**



**I used to live in  
Venezuela**



**Both of my half-brothers were  
born on St. Patrick's Day**

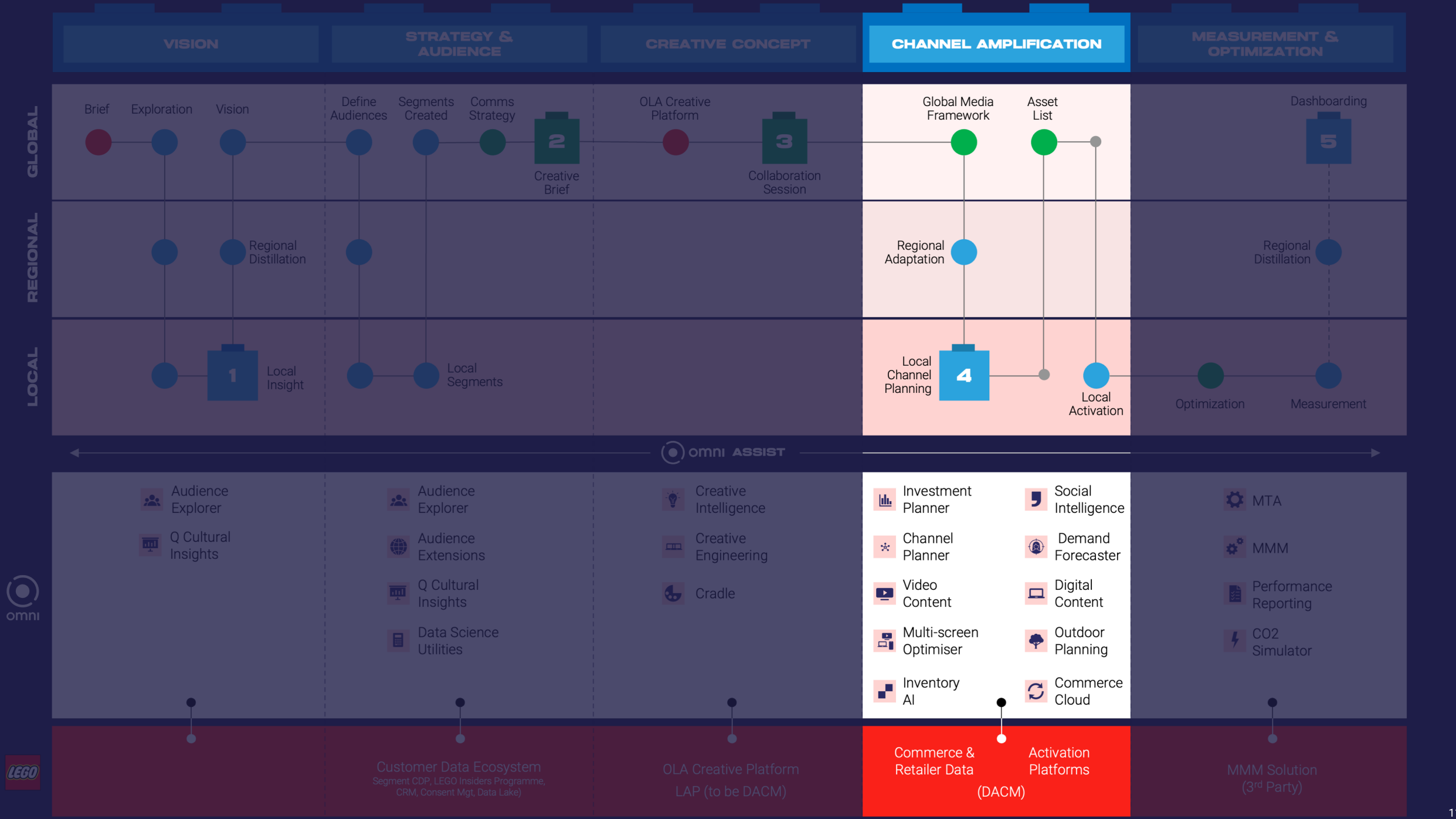


**I've been a Formula 1 aficionado before  
I could even spell the Formula 1**

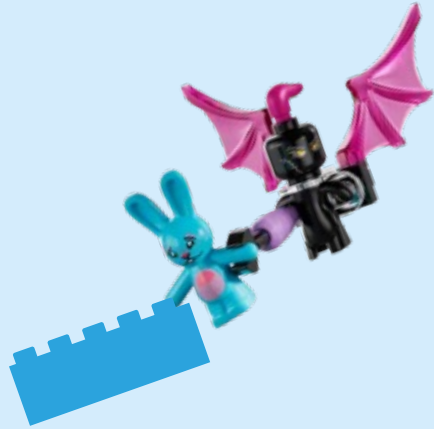
**04**

**CHANNEL  
AMPLIFICATION**





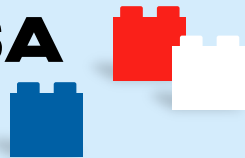




**PLAY FOR**

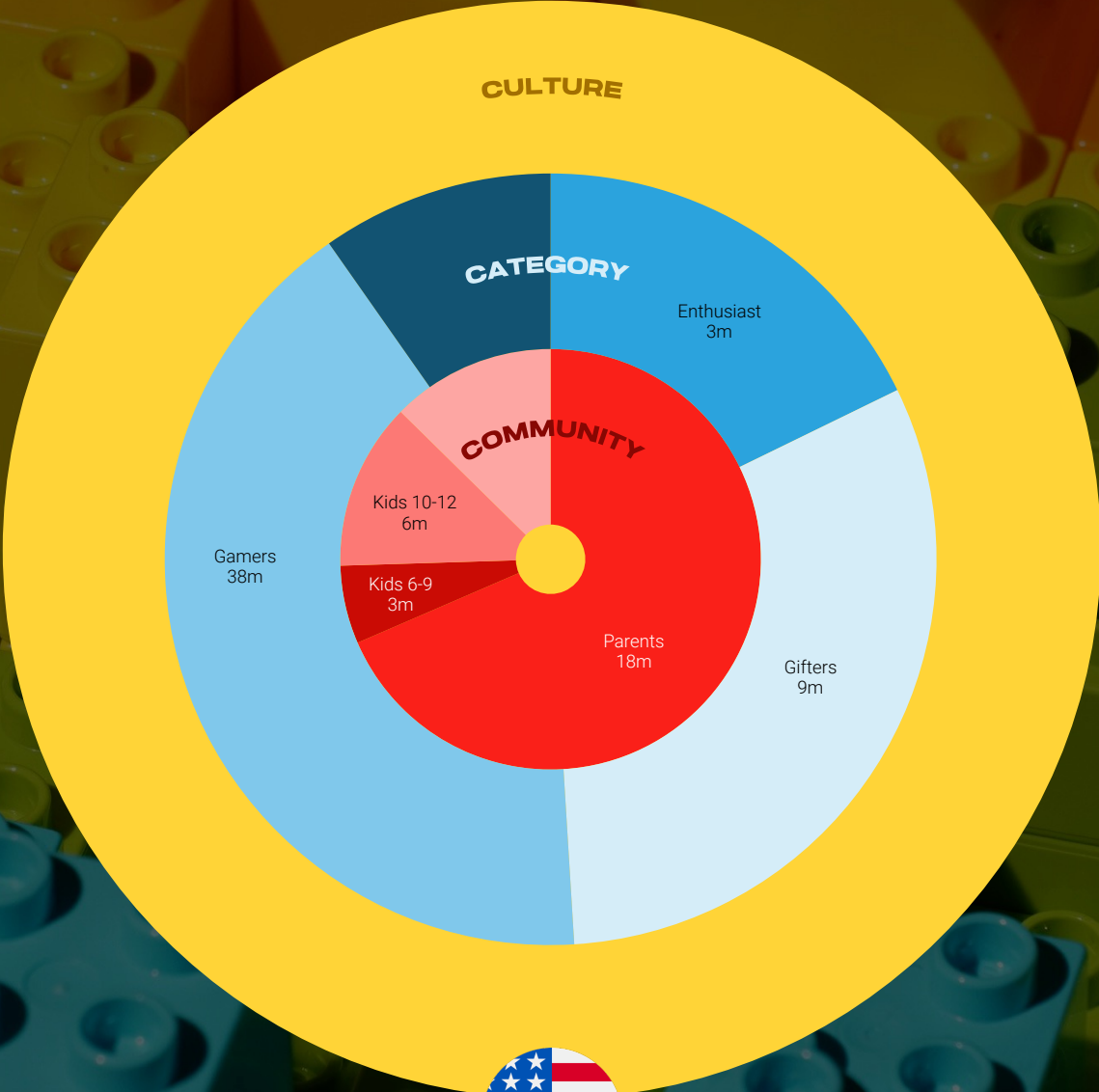
**BETTER**

**IN THE USA**



# PLAY FOR BETTER IN **COMMUNITY** IN THE USA...

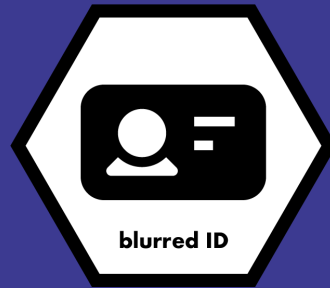
...And use them to ideate  
a US-specific activation





## **PLAYFUL EMPOWERMENT**

Games / video games are the top two topics 6–12-year-olds talk about with friends



## **EVOLVING STATUS QUO**

Reading is the 2nd most popular activity with after video games, and girls read at a higher rate than boys



## **CONNECTED CUSTOMS**

US parents are losing trust in tech companies and blame them for making parenting harder.

# USA INSIGHTS IN COMMUNITY

## **PLAYBOX**

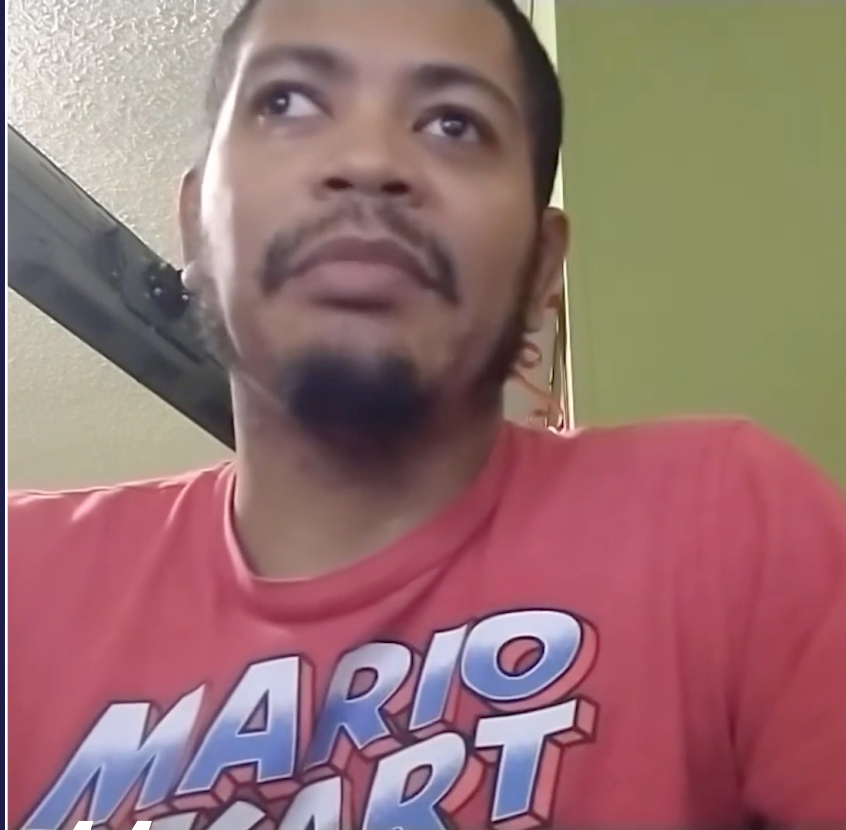
Qualitative research adhering to the PLAYBOX safety principles

**1 QUALITATIVE**

**2 QUANTITATIVE**

**3 ACADEMIC RESEARCH**

**4 DIGITAL RESEARCH**



The benefits of LEGO are creativity... building things makes her think outside the box.

**DAD | AGE 38**



I like to play with LEGO because you get to be creative... we like to do building projects at school.

**GIRL | AGE 8**





**BUILDING THE**

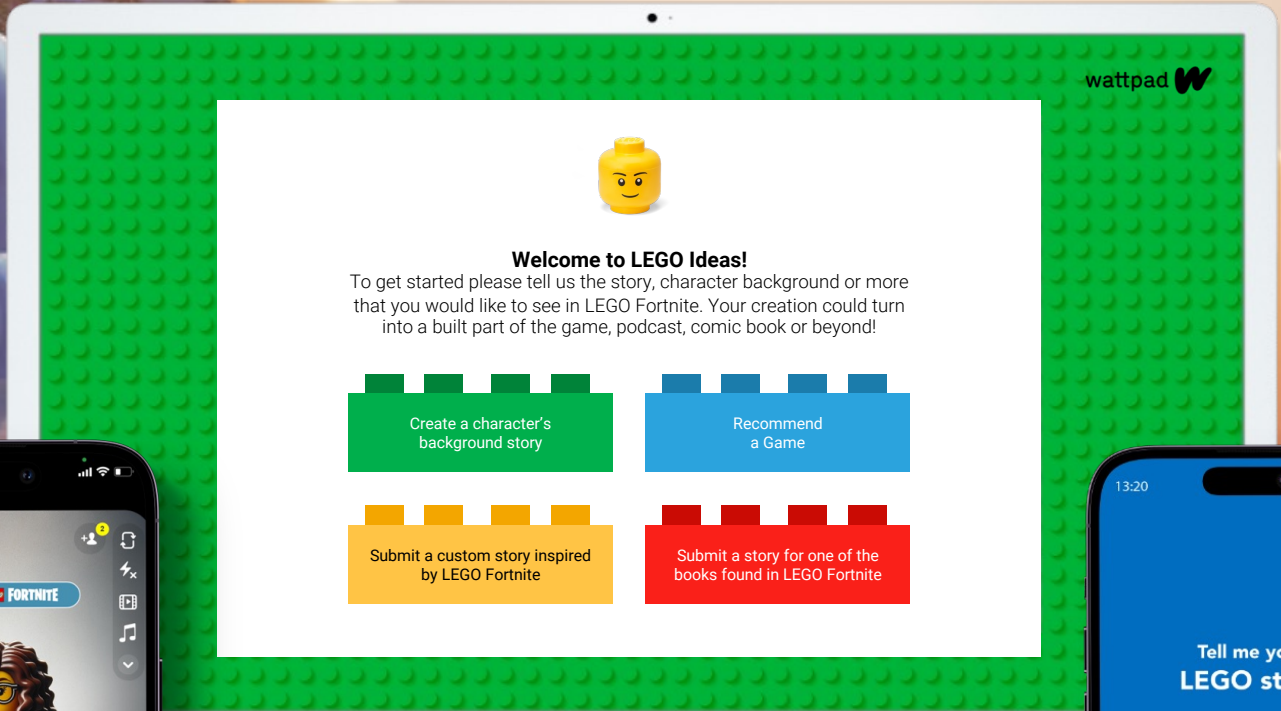
# **LEGEND OF LEGO FORTNITE**

Create a LEGO Fortnite universe which transcends the gaming platform, building an engaged creative community



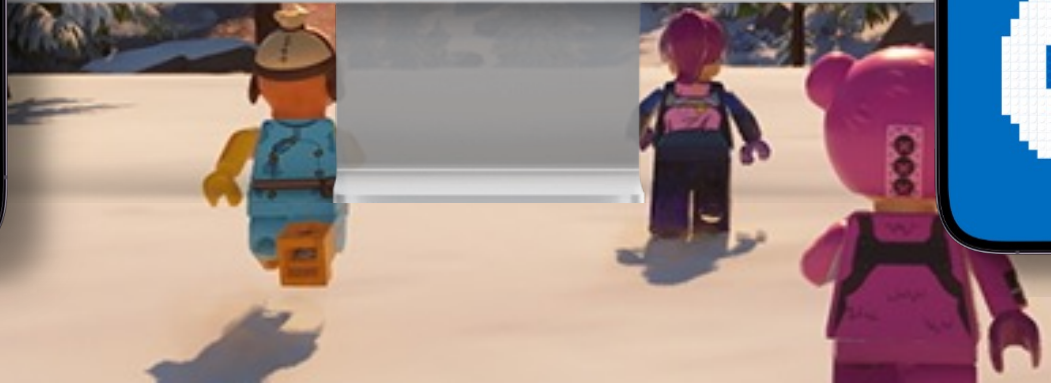
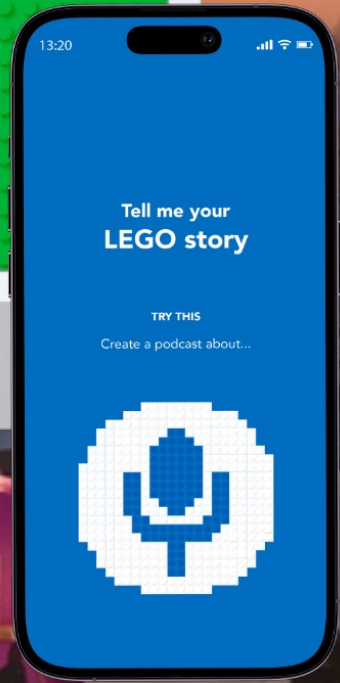
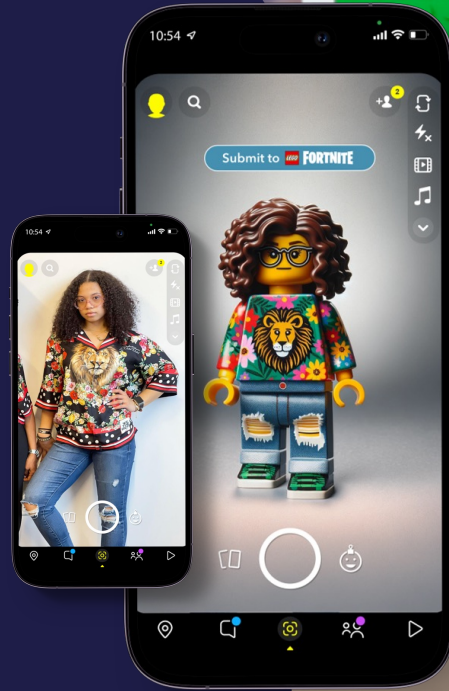
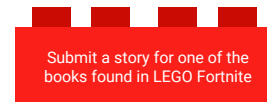
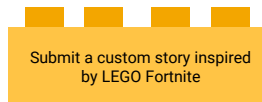
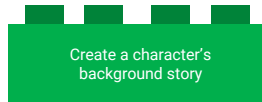
# BUILD THE LEGEND OF LEGO FORTNITE

Keep them building an ever-expanding universe



## Welcome to LEGO Ideas!

To get started please tell us the story, character background or more that you would like to see in LEGO Fortnite. Your creation could turn into a built part of the game, podcast, comic book or beyond!





# HOW LEGEND OF LEGO FORTNITE **COMES TO LIFE**

## OWNED

Fully engage existing LEGO  
community platforms

---

Bring to life in physical  
stores (LEGO Fortnite  
Cosplay station)

---

Support across digital estate

## EARNED

Amplify through social profiles  
with bespoke contests

---

Promote across LEGO owned  
video content on YouTube

## SHARED

Leaned in support from EPIC  
due to mutual benefit

---

Additional amplification  
(beyond standard paid media)  
from primary platform partners

## PAID

High impact x high reach

---

Innovative use of  
creators/influencers

---

Build into dynamic creative  
approach

# INFLUENCER

Leveraging Omni Audiences to Generate Participation & Attribution through precise community targeting



**CHRISTINE RICCO**

Writer, Blogger, BookTube Pioneer



**KARL JACOBS**

Gaming Streamer, Writer, Creativity

**95.2%** MATCH

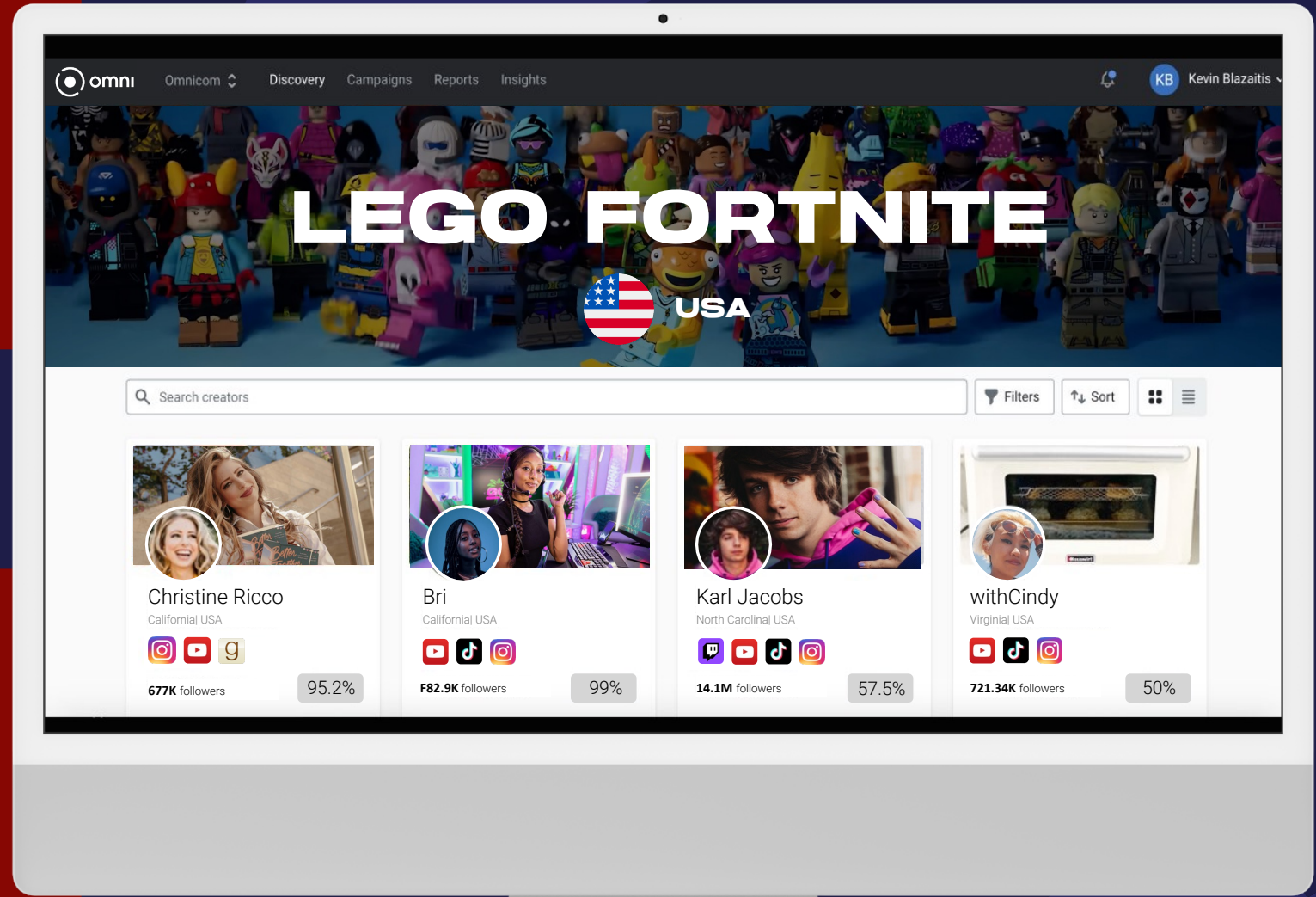
goodreads YouTube

**100K** Followers **440K** Followers

**55%** MATCH

YouTube Twitch

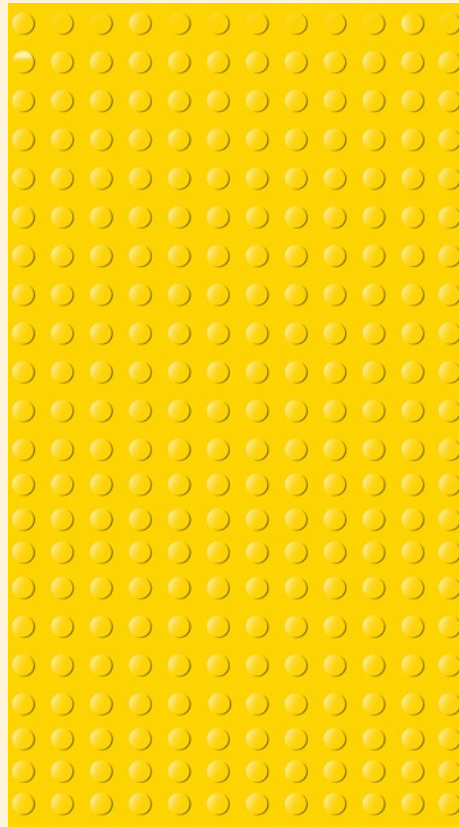
**4.5M** Followers **3.7M** Followers



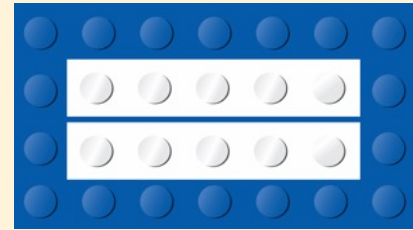




# ADAPTIVE. SYSTEM.



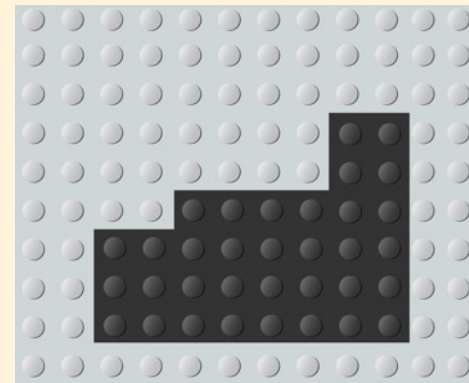
Background



Core message



Brand mark



Hero assets

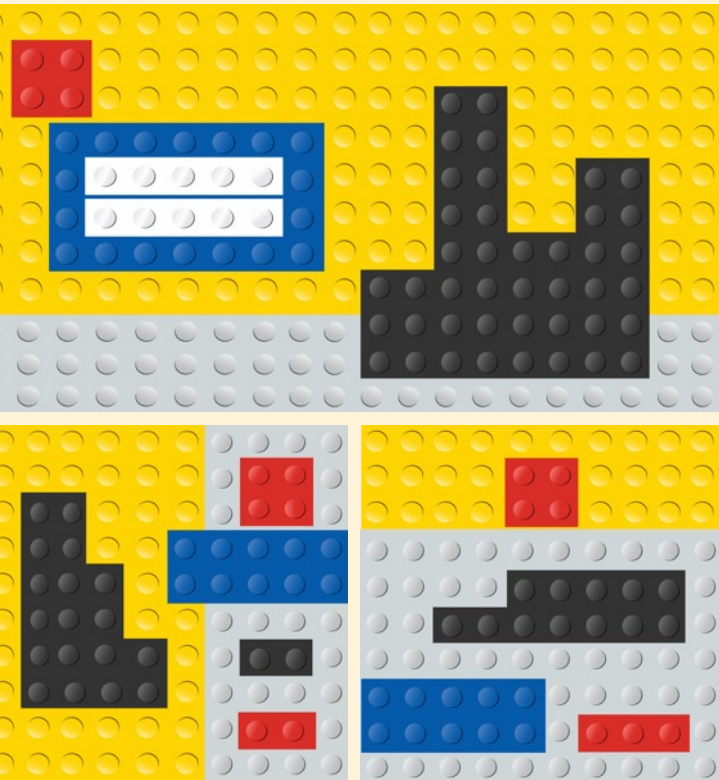


CTA

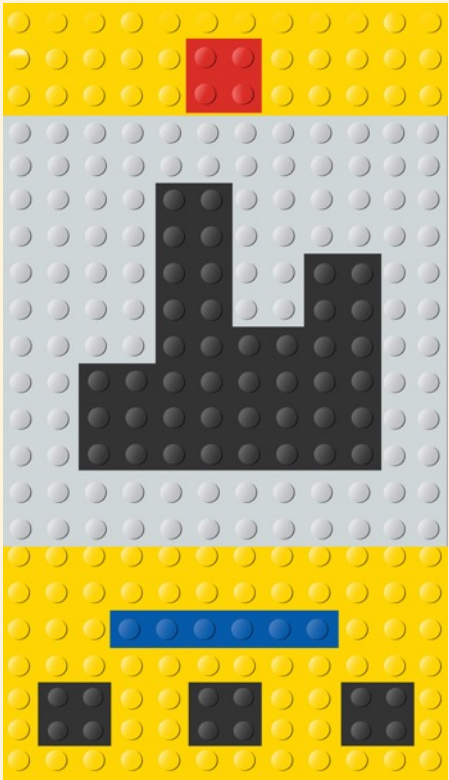
# OMNI-CHANNEL. BUILDING. BLOCKS.



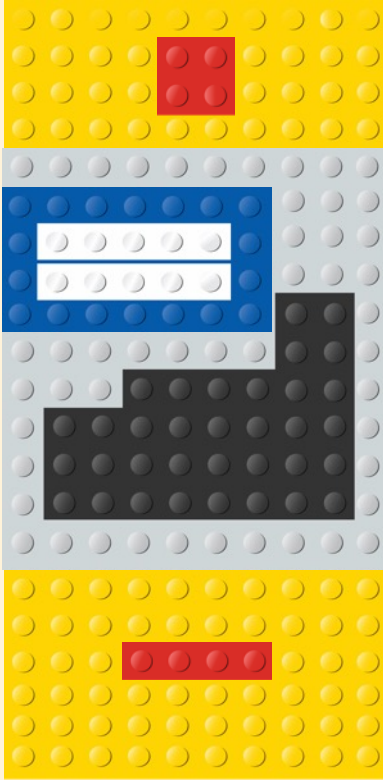
Programmatic video



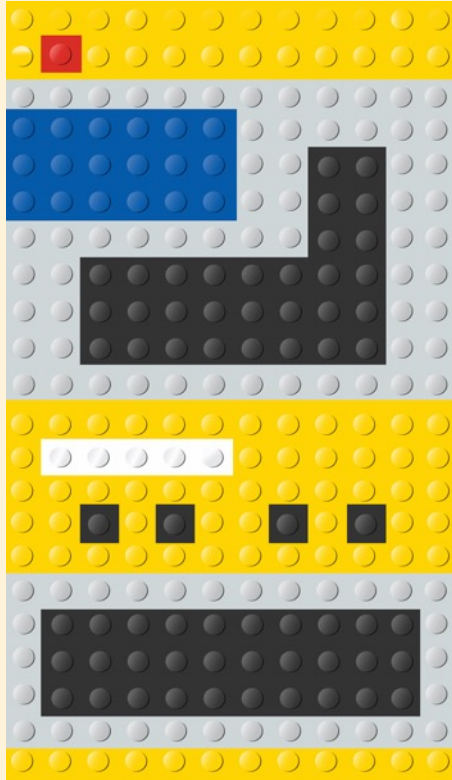
OOH



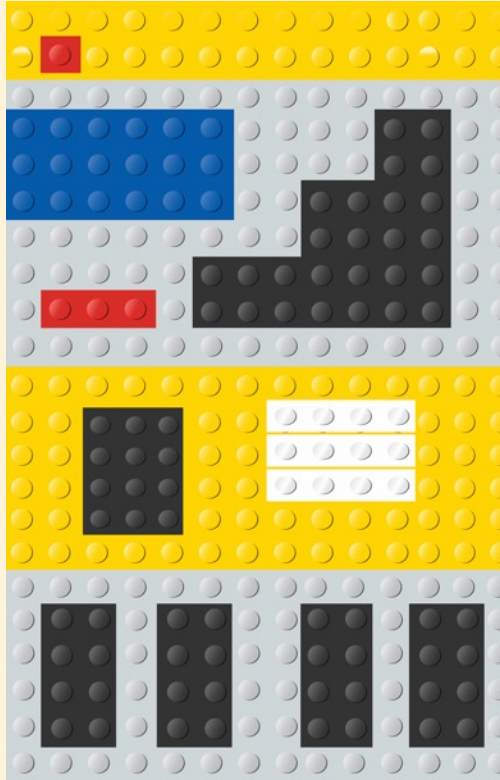
Social



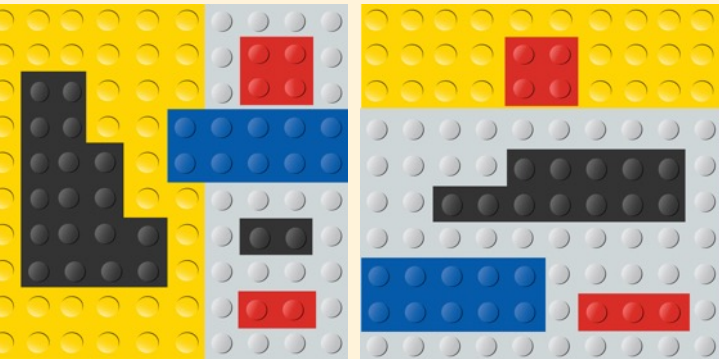
CRM



.com



Display



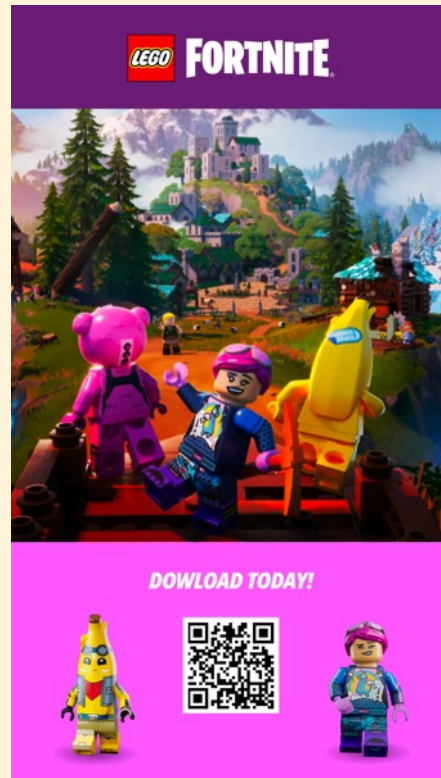
# FOR LAUNCHES.



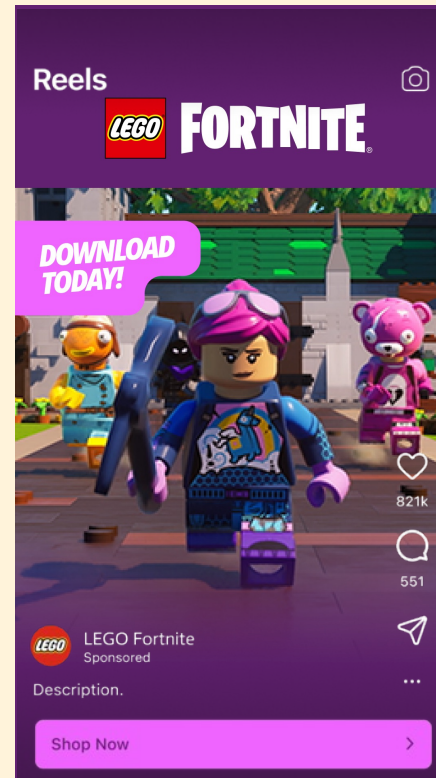
Programmatic video



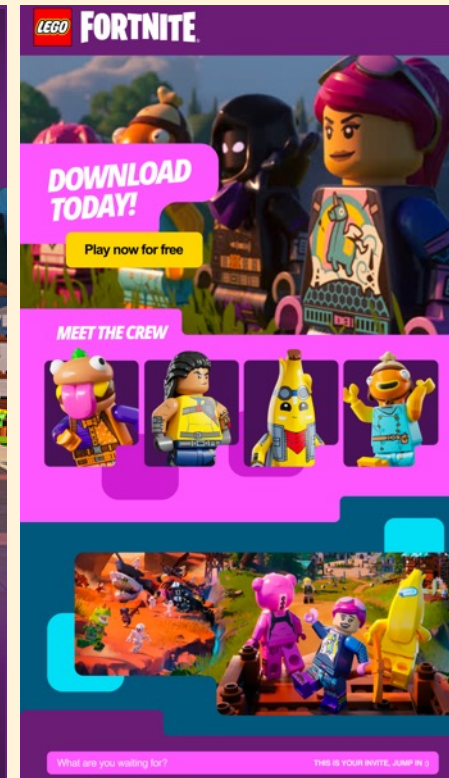
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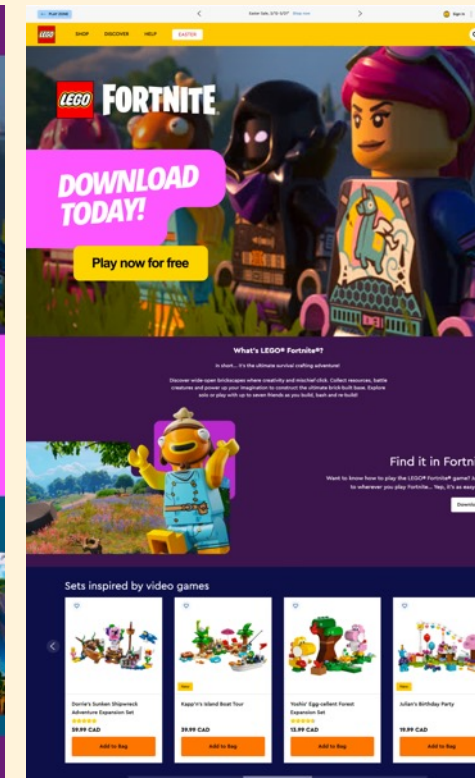
Social



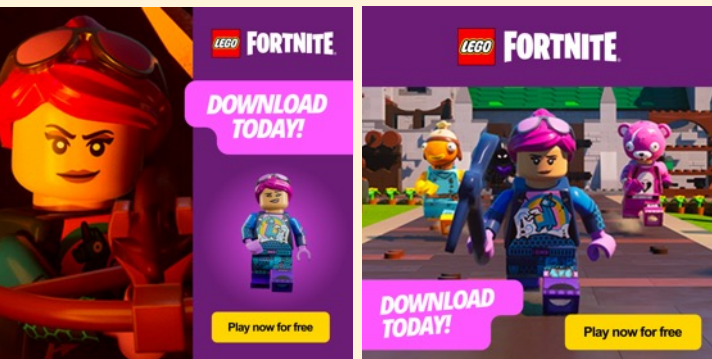
CRM



.com

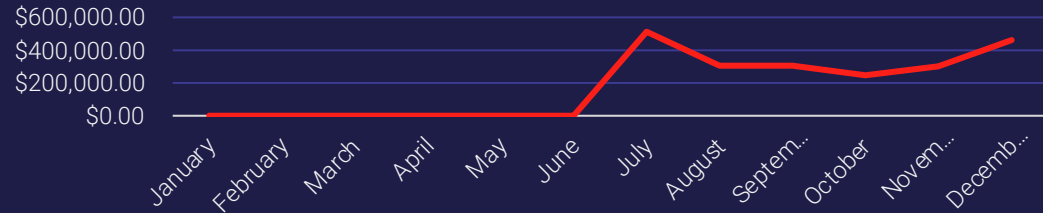


Display



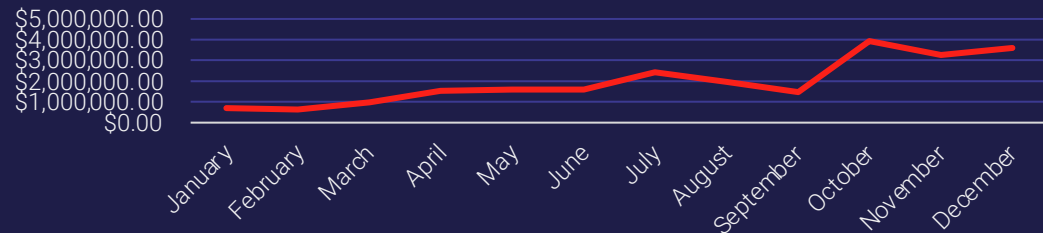
# USA MEDIA PLAN SCHEMATICS FOR THE LEGEND OF LEGO

## STIM FILTER



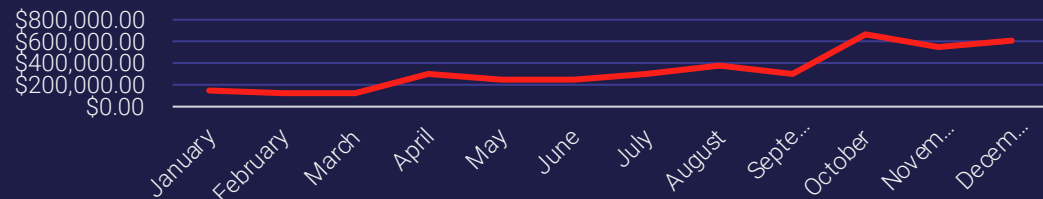
TOTAL SPEND: \$2,760,000

## LEGEND OF LEGO



TOTAL SPEND: \$23,710,000

## RETAIL



TOTAL SPEND: \$3,990,000

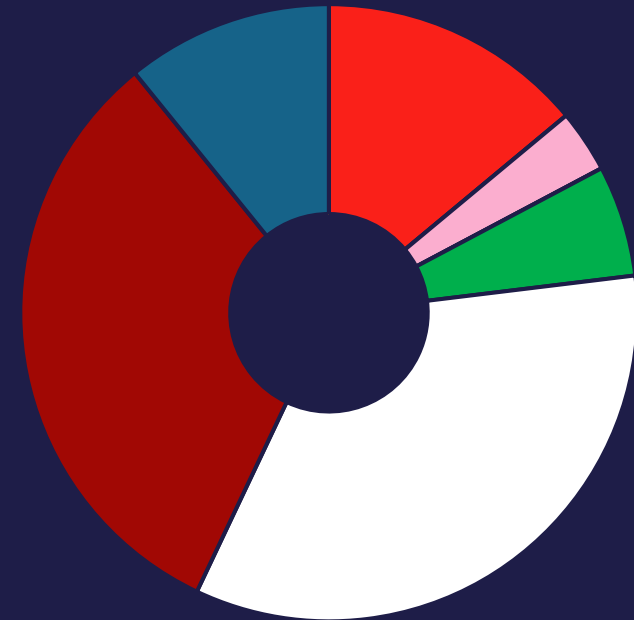
**BUDGET:** \$ 30,460,000

**REVENUE:** \$327m

**ROI:** 10.74

**MROI:** 4.38

- TV
- VOD
- OOH
- YOUTUBE
- SEARCH
- SOCIAL
- DISPLAY & VIDEO
- AUDIO (DIGITAL)
- RADIO (OFFLINE)
- PROMOS
- IN-APP



**CARBON IMPACT:** 170k kg

**CARBON OPTIMIZATION REDUCTION:** 25%



# WHY WE LOVE THIS PLAN



## EMPOWERS PLAY

Enables an unprecedented level of participation in the LEGO universe



## NEW MEDIA REAL ESTATE

Co-Creating breakthrough media experiences that don't feel like traditional media, to drive attention and engagement



## EXPANDS LEGO FORTNITE ENTRY POINTS

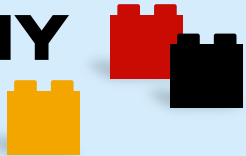
Creating new points of entry into the LEGO Fortnite universe that leans into



**PLAY FOR**

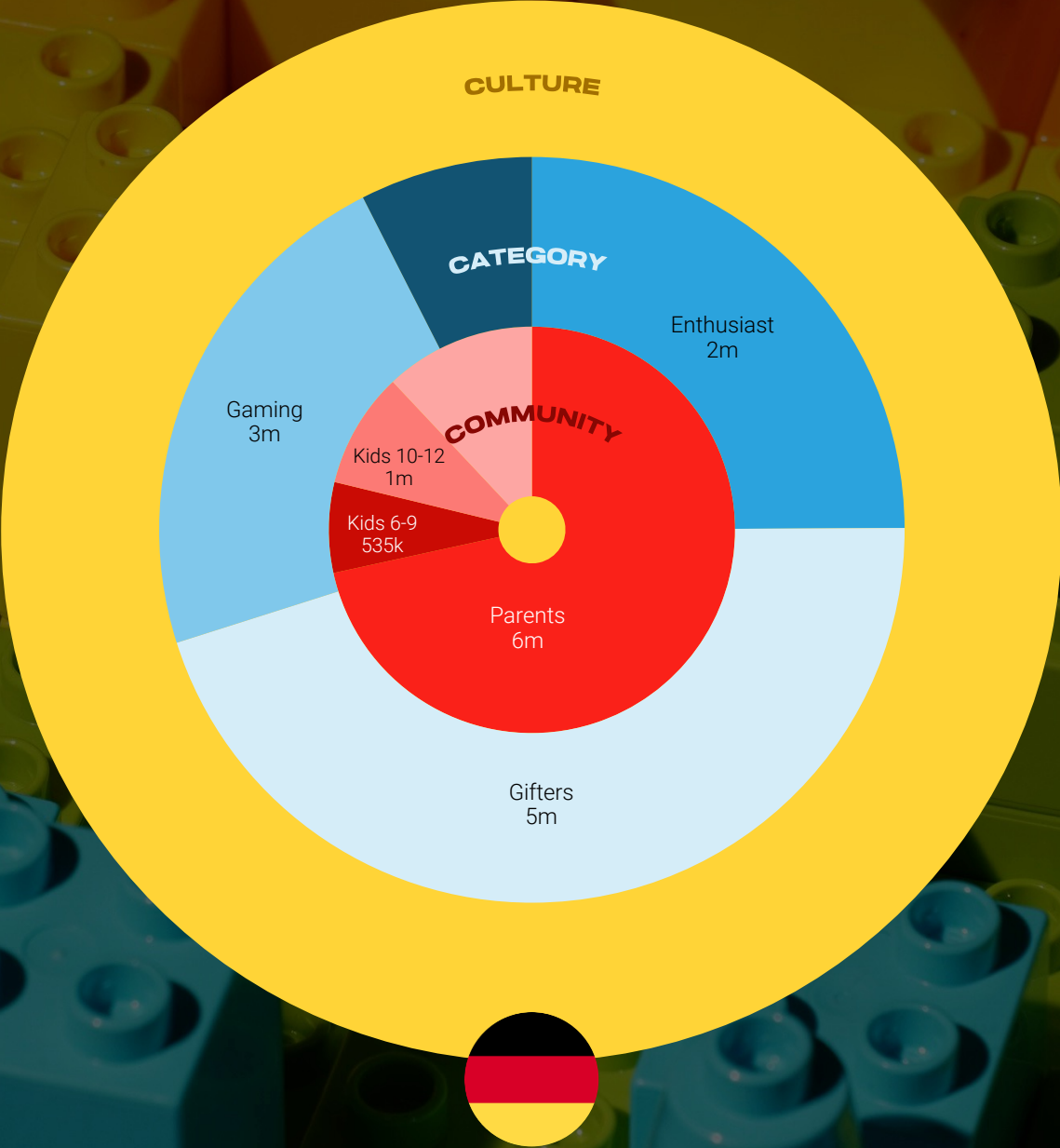
**BETTER**

**IN THE GERMANY**



# PLAY FOR BETTER IN **CATEGORY** IN GERMANY...

...And use them to ideate a  
German-specific activation



# HEARING FROM PARENTS IN GERMANY



“

we try to limit video game time during the week, sometimes completely

**DAD | AGE 51**



is that children can learn something.

“

I like learning games. That's why I always want to know before she plays a game

**MOM | AGE 37**



# OMNI INFORMS CATEGORY INSIGHTS IN GERMANY



## MIA

38 years old  
3 children:  
12M, 6F, 4M

## KEY NEED STATES

Balance of physical and digital play

## ACTIONS

Mia's son keeps asking her about playing Super Mario on Nintendo Switch he's heard about on the playground

Unsure about suitability, Mia asks other parents for advice and researches online

As she continues to research, she questions whether she wants Felix to spend more time with screens

She's targeted with a social ad for LEGO Mario Bricks & signs up to LEGO Insiders to keep updated

Mia waits for the next holiday to surprise Felix and purchases from LEGO.com

Felix and his siblings play with LEGO Mario bricks

Felix creates his own world and stories with LEGO Mario characters and explores and builds together with his friends

Mia talks to other parents about her experience with LEGO Mario

Mia registers her set on LEGO Insiders and receives further comms around new IPs and younger children's game

Mia buys expansion packs for LEGO Mario to help expand his Mario world

# AUDIO PLAYS AND STORYTELLING FOSTERS CHILD DEVELOPMENT



**83%**

**KIDS IN GERMANY  
GROW UP WITH  
AUDIO PLAYS**



**80%**

**PROVIDE  
ENTERTAINMENT  
AND FUN**



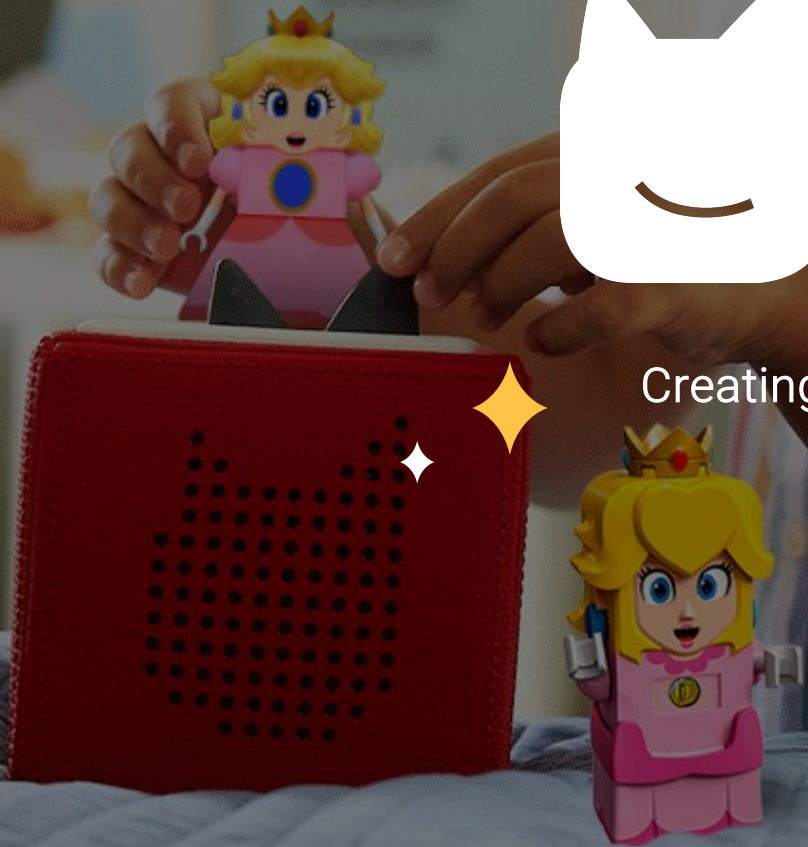
**82%**

**STIMULATES  
IMAGINATION AND  
CREATIVITY**



tonies<sup>®</sup>

Creating Audio adventures through creative brick play





Children have become  
less creative while playing with physical toys.

**AT THE SAME TIME**  
**AUDIO CONTENT**  
**FOR CHILDREN IS HIGHLY RELEVANT**



# LEGO X TONIES

Establish LEGO gaming franchises such as Super Mario and Minecraft to generate interest for the physical products through audio storytelling on Tonies.



**SUPER MARIO**

**MINECRAFT**

# HOW TONIES COMES TO LIFE



## OWNED

Cross-sell to existing Game  
IP brick buyers

---

Leverage CRM to drive LEGO  
Insider sign up

---

Onsite personalisation

## EARNED

Use PR and social channels to  
spark exploration of the  
partnership

## SHARED

Leverage Tonies O+E to push  
the collaboration

---

Extend promotion to on-pack  
across other Tonies products

## PAID

Innovative audio approach

---

Reach parents and kids  
in parallel

---

Always on performance  
engine room

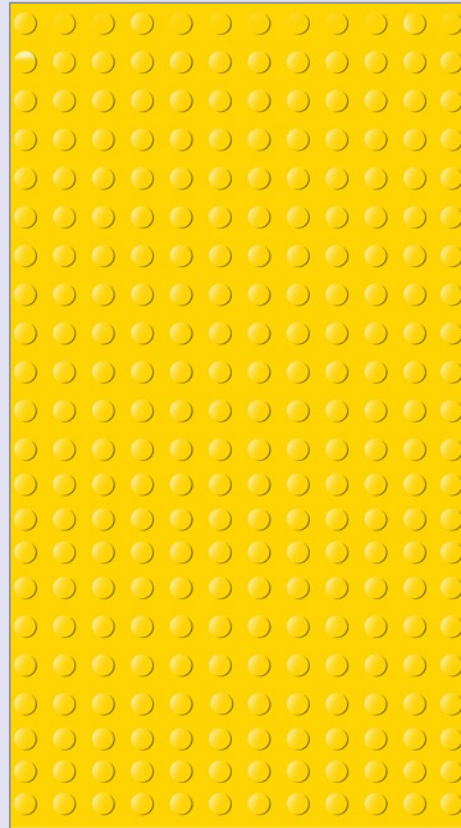


# DRIVING SCALE AND REACH

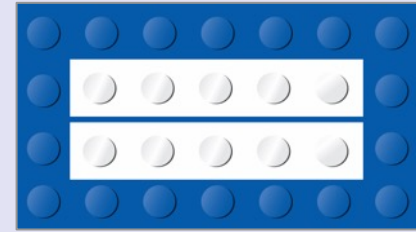
Using personalization to drive account sign-ups and purchase



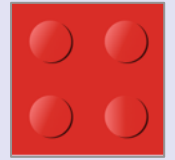
# ADAPTIVE. SYSTEM.



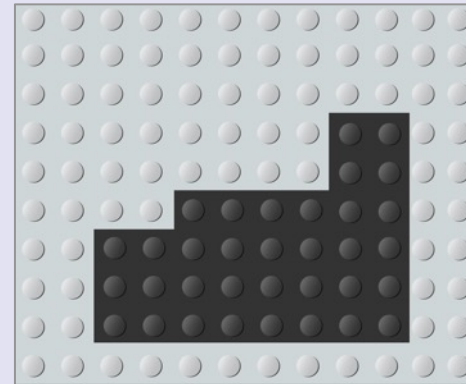
Background



Core message



Brand mark



Hero assets



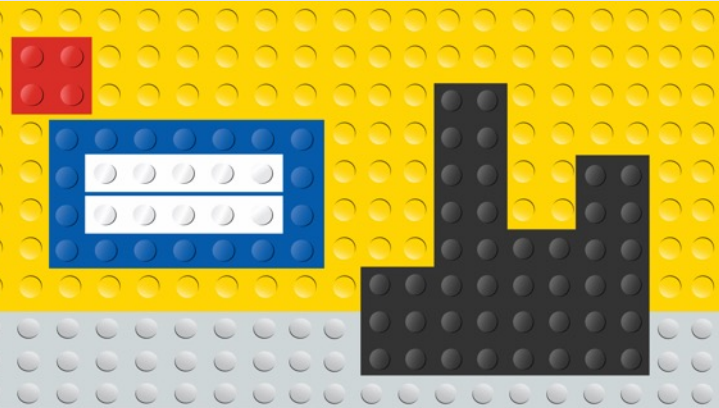
CTA



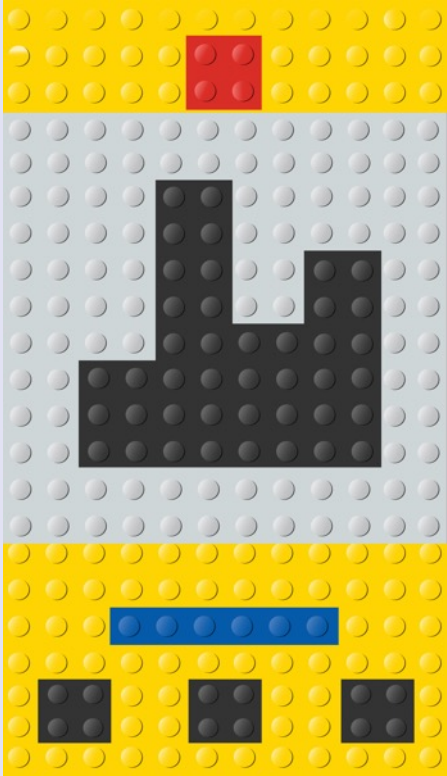
# OMNI-CHANNEL. BUILDING. BLOCKS.



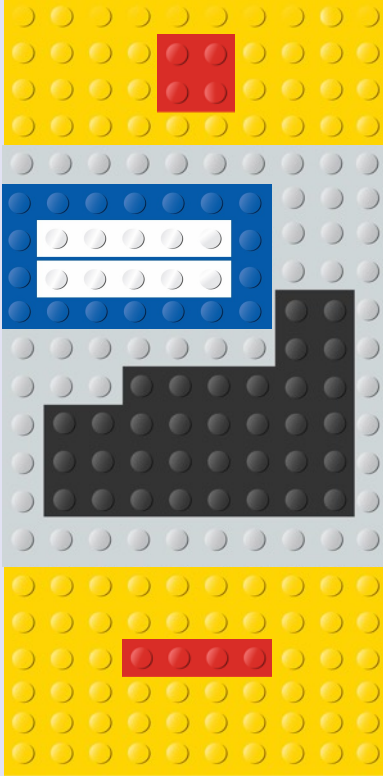
Programmatic video



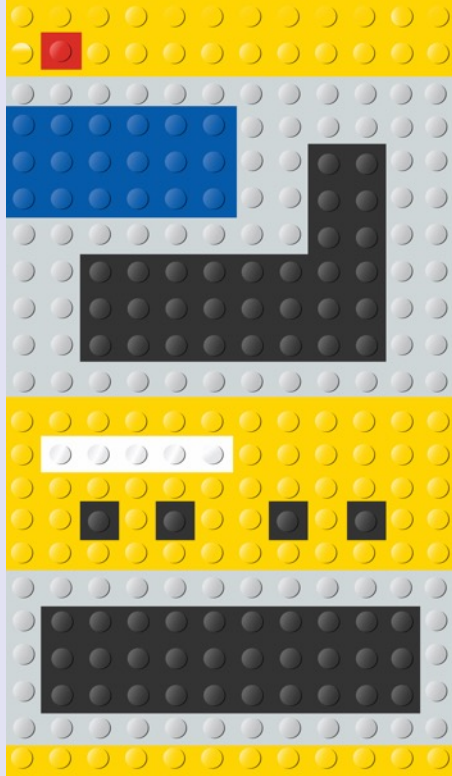
OOH



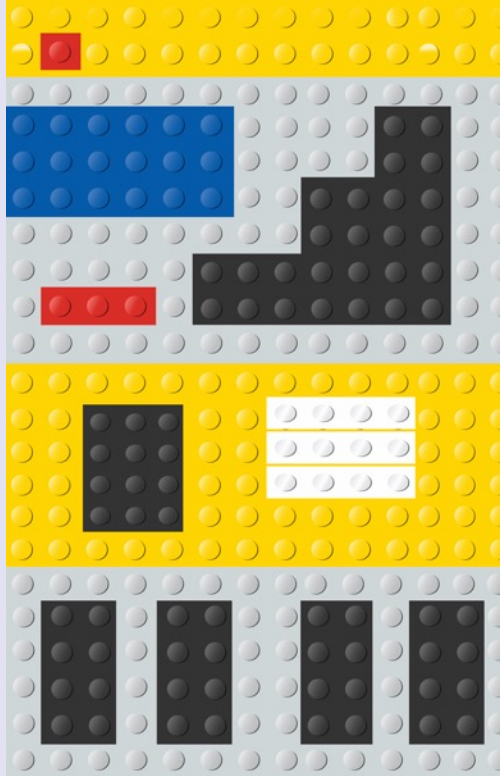
Social



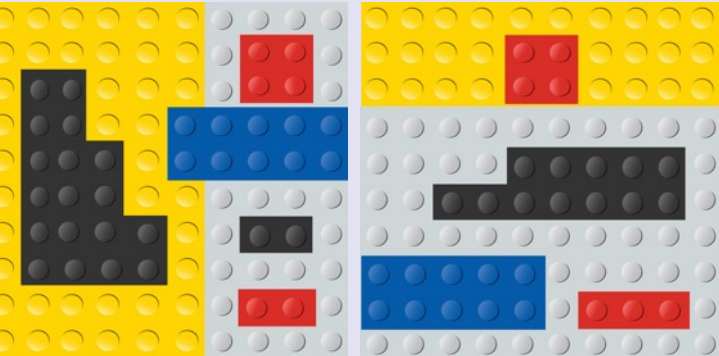
CRM



.com



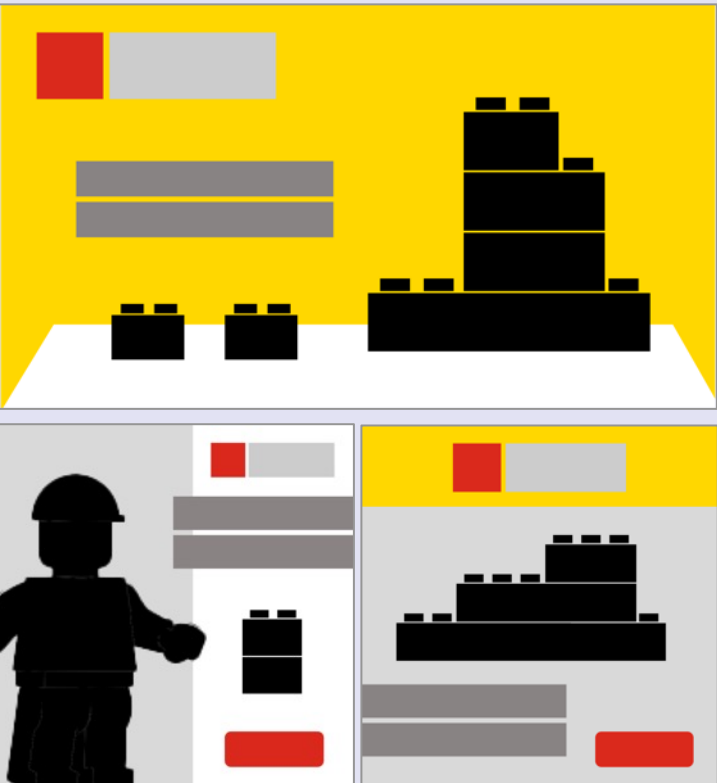
Display



# OMNI-CHANNEL. BUILDING. BLOCKS.



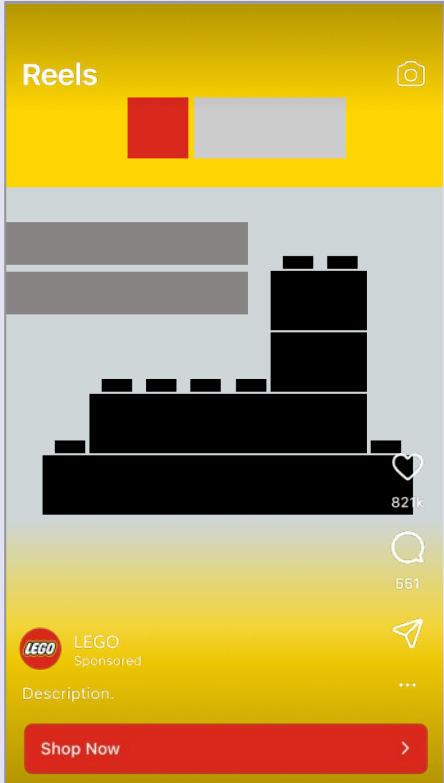
Programmatic video



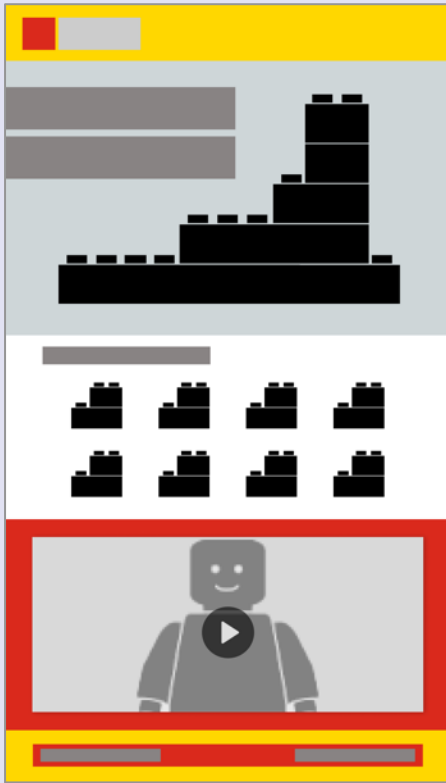
OOH



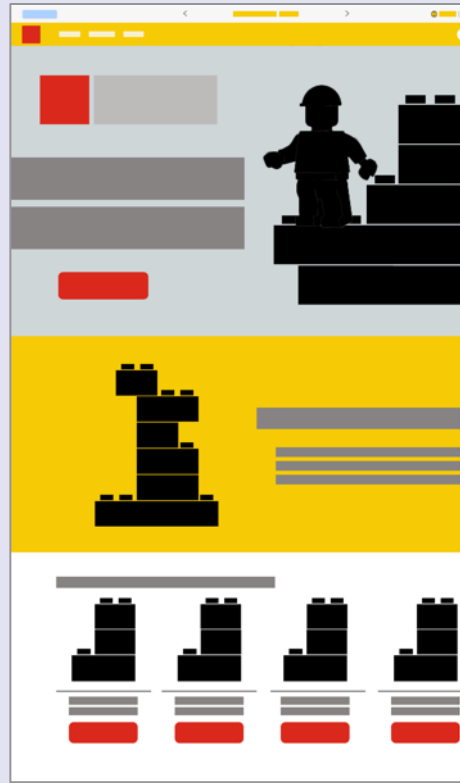
Social



CRM



.com



Display

# OMNI-CHANNEL. BUILDING. BLOCKS.



Programmatic video

Two programmatic video ad examples. The top ad features a hand holding a Mario minifigure against a yellow background with the text "LEGO SUPER MARIO" and "VERBINDE SIE ALLE!". The bottom ad shows a Mario minifigure on a wooden stand, also with the "LEGO SUPER MARIO" logo and "VERBINDE SIE ALLE!" text, and a "Zum Shop" button.

OOH

An OOH ad featuring a yellow background with the "LEGO SUPER MARIO" logo at the top. The main image shows a yellow question mark block with a LEGO Super Mario minifigure on top. Below the image, the text "VERBINDE SIE ALLE!" is displayed, followed by a QR code and small icons of Mario and Luigi.

Social

A social ad for Reels featuring a yellow background with the "LEGO SUPER MARIO" logo. The main image shows a Mario minifigure on a green base. The text "VERBINDE SIE ALLE!" is prominently displayed. Below the image, there is a "Shop Now" button and a "LEGO Sponsored" label.

CRM

A CRM ad featuring a yellow background with the "LEGO SUPER MARIO" logo. The main image shows a Mario minifigure on a grey base. The text "VERBINDE SIE ALLE!" is prominently displayed. Below the image, there is a "Zum Shop" button and a "TREFFEN SIE DIE CREW" section with four small images of LEGO Super Mario sets.

.com

A website ad for the LEGO Super Mario website. The main image shows a Mario minifigure on a grey base. The text "VERBINDE SIE ALLE!" is prominently displayed. Below the image, there is a "Zum Shop" button and a "TREFFEN SIE DIE CREW" section with four small images of LEGO Super Mario sets.

Display



# ALWAYS DRIVING TO OWNED CHANNEL OR RETAIL.



CRM

LEGO SUPER MARIO

**VERBINDE SIE ALLE!**

Zum Shop

TREFFEN SIE DIE CREW

LEGO SUPER MARIO

**VERBINDE SIE ALLE!**

Zum Shop

.com

LEGO SUPER MARIO

**VERBINDE SIE ALLE!**

Zum Shop

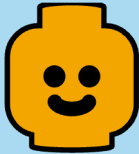
Publischer Einkaufszettel

Weiter erkunden

PLP

LEGO Super Mario™ Spielzeug und Accessoires

12 Produkte werden angezeigt

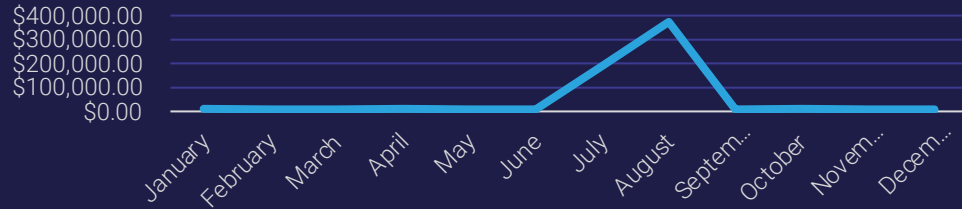
**DRIVING ACCOUNT SIGN-UP**



**PURCHASE**

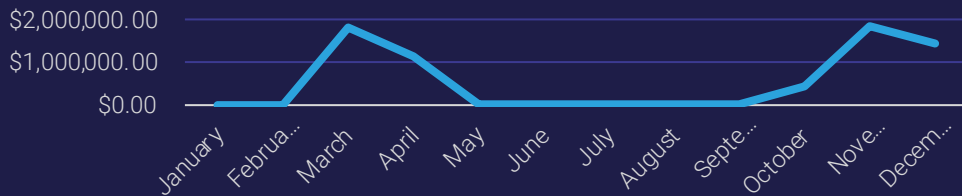
# GERMANY MEDIA PLAN SCHEMATICS FOR STORYTIME WITH LEGO

## STIM FILTER



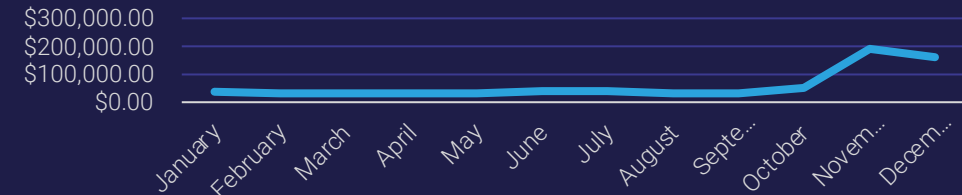
TOTAL SPEND: \$650,000

## TONIES



TOTAL SPEND: \$6,771,000

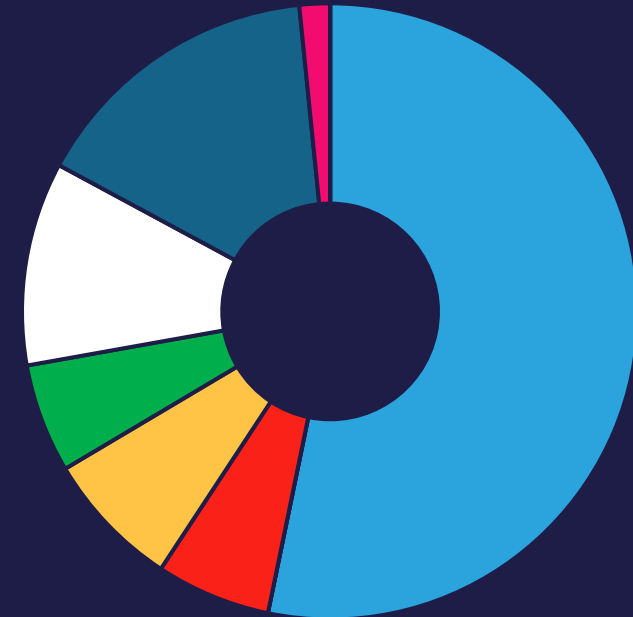
## RETAIL



TOTAL SPEND: \$709,000

**BUDGET:** \$8,130,000  
**REVENUE:** \$26,783,168  
**ROI:** 3.29  
**MROI:** 2.71

- TV
- VOD
- OOH
- YOUTUBE
- SEARCH
- SOCIAL
- DISPLAY & VIDEO
- AUDIO (DIGITAL)
- RADIO (OFFLINE)
- PROMOS
- IN-APP



**CARBON IMPACT:** 185k kg  
**CARBON OPTIMIZATION REDUCTION:** 20%



# WHY WE LOVE THIS PLAN



## BEYOND SCREENS

Addressed need for physical and digital play, whilst using the bricks and gaming IP kids love



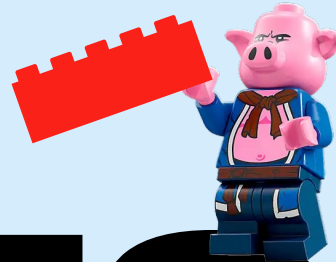
## GROWTH OPPORTUNITY

Significant penetration of Tonies in Germany offers a scalable growth opportunity for LEGO G.A.M.E



## A BRIDGE INTO GAMING

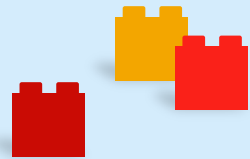
A partnership that could be expanded across all LEGO IP partnerships. The steppingstone for kids & parents into Gaming



# PLAY FOR

# BETTER

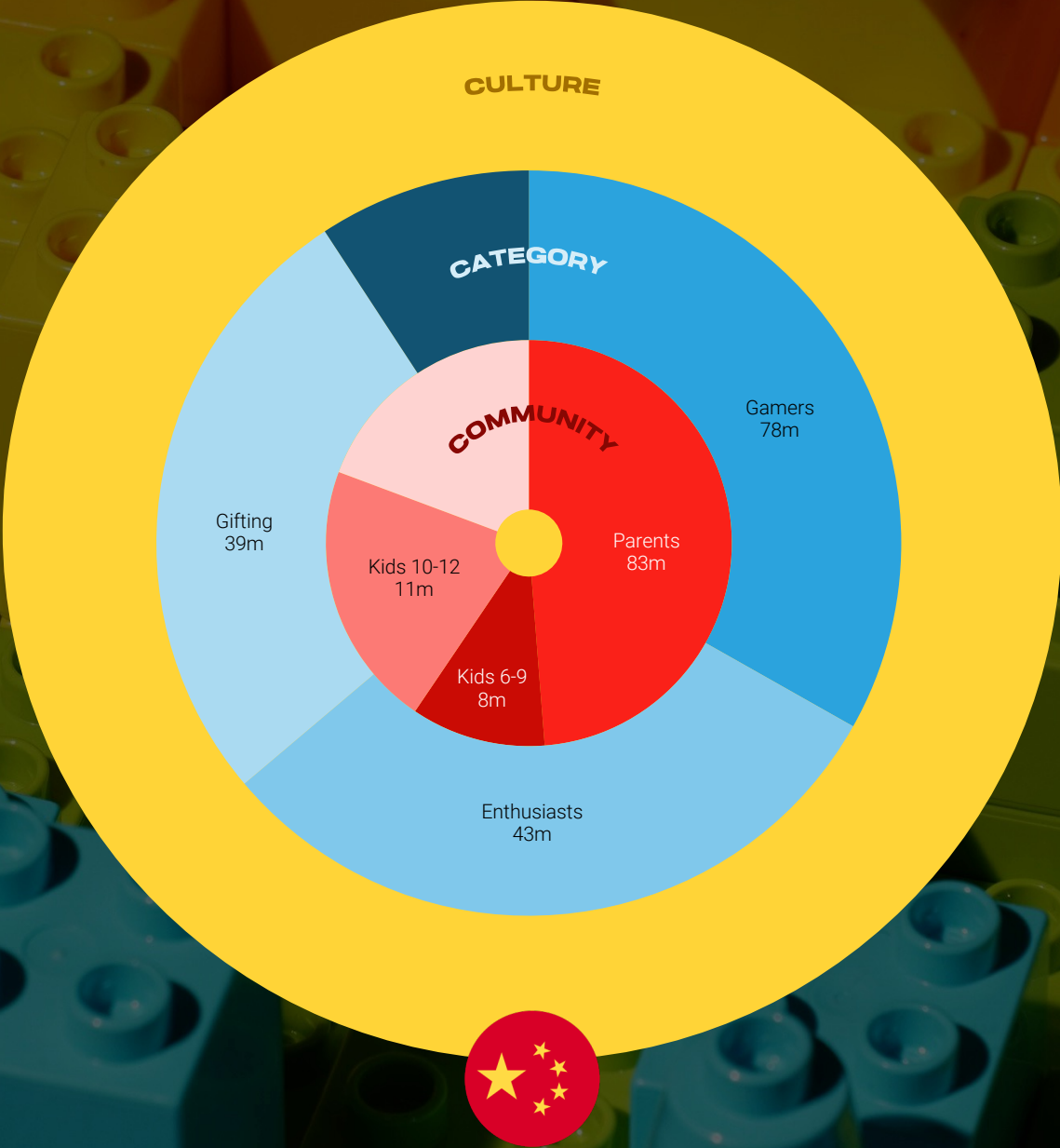
IN CHINA





# PLAY FOR BETTER IN CULTURE IN CHINA...

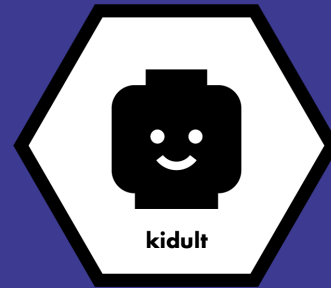
...And use them to ideate a China-specific activation





## PLAYFUL EMPOWERMENT

Highly restricted  
playtime with guardrails  
around content



## EVOLVING STATUS QUO

Parents as co-leaners  
and player 2



## CONNECTED CUSTOMS

Evolving role of the  
family dynamics

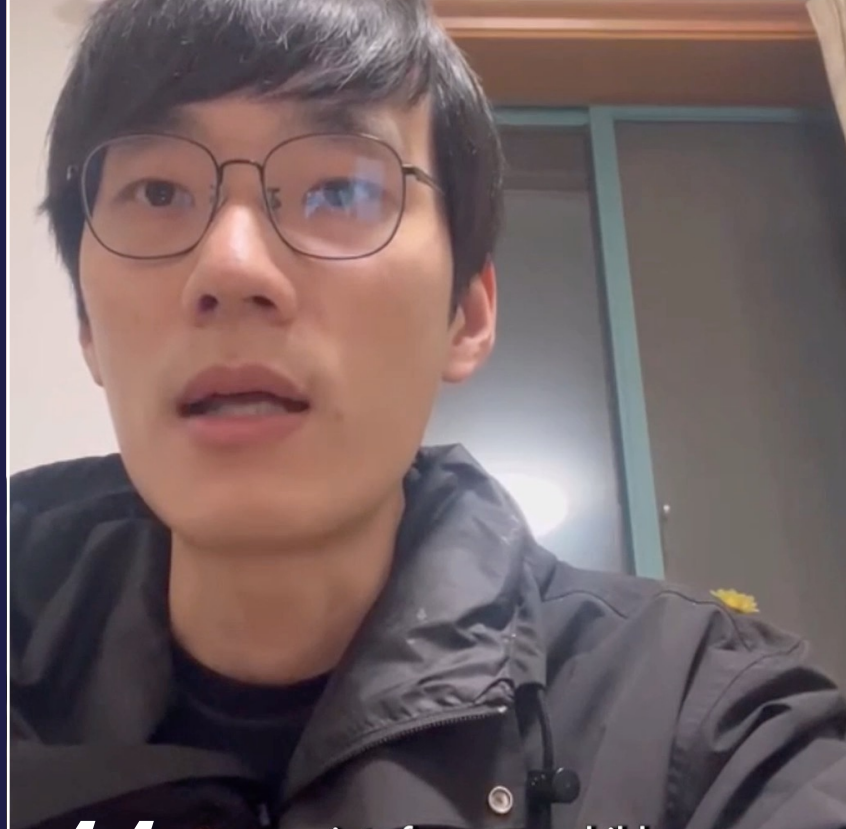
The logo for 'EGGY PARTY' is located in the top left corner. It features the words 'EGGY' and 'PARTY' in a stylized, bubbly font. 'EGGY' is in blue with a white outline, and 'PARTY' is in yellow with a blue outline. There are small egg-like icons integrated into the letters.

# EGGY PARTY

Overcoming the barrier of the lack of Fortnite through a China first gaming partnership

Welcome to the  
Eggyverse!

# HEARING FROM OUR **ROLE** **MODELS**



“

I choose games with cartoon graphics... like egg party which is popular at schools... that promotes a healthier, sunnier outlook.

**DAD | AGE 42**



“

my favorite game is egg party...because the characters are cartoonish and I can play with my mom and dad”

**BOY | AGE 6**



# APPLYING A TAILORED LEGO SUITABILITY FILTER



CRITERIA	DEFINITION	EGGY PARTY	ROBLOX	PALWORLD	HONOR OF KINGS	FORTNITE	VALORANT	LOL	GENSHIN IMPACT
Scale	Reach / Exposure in market	●	●	●	●	●	●	●	●
Zeitgeist	Cultural cut-through right now	●	●	●	●	●	●	●	●
Trajectory	Growth potential	●	●	●	●	●	●	●	●
Integration Depth	Degree to which we can LEGO-lize	●	●	●	●	●	●	●	●
LEGO Fit	Full adherence to LEGO brand behaviors	●	●	●	●	●	●	●	●
KIDLOCK Approved	Passes on all fronts – in current form	●	●	●	●	●	●	●	●



# MONKIE KID X EGGY PARTY

Attract young families to LEGO via the Eggy Party IP, overlaid with LEGO's most popular franchise Monkie Kid. In this world, players turn into the Eggy characters, and complete various game challenges with their companions. Through cooperation and interaction, they deeply experience the fun of the game, promote emotional connections with each other, and thus achieve better play.





# OPTIMIZING OUR OESP APPROACH IN CHINA

## OWNED

Promote the activation and encourage downloads & play in LEGO stores

---

Connect with online/super-app presence

## EARNED

Encourage UGC sharing (of LEGO map creations) across social channels

---

Optimize to capture demand for mobile game queries in Baidu

## SHARED

Engage the existing Eggy Party player-base

---

Surface the collaboration with retail partners to broaden appeal of product

## PAID

Lean into experiential/AV shared moments for parents and kids

---

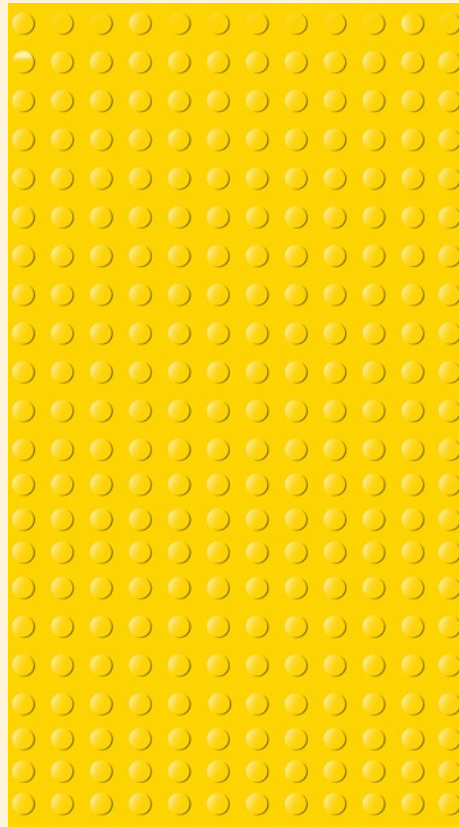
Leverage KOLs to elevate LEGO with their communities



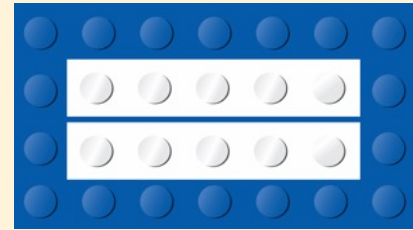




# ADAPTIVE. SYSTEM.



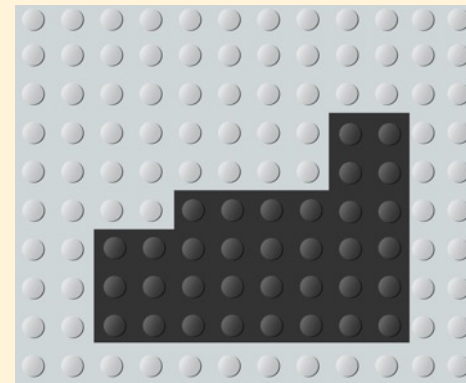
Background



Core message



Brand mark



Hero assets

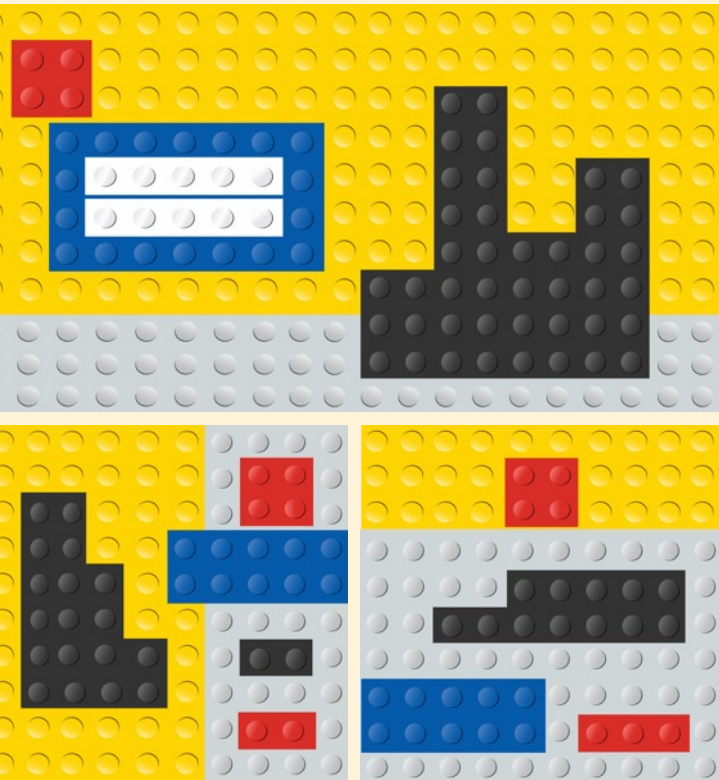


CTA

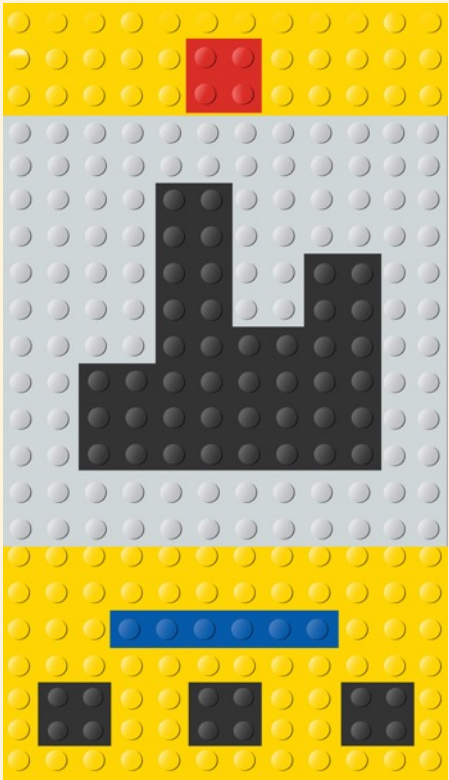
# OMNI-CHANNEL. BUILDING. BLOCKS.



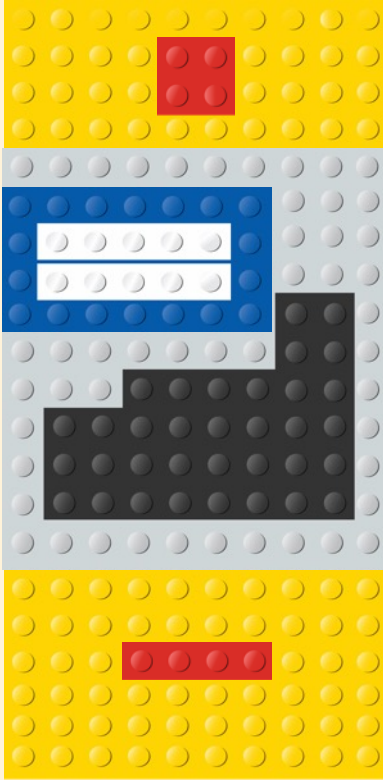
Programmatic video



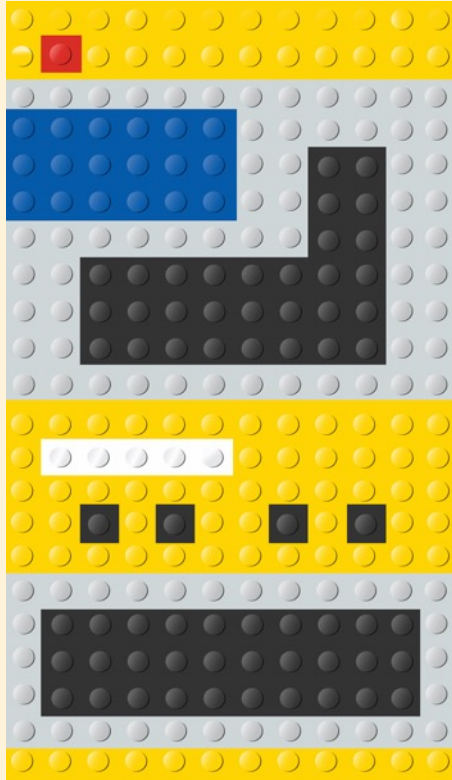
OOH



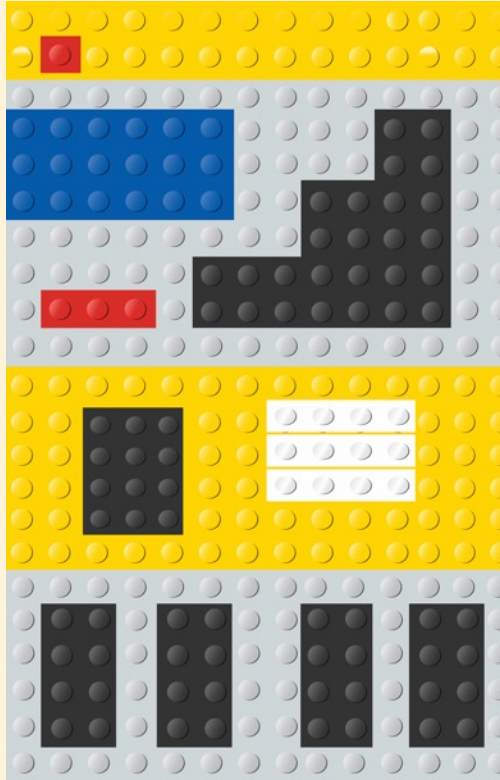
Social



CRM



.com



Display

# FOR ALWAYS-ON.



Programmatic video



Display

OOH



Social



CRM



.com



OOH

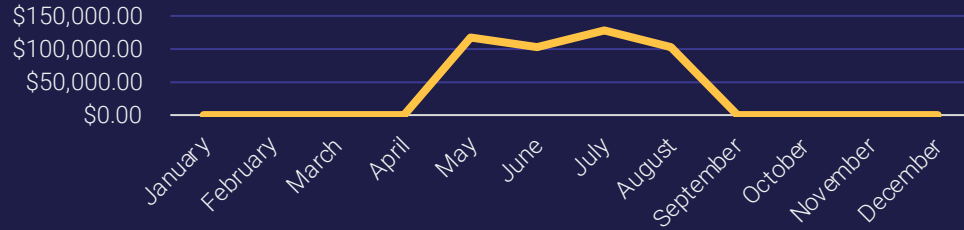


LEGO MONKIE KID 悟空小俠

與悟空小俠踏上探險之旅

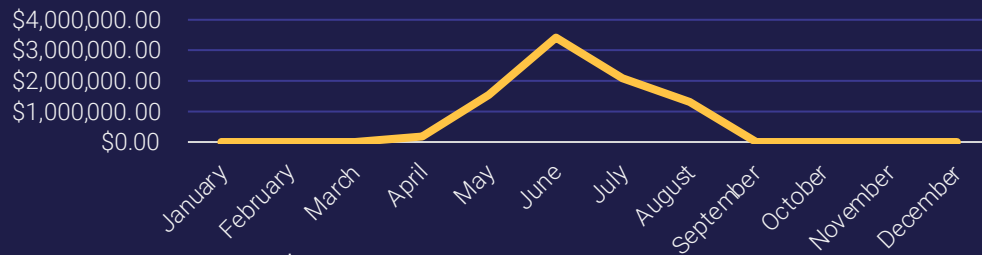
# CHINA MEDIA PLAN SCHEMATICS FOR EGGY PARTY X MONKIE KID

## STIM FILTER



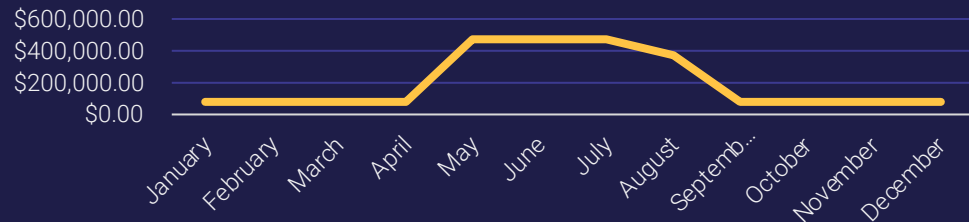
TOTAL SPEND: \$450,000

## EGGY PARTY



TOTAL SPEND: \$8,537,000

## RETAIL



TOTAL SPEND: \$2,423,000

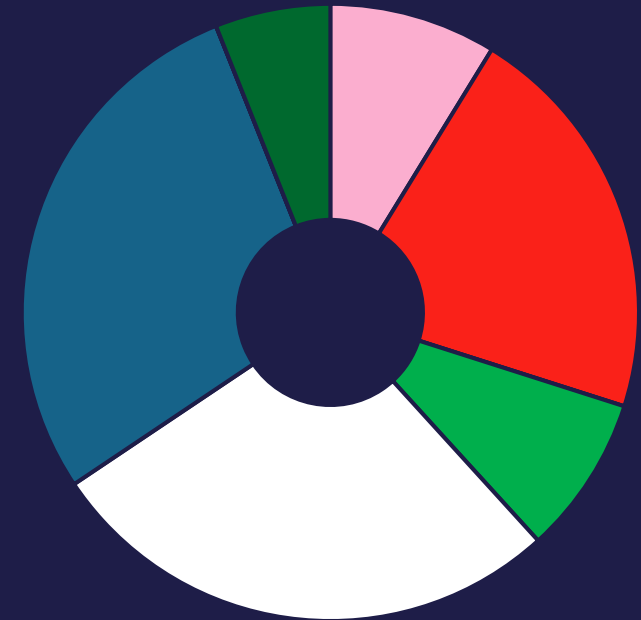
**BUDGET:** \$11,410,000

**REVENUE:** \$46m

**ROI:** 4.04

**MROI:** 2.59

- TV
- VOD
- OOH
- YOUTUBE
- SEARCH
- SOCIAL
- DISPLAY & VIDEO
- AUDIO (DIGITAL)
- RADIO (OFFLINE)
- PROMOS
- IN-APP



**CARBON IMPACT:** 213k kg

**CARBON OPTIMIZATION REDUCTION:** 30%



## WHY WE LOVE THIS PLAN



### FACILITATES CO-PLAY

Allowing the new generation of Parents to play, compete and learn in collaboration with their kids



### EMBEDED IN CHINESE CULTURE

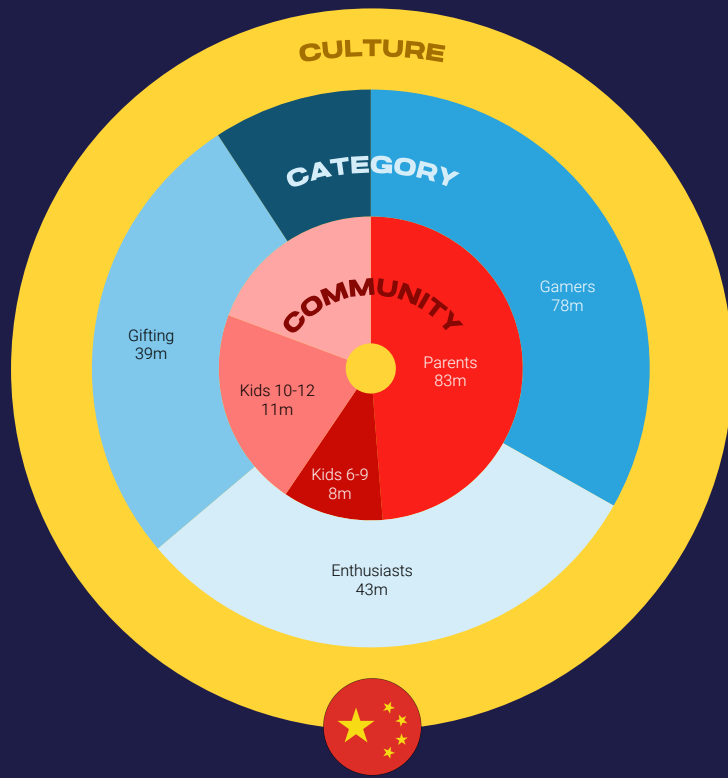
Monkie Kid as an established icon drawing on Chinese tradition alongside the scale of Eggy Party



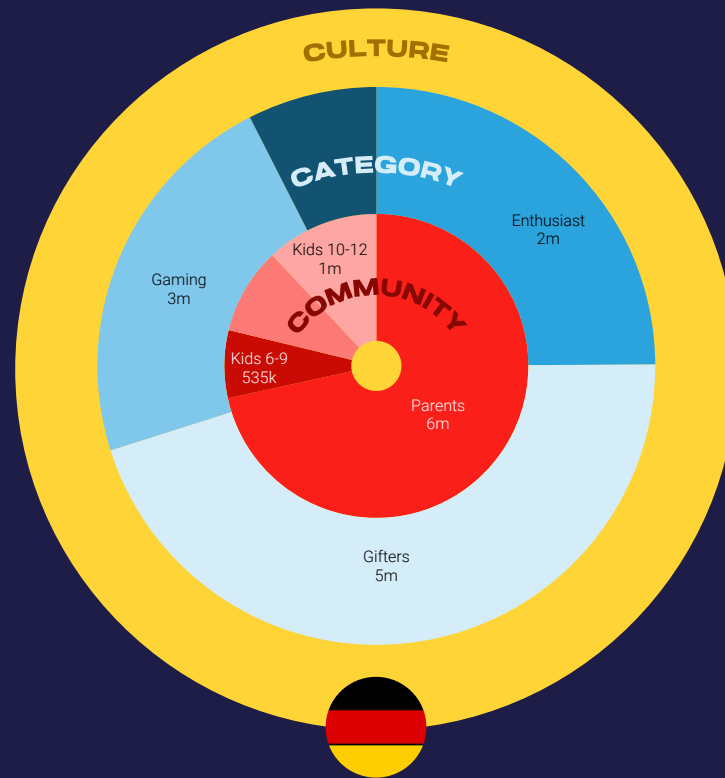
### EMBODIES PLAY FOR BETTER

A gaming experience built around cooperation, interaction, educational and creativity

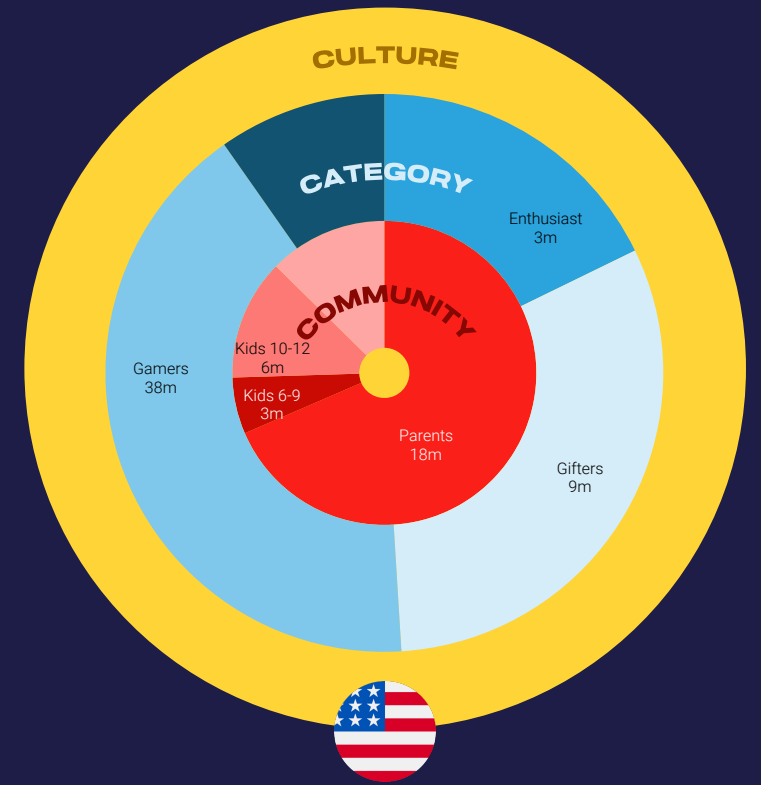
# PLAY FOR BETTER IN AUDIENCES



Regulation



Physical & digital play



Socializing as the catalyst

OMNI INSIGHTS

# PLAY FOR BETTER IN COMMERCE





# OPERATING MODEL CAN FLEX TO LEGO EVERGREEN PARTNER NEEDS

## IN-HOUSE



Training & support, custom dashboard creation

A/B Testing  
Co-building of cutting edge tech

## STRATEGY & CONSULTING



Internal Trainings, Industry Insights, JBP Sessions

AMC Consulting  
White Space, Profitability,

## SUSTAINED GROWTH



Inventory Forecasting

Supply Chain, Fee Recovery

## DEMAND GENERATION



Promotional Planning

Cross-Sell, Basket Build

## DIGITAL SHELF MANAGEMENT



Landscape Assessment, Variation, Assortment

Support Case Management, Brand Protection

## CONVERSION OPTIMIZED

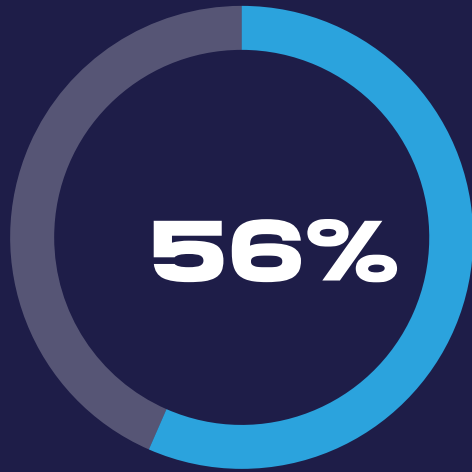


Visual, Written, Enhanced Content Optimizations

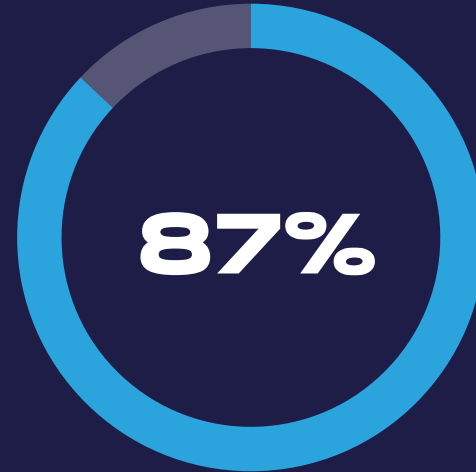
## FULL END TO END MANAGED SERVICE



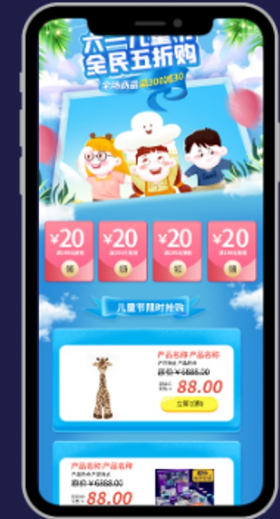
Availability / Transactability



Of purchases in the category of play occur 1 day after a click. 85% after 3 days.



Of global consumers use digital features to shop and pay for purchases, even when shopping in a store.



3-4pm is the most effective time to influence parents due to the influence of social commerce.



# USING PARTNERSHIPS WITH EVERGREEN COMMERCE PARTNERS



THE ONLY INTEGRATED NETWORK WITH  
WALMART ORGANIC DATA AND RETAIL  
QUALITY CONTENT PARTNER



WE DRIVE 6X MORE QUERIES FOR CLIENTS  
OUR DAILY USAGE IS AS GREATER THAN THE TOTAL OF  
ALL OTHER USERS ON AMC  
400 CERTIFIED INDIVIDUALS

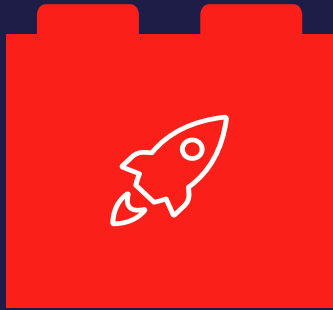


INDEPENDENT SERVICE  
PROVIDER (ISV) TO ALIBABA'S  
AND YUSHANFANG  
6-STAR SERVICE PROVIDER  
FOR ALIMAMA DATA INTELLI OMNICHANNEL  
OPERATION  
PARTNER WITH DOUYIN YUNTU

**05**

# **MEASUREMENT & OPTIMIZATION**

# DELIVERING PLAY FOR BETTER



## HOLISTIC INVESTMENT PLANNING

Budget Setting And Test Design Leveraging Channel/Investment Planner



## PERFORMANCE REPORTING

Daily Campaign Tracking, Diagnostic Performance, Pacing Adjustments



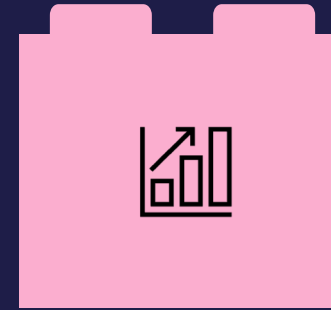
## AGILE MMM

Top-down Mid-campaign Adjustments Focused On Channel, Platform, Tier, Funnel, Region



## TACTIC ATTRIBUTION (MTA)

Bottom-up Campaign Validation And Investment Adjustments (Audience Source, Tactic, Keyword Category, Publisher)



## TEST VALIDATION

Experiment Assessment & Learning (Geo-lift, Hold-outs, Test Vs Control/Mvt)



## BUSINESS IMPACT

Monetize The Incremental Role Of Media & Marketing On Short-term Sales And Long-term Brand Value



Planit is a real-time, collaborative tool that gives users the ability to maintain and manage all media budgeting & reporting.

### Messages

### Overview

- 4 Total files have been created
- 4 Files need to be submitted
- 4 Files have been submitted in past 30 days ▼

### Snapshot

Fiscal Yr: All ▼      Fiscal Qtr: All ▼

Region: All ▼      Country: All ▼

Currency: USD ▼

Total: \$ 10M

Total CTC by Fiscal Qtr  
\$10 M



Q2

OOH: 15%

### Recent Activity

Media Plans	Last Submitted
2024 DNK - LEGO   LEGO: LEGO Super Mario (DKK)	04/08/2024
2024 SGP - LEGO   LEGO: LEGO Monkie Kid (SGD)	04/08/2024
2024 USA - LEGO   LEGO: LEGO Fortnite (USD)	04/08/2024
2024 GBR - LEGO   LEGO: LEGO Super Mario (GBP)	04/08/2024

[View All](#)

Report Library	Last Downloaded
Admin Column Details	04/10/2024
Brief Approval	04/10/2024
Briefed vs Planned	04/10/2024
LEGO Dashboard	04/10/2024
Media Auth Attachment	04/10/2024

[View All](#)

# DELIVERING PLAY FOR BETTER

## SUPPORTED BY



## DELIVERING

### BRAND GROWTH

Brand Desire / Love  
Cultural Relevance  
NPS

### BUSINESS GROWTH

Incremental Revenue (NSV)  
Market Share  
HH Penetration  
Portfolio Growth

### COMMUNITY GROWTH

1PD Acquisition (Recruitment)  
Inspired Engagement  
Lifetime Value (LTV)

## VALUE

4-6x

+20-30%

+10-20%

# **PLAY FOR BETTER:** **A VISION FOR THE FUTURE OF PLAY**

**1**

**A TIGHTER  
INTERPLAY BETWEEN  
CREATIVE AND MEDIA**

**2**

**ONE TEAM,  
CONNECTED  
THROUGH PROCESS  
AND PLATFORM**

**3**

**A RESPONSIBLE USE  
OF DATA ACROSS  
EACH STAGE OF THE  
WORKFLOW**



# BUILDING TOGETHER



120  
MINUTES

THE FUTURE  
OF PLAY

90  
MINUTES

LUNCH

180  
MINUTES

TOOLS ARE  
FOR BUILDING

# AG EN DA

**180**  
MINUTES

**THE FUTURE  
OF PLAY**

---

**90**  
MINUTES

**LUNCH**

**180**  
MINUTES

**TOOLS ARE  
FOR BUILDING**

# AGG END DA