



CJ WEST

BRAND ATTRIBUTES



Product Name: LEGO, abbreviated from two Danish words “leg godt”, which means “play well”.

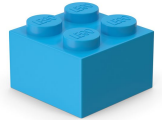
Product USP: LEGO is a toy that lets kids create their own world and build whatever they can think of, the possibilities are limitless.

Product Options: There are a variety of different LEGO sets from all kinds of different franchises to choose from. Big name franchises such as Star Wars, Marvel, DC, etc. all have their own LEGO products.

Guarantee: LEGO “promises” to provide a quality service to all LEGO consumers and to help inspire their consumers and have a positive impact on the world.

Competitive Price: Many LEGO products cost hundreds or thousands of dollars. LEGO has a very competitive price in their market.

Life Stage of Product: LEGO products are for everybody. On every LEGO product it says that the recommended age is 4-99.



VALUES



Mission	Inspire and develop the builders of tomorrow	
Aspiration	Globalize and innovate the LEGO system-in-play	
Promises	Play Promise Joy of building. Pride of creation	Partner Promise Mutual value creation
	Planet Promise Positive impact	People Promise Succeed together
Spirit	Only the best is good enough	
Values	Imagination - Creativity - Fun - Learning - Caring - Quality	

BRAND ATTRIBUTES



History: Began in 1932 in a Danish carpentry workshop by Ole Kirk Christiansen; Sold house products previously.

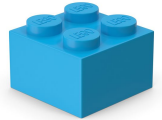
Design: LEGO's are designed to be built, so they're small plastic pieces with small pegs on them for you to connect together and build however you like.

Packaging: The packaging is usually nothing special, just a regular rectangular box that showcases what you're getting, however tubs full of miscellaneous LEGO's are also purchasable.

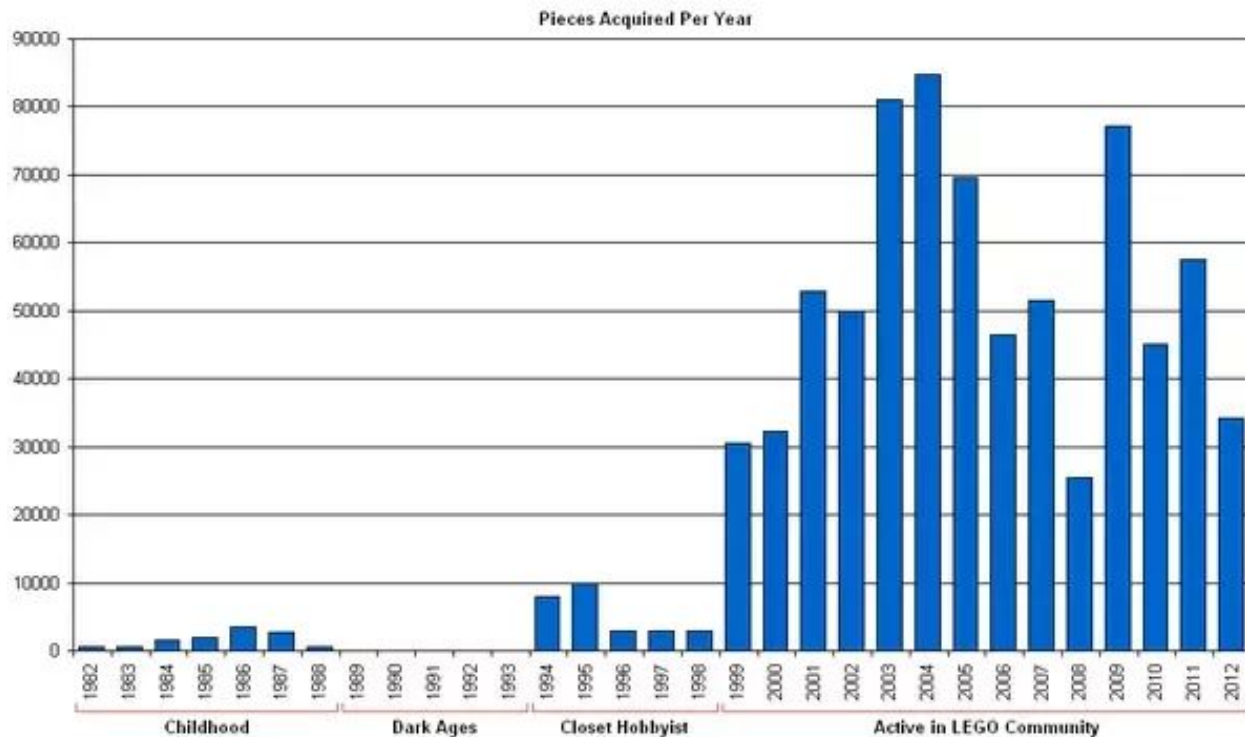
Where It's Sold: LEGO is sold at most shopping centers at least in some capacity, typically located in the toy isle.

How Often It's Purchased: The amount of LEGO products purchased per year has gone up a considerable amount since the turn of the century and peaked in 2004.

Competition Comparison: LEGO is the leader in its industry.



HOW OFTEN IT'S PURCHASED



BRAND ATTRIBUTES

Manufacturing: LEGO is manufactured independently, at various different sites and locations around the world.

Shape/Size: Each LEGO piece is small and shaped like bricks, however there are some specialty pieces that come in select sets that may be custom made to be used for a specific purpose.

How It Works: Each LEGO piece is attachable to another, so the user can simply snap pieces together to create anything.

Where To Buy: Consumers can purchase LEGO just about anywhere that sells toys. It's one of the largest toy brands of all time.

How Often It's Used: LEGO is used every single day by millions and millions of children and even some adults around the world.

Advantages Over Competitors: LEGO is a worldwide brand and extremely recognizable. They have a household name and are the leader in all building block toys.



BRAND ATTRIBUTES



Product Components: LEGO is made of soft plastic, however include some small electronic battery pieces in some sets.

Product Variations: There are a plenty of LEGO variations for all kinds of different franchises. They put out sets for movie scenes, comic book characters, and much more.

Awards: LEGO has won several “Toy of the Year” awards at the New York Toy Fair, as well as awards for “Construction Toy of the Year” and “Specialty Toy of the Year”.

Product Cost: LEGO sets can go for hundreds or even thousands of dollars. It all comes down to which set it is and how big it is. Some sets and some loose LEGO pieces can cost as little as less than one hundred dollars.

Product Benefits: LEGO is one of the few toys that allows the consumer to build whatever their mind can think of. There is virtually nothing that can't be built or done with LEGO,

Reputation: The LEGO brand highly regarded as not only the best building block toys in the world, but also one of the greatest toys of all time. The amount of variety along with a massive worldwide community has made LEGO an absolute juggernaut.



PRODUCT VARIATIONS



BRAND FEATURES/BENEFITS



Functional Benefits: LEGO products are user friendly and include instruction manuals in each of their sets to make the experience easier and more enjoyable for the consumer. Lego products have also been used in a variety of different ways.

Many architects have also used LEGO bricks as an easier way of creating models for future projects.



ARCHITECTURAL MODELS MADE OF LEGO



BRAND FEATURES/BENEFITS



Experiential Benefits: Using LEGO products puts the user's mind to the test both creatively and strategically. In a 2003 study, it was shown that children who played with LEGO products in their youth went on to perform exceptionally in mathematics as they grew older.



BRAND FEATURES/BENEFITS



Symbolic Benefits: While there is no official LEGO community, millions of people across the world use LEGO products and being part of such a large community could feel meaningful.



ANALYSIS

Most Important Attributes: LEGO's established identity is both good and bad. It's good that it's recognisable, however in the eyes of teens They're viewed as a children's company.

LEGO being readily available at most stores is important for teens that don't have the ability to drive wherever they want.

LEGO's price tag is an issue. Most LEGO products can be very expensive, and teenagers typically don't have too much money to spend.



ANALYSIS

Key Features/Benefits: The key feature that LEGO has going for itself is its name. LEGO is a household name that virtually every single person knows about.

Another benefit is LEGO's versatility. LEGO allows the user to build whatever they want to, which could be used as a great creative outlet for our target audience.

One final benefit would be its community. There are plenty of LEGO fans and users all across the world, so it could be used as a way to meet new people and bring people together.



ANALYSIS



Product USP: The unique selling proposition would be the amount of versatility the product has. You can build anything with them and that's only the start. There's a whole world of untapped potential for LEGO as far as appealing to the teenage demographic goes.

LEGO is something that, if done correctly, could require a lot of strategy and thinking that could really interest teenagers. I think creating fun games and activities that would interest teens is a good place to start, however we also need to make it affordable considering the price that most LEGO sets go for and that teens simply don't have very much money.



PART 2

MARCOM: MASS MEDIA

The vast majority of LEGO's mass media advertising is dedicated to advertising their newest LEGO sets for all kinds of different franchises through commercials. They tend to advertise these commercials primarily on TV networks with cartoons and such to appeal more to children. From the looks of it they have only advertised LEGO sets for franchises through commercials in recent years and not just LEGO in general.

Aside from their commercials, LEGO does have some traditional ads such as in magazines, billboards, or a number of other different places. These advertisements are typically very bright as far as color choice and often have bold letters with kids playing with the LEGO's, which makes sense considering kids are LEGO's primary demographic.



MARCOM: SOCIAL MEDIA



LEGO's social media pages, such as Instagram, Twitter or FaceBook, are very similar to their primary mass media advertisements. The content that is posted is primarily geared towards children, however there are exceptions.

One recent post advertises a LEGO porsche model, which is a very neutral product that isn't geared towards one specific demographic. Advertising products such as these on social media is smart due to the lack of kids with social media and the dominant demographic being teenagers and young adults.



LEGO PORSCHE ADVERTISED ON SOCIAL MEDIA



MARCOM: DIGITAL



LEGO's digital advertisement's are simple and neutral for the most part, however they are targeted towards children.

Pictured below are digital ads for LEGO's "Ads of the World" campaign. LEGO has also launched other campaigns with a similar, simplistic aesthetic.



MARCOM: CRM/EMAIL



LEGO's Email marketing are much more neutral as far as presentation goes. There are graphics that looks somewhat childish however they're nothing over the top.

Children typically don't receive Emails nor have Email addresses, so there's no reason to try to appeal to them.



Includes a blaster and helmet. | View with images

ACCOUNT

LEGO SHOP SETS EXCLUSIVES BRICKS EXTRAS DISCOVER

STAR WARS

FREE gift - LEGO® Star Wars™ Rebel A-Wing Pilot™ with qualifying purchases*

LEARN MORE

✓ Celebrate the film release with NEW sets!

NEW	NEW	NEW
		
75524 Chirrut Imwe™	75172 Y-Wing Starfighter™	75523 Scarif Stormtrooper™
£19.99	£64.99	£19.99
BUY NOW	BUY NOW	BUY NOW

Check last order dates for Christmas gifts.

VIEW ALL

THE OFFICIAL LEGO® SHOP GUARANTEE ▶

Stay Connected Become A LEGO® VIP! Find a LEGO® Store

CUSTOMER SERVICE CONTACT US RETURN POLICY UNSUBSCRIBE

*LEGO® Star Wars™ Rebel A-Wing Pilot™ (500408) is valid for orders online at shop.LEGO.com, in LEGO Stores and LEGO Catalogue telephone orders from 11th December 2016 until 31st December 2016, or while stocks last. Qualifying purchase must be equal to or greater than £25 in LEGO Star Wars™ merchandise only. One LEGO Star Wars™ Rebel A-Wing Pilot™ (500408) per household. Cannot be applied to previous purchases or combined with any other discounts, offers or free gifts. It cannot be exchanged or substituted for any other item or cash value. It is not available for purchase. Offer is not valid at LEGO ANP® Parks or LEGO ANP® Discovery Centres. The LEGO Group reserves the right to cancel or modify this promotion at any time without prior notice.

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LEGO

FREE SHIPPING every day on orders over £50!*

Like what you saw?
Make it yours in a snap!

SHOP NOW

Go ahead, take another look.

75271 Luke Skywalker's Landspeeder™ £24.99

BUY NOW

NEED SUPPORT? CONTACT US DELIVERIES AND RETURNS REPLACE PARTS

f t i y

MY ACCOUNT ORDER STATUS STORE FINDER UNSUBSCRIBE

*Free Delivery Every Day offer is valid online at shop.LEGO.com and for LEGO® Catalogue telephone orders. Qualifying purchase must be equal to or greater than £50 in merchandise only; any applicable taxes or value of gift cards purchased do not apply to merchandise total. Once your order reaches £50, free standard delivery will automatically be added to your order. Excludes pre-order and backorder items. If you choose another delivery option, additional charges will apply. The LEGO Group reserves the right to cancel or modify this promotion at any time without advance notice.

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LEGO EMAIL EXAMPLES

BRAND AUTHENTICITY



LEGO is a strong believer in both quality and quantity. Anybody would be hard pressed to find any LEGO product that isn't not only presented well and organized well, but is also a durable product that isn't missing any pieces. LEGO cares very much about their consumers, and it's reflected in their sales numbers as well.

LEGO also produces loads of different products for countless different franchises, so there really is something for just about anybody. LEGO's only issue is marketing towards older demographics to get them to buy into the idea that LEGO isn't just for younger audiences.

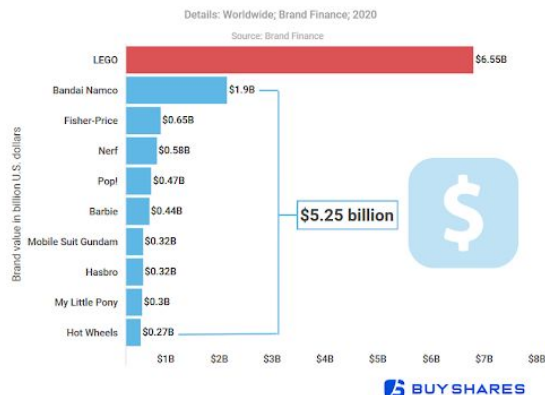


BRAND CONSISTENCY

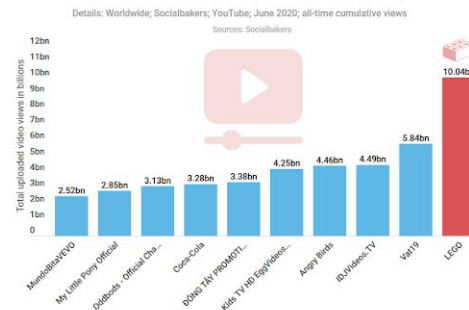
LEGO carries themselves as a leader in the toy industry and have even on some occasions dipped their toe into the film and video game industries as well.



Value of the Leading Toy Brands Worldwide in 2020
(in million U.S. dollars)



Most popular YouTube brand channels ranked
by total number of video views (in billions, as of June 2020)



BRAND DIFFERENTIATOR



LEGO has plenty of strategic benefits that allow anybody to think outside of the box and use their brain.

There's also the hands on, physical aspect of LEGO that allows the user to be as creative as they want. Hands on activities such as puzzles have not been nearly as relevant with the teenage market since smartphones/technology have become more prominent. Using LEGO's stand out qualities such as strategy and hands on experience and combining them with technology may be a path to appealing more to the teenage audience.



BRAND ENGAGEMENT



LEGO falls short in their inability to engage with their teenage audience. LEGO invests so heavily into satisfying their target audience that they don't have enough resources in order to appeal to most everyone else.

LEGO is interactive on their social media pages, including their Twitter, which is dominated by teenagers and young adults, however they have trouble connecting with them on there as well.



LEGO ADVERTISEMENTS TARGETED TOWARDS KIDS



BRAND PRESENCE



LEGO is a juggernaut in their industry and are very highly regarded. LEGO is a company that greatly values quality and consumer satisfaction, and have lived up to them exponentially.

LEGO struggles with the teenage market due to the fact that they fail to relate to them. LEGO invests over \$100 million dollars on advertising every year and the majority of that advertising is targeted towards children.



BRAND RELEVANCE

LEGO is one of the biggest and most recognizable children's toys of all time, as to this day they are still among the top sellers in the United States and Europe. LEGO invests heavily into their advertising, however most of it isn't geared towards teenagers. LEGO ads primarily run on children's TV stations, on the back of toy catalogs and on children's videos on YouTube.

If LEGO wants to appeal more to the teenage demographic, then advertising on TV channels and social media pages that teenagers follow is important. On top of this, they must change their advertising philosophy from kids centric to more neutral.



COUNTRIES WHERE LEGO IS MOST/LEAST PROMINENT

