

LEGO's For Adult Women "Campaign Proposal"

Introduction

When people think of the brand LEGO's, they often think of a toy that is made for young boys. Although LEGO has created a few sets that are targeted towards young girls, they fail to meet a certain age demographic. In my campaign I am going to erase the stereotype that LEGO's are only made for young boys. My campaign is designed to reach an audience LEGO has never truly reached before. An audience that can make this brand millions of dollars, and start a new demographic of consumers. My idea for this campaign is to create a LEGO line that is specifically targeted at women ages 20-30. This line is called LEGO Retro Rewind, and will be based on old movies, and shows from the early 2000's and 90's.

Growing up, I played with LEGO's all the time with my brother and friends. It was so entertaining to us, and we would play with them for hours. I recently stumbled upon a bunch of LEGO's in a store, and spontaneously decided to buy a Disney Peter Pan set. As I was building the LEGOs, I realized how even though I am twenty two LEGOs are still fun to build. It got me thinking how there are no LEGO sets specifically made for women around my age. This thought inspired me to come up with this campaign, so that women can build and collect LEGO sets just like everyone else.

In the past, LEGO has done many pop culture collabs with Star Wars, Disney, Harry Potter, and Lord of The Rings. Their most popular line has been their LEGO Star Wars, which started in October 1999. Not only has LEGO created a giant line consisting of different Star Wars characters and sets, but they even created six different video games based on the movies. One of their most successful PR campaigns was an attempt to promote their new LEGO star wars Tv

show. LEGO built a life size X-wing out of LEGOs and displayed it in New York City. An agency named Jack Morton put on this event and they stated that it was, “Witnessed by thousands, but experienced by millions through social media and press coverage, the 3-day live experience saw Twitter trending for #LEGOstarwarsNYC. Global attention for the overall campaign exceeded the wildest expectations, giving LEGO Star Wars more than 8X the brand impressions it had received versus the entire prior year.” (Jack Morton).

Research: SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Brand Recognition • Diverse Product Portfolio • Licensing Deals 	<ul style="list-style-type: none"> • Expensive Prices • Pure Plastic Manufacturer • IPR Protection
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Sustainable Materials • Personalized Lego's • Collaborations 	<ul style="list-style-type: none"> • Counterfeit Products • Competition • Environmental Groups

LEGO is one of the most recognizable and beloved brands in the world. LEGO products can be bought in over 130 countries around the world. Brand recognition allows LEGO to create diverse products as licensed themes, and niche offerings. The different variety of products

ensures that LEGO will remain relevant, and continue global growth and expansion. As previously stated, LEGO has partnered with brands like Star Wars, Disney, Harry Potter, etc, making these licensed agreements help boost sales and mainstream consumer interest. All of these strengths each play a huge part in LEGO sales, but where there are strengths there are weaknesses.

Even though LEGO is known for their quality and durability, their prices can be found very high compared to other toys in the market. These prices make LEGO less accessible for people who have a lower income. Since some people can not afford LEGO's, it creates a weakness by excluding a certain group of potential consumers who can not afford the high prices. Another weakness my client has is their pure plastic manufacturing. This is a significant weakness due to the environmental impact. As we know, plastic creates greenhouse gasses, and pollution which is not good for our environment. These concerns have caused LEGO to look into how to be more eco-friendly. The last weakness LEGO has is IPR protection. Since LEGO has partnered with popular IPs that have been successful, it also poses risks. Since they have collabed with the popular IPs, my client is more at risk for competitors to copy their products. LEGO has not established legal protections for their products.

Moving on, my client has some great opportunities ahead of them. LEGO is "already experimenting with toy blocks made from recycled plastic and bioplastic. All major products will be made of sustainable materials by 2030." (Puttkamer, 2022). This is a huge opportunity for my client, and demonstrates how they are taking environmental responsibility. If my client succeeds in becoming environmentally friendly it will reach new consumers, and also strengthen existing ones. Another opportunity my client possesses is customized LEGOs or LEGO sets. If consumers were able to create LEGO people who looked like them, not only would this increase

their sales, but also make consumers more attached to the brand. Lastly, my client has a great opportunity to collaborate and partner with other brands to create new lines, just like LEGO Retro Rewind.

Lastly, the threats to my client consist of counterfeit products, competition, and environmental groups. When you have a brand as big as LEGO, other companies are going to try and make their own fake version of their products. There have been countless times I myself had thought a set was built by LEGO, but it was a counterfeit set. This is an extreme threat to LEGO because it can harm the growth of LEGO by making people think they have poor quality products. Another threat to my client is competitors. Not only does LEGO have competition with their toys, but also video games. For LEGO to keep its spot in the market, they need to continue coming up with new and cool products that people cannot find anywhere else. By creating exciting products, and keeping up in the digital world, LEGO can and will stay on top in this fast-moving and competitive industry. Another threat to my client is environmental groups. A campaign called The Greenhouse went after LEGO for their use of oil, and for partnering up with Shell (Gass, 2014). As we know, environmental groups often push companies to use more sustainable practices. Although this is a threat to my client right now, like previously stated, by 2030 LEGO products will be made from susceptible materials making environmental groups no longer a threat.

Objectives

This campaign consists of both informational and motivational objectives. LEGO Retro Rewind is meant to bring awareness to women ages 20-30, so that they can also have fun and play with LEGOs just like a ten year old boy. This is an informational objective that is inspired by their favorite 90's and early 2000's shows and movies, while also highlighting the nostalgia

and fun associated with these themes. My second goal is motivational, which is to change the stereotypical mindset that LEGOs are for kids. These women get to relive their precious memories by recreating iconic scenes and characters from their favorite shows and movies, while bringing cherished moments from their childhood or teenage years back.

By following the SMART model, LEGO Retro Rewind is specific because it shows that the main focus is to increase brand engagement and sales among women ages 20-30. The campaign will achieve this through the launch of a brand new LEGO set inspired by 90's and early 2000s shows and movies. By tracking the online sales of LEGO sets during the campaign period, the goal is to increase sales by 15%. We are hoping to have a minimum of five new LEGO collaborations as well. This campaign is going to launch in March of 2025 during women's month. We will measure the success of the campaign from then until the end of the year.

Audience

The targeted audience for this campaign are women ages 20-30 who are part of a generation that has a strong sense of nostalgia for the culture of their childhood. We aim to reach women in the Midwest who have a deep appreciation for the old shows and movies from the 90s and early 2000s. These women also thoroughly enjoy reliving these iconic moments through old shows and movies, and collect nostalgia pieces. There are a handful of women who enjoy building LEGOs, just like Sarah who is in her twenties. Sarah created a blog called, "The World of Female LEGO Fans", where she posts then asks other women for their thoughts on LEGO's for women. Sarah quotes, "I kind of see the LEGO-club much like a book-club or knitting-club. A common activity for bringing women together" (Sarah, 2011). A user who goes by "Inger" commented on Sarah's blog by saying, "I believe Lego will keep trying and eventually find a

theme and overall business model that suits girls and I will gladly try to help them find that focus by being an advocate for the “toy” I love.” (Inger, 2011). Through this research we can clearly see that these women are interested in LEGO. They just long for a line that is crafted for them, but by launching LEGO Retro Rewind, we will be able to give them the sets they crave.

Strategy

The main strategy for this campaign is based on nostalgia. By tapping into shared memories, triggering positive emotions, and adding collective value to the sets, we can show the consumers a whole new world of nostalgia in LEGO. Like previously stated in the objective, we want to bring more awareness to women ages 20-30, so that they can also have fun and play with LEGOs just like a ten year old boy. By positioning LEGO Retro Rewind sets as collectibles, we can allow the targeted audience to hold onto and revisit their nostalgia for years to come. By tapping into shared memories of the targeted audience with the TV shows and movies they loved, we will bring forth feelings of nostalgia and emotional connection to the audience. Next, by triggering positive emotions in the campaign that associates with their childhood memories, it encourages the audience to reminisce about their favorite moments from the 90's and early 2000s shows and movies.

Tactics

During this campaign three different tactics will be used. Starting on January 1st of 2025, LEGO will partner with 90s and 2000s stars like Miley Cyrus, Selena Gomez, Ariana Grande, Mary-Kate Olsen, and the Sprouse twins to start hosting 90s and 2000s throwback events. These events will take place within the Midwest from January to the launch of the line in March. By offering exclusive access to the preview of the LEGO Retro Rewind sets, we will provide

visuals, and behind the scenes content to enhance the coverage of earned media. Selena Gomez will perform in downtown Chicago in front of LEGOLand. We will advertise for it on our social media platforms, and website. The advertisement will say, “Get ready to step back in time with Selena Gomez as she brings the nostalgia of the 90s and early 2000s to life in Chicago for LEGO Retro Rewind! Join us for an unforgettable night filled with iconic hits, retro vibes, and LEGO fun”. With having Selena Gomez perform and promote the line, this will show the world that LEGOs are not just for boys. There will only be one concert, but the celebrity events will go on throughout the whole month of January, and then one last final event at the launch in March.

Starting in february, Cosmopolitans magazine will help spread the news of LEGO Retro rewind. Since their demographic consists of women 18-36, this is the perfect magazine to reach the targeted audience. By giving exclusive behind the scenes looks, and interviews with the 90s and early 2000s celebrities, Cosmopolitan will have everything they need to embrace LEGO Retro Rewind in style. Within the magazine there will be a QR code that will give a sneak peak of the Hannah Montana set with a coupon. Not only will this push the consumers to buy the sets when they come out with the coupon, but we will be able to collect data on how many people viewed the article from the QR code. Since Cosmopolitan is aimed at women ages 18-36, this tactic will be able to reach the targeted audience perfectly.

Next, during the end of February, we will have a VR experience of some of the sets in the Midwest at participating LEGO stores. Consumers will get to build some of the sets in the VR mode, and once they finish the set, they will get a message from the celebrity who starred in the show or movie they are building, but in Lego form. Getting to experience a bit of what they can build will motivate the targeted audience to buy the line when it comes out in March. Seeing

their childhood movies and sets in VR, will let the women get a glimpse of reliving their childhood, and what LEGO Retro Rewind can bring back into their lives.

Timetable

January	February	March
Selena Gomez Concert	Cosmopolitan Magazine	Launch of LEGO Retro Rewind
Celebrity Events	VR Events	One Last Throwback Event

January:

January will start off with Selena Gomez performing a throwback concert in front of Legoland Chicago. The concert will also be the kick off for the 90s and 2000s throwback events featuring stars from those eras. Stars like Ariana Grande, Miley Cyrus, Mary-Kate Olsen will be present at these events, reliving the nostalgia of their shows and movies with the targeted audience.

February:

In February Cosmopolitan Magazine will release the article of LEGO Retro Rewind. Consumers will get a QR code in the magazine and be able to scan it for a sneak peak and coupon. At participating LEGO stores, we will set up VR for the targeted audience to be able to experience what some of the sets will look like. They will also get a special message from the celebrity of the set they built in VR, but they will be in LEGO form.

March:

LEGO Retro Rewind will launch in stores like Walmart, Target, Meijer, and LEGOL, and on LEGO.com. This is when we will start taking data on the increase in sales, which we hope will be up by 15% by the end of the year. The day of the launch, there will be one last throwback event with actors and actresses from the shows and movies in the LEGO Retro Rewind line, and it will be broadcasted on the Jimmy Fallon Show.

Evaluation

With the informational objective, we can show women that LEGOs are not only for boys, and that there is a whole line out there made just for them. This LEGO line was crafted with nostalgia, and will change the stereotypical mindset that LEGOs are a boy toy. By tracking the sales during our campaign period, the goal is to increase sales by 15%, and also have five new LEGO collaborations as well. Additionally, we will analyze the conversion rates from the website visits and purchases. By having 90s and early 2000s celebrities promote the line, it will draw the attention of the targeted audience. Overall, this campaign is headed straight for success. LEGO has already slowly started making sets for adults that have sold very well. The only thing was they were targeted at men, but as seen previously women still enjoy building them as well. By bringing LEGO Retro Rewind to the shelves, LEGO will reach an audience that will change the game forever. Launching the line during women's month in March, it will show the world that LEGOs are for women, and stereotypes need to be broken.

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