

Harnessing the power of owned channels - now, next and future for the LEGO Group

Hannah Gillett

Senior Communications Strategist,
Our LEGO Agency



Harnessing
the power of
owned
channels

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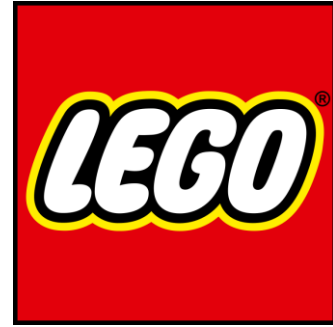
IPA
Effworks
2023

Hello



Hannah Gillett

Global Senior
Communications
Strategist



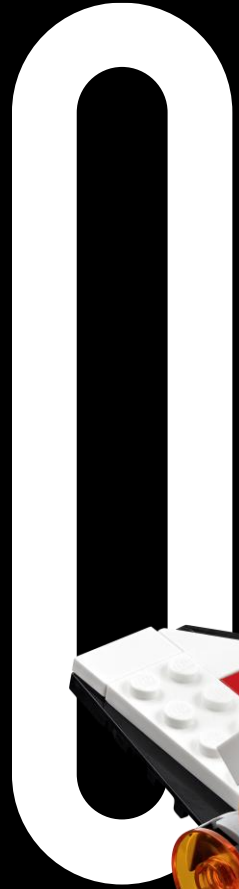
Children are our role models



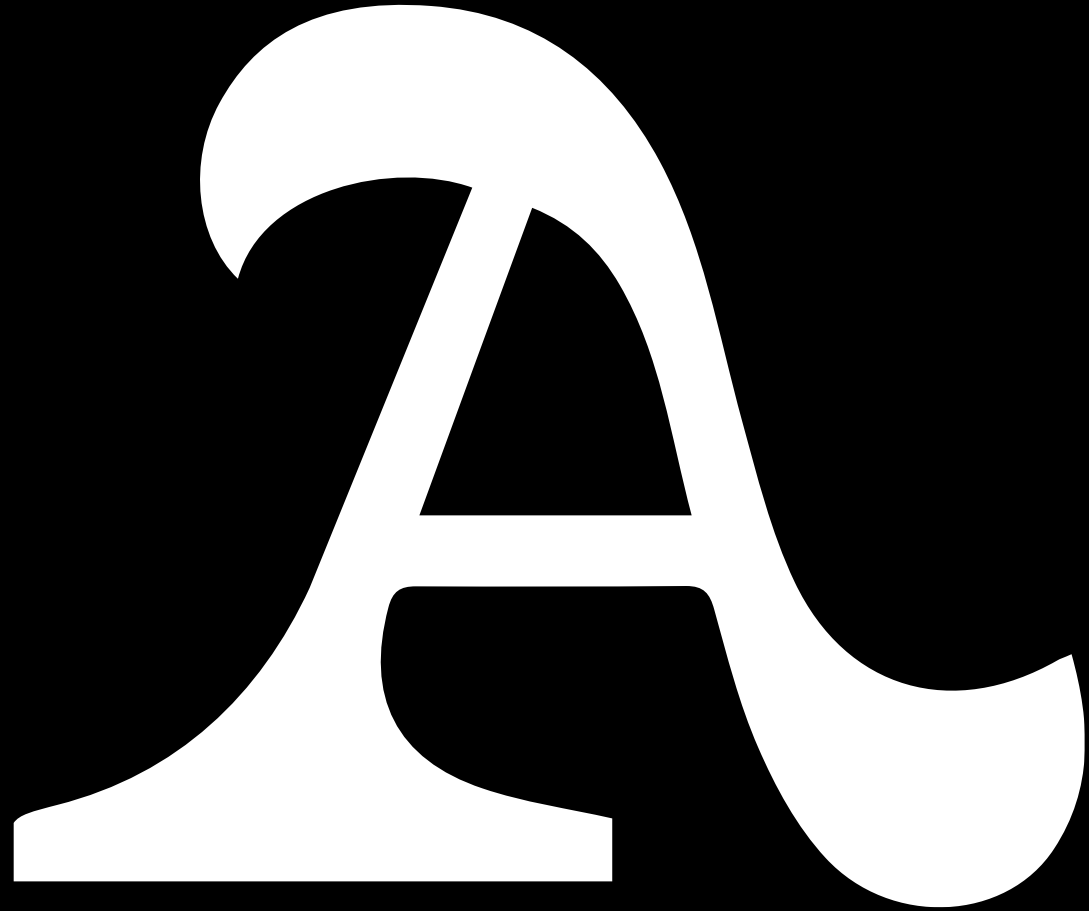
To inspire and develop the
builders of tomorrow



To be a global force for learning
through play



Our
LEGO®
Agency





Who we are:

A global in-house creative agency covering strategy, creative, production, branding, packaging design, product development and everything in-between...

• c

What we do:

We create communications for the toughest audience group in the world

• c

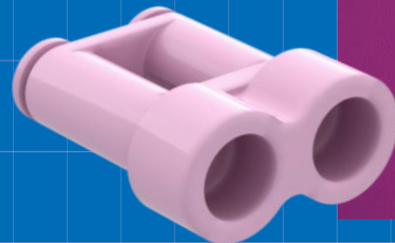
Why we come to work

We want to make ideas as
exciting as the products we
sell

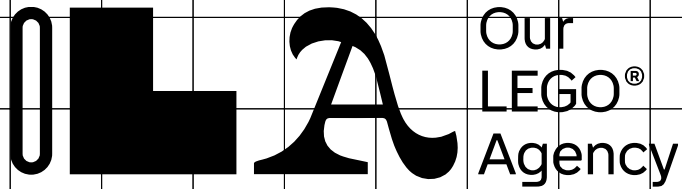


Our North Star

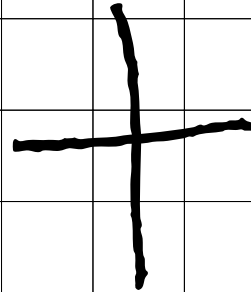
Ideas you
want to play
with



We have things to share because



Superstar in-house collaborators and creatives



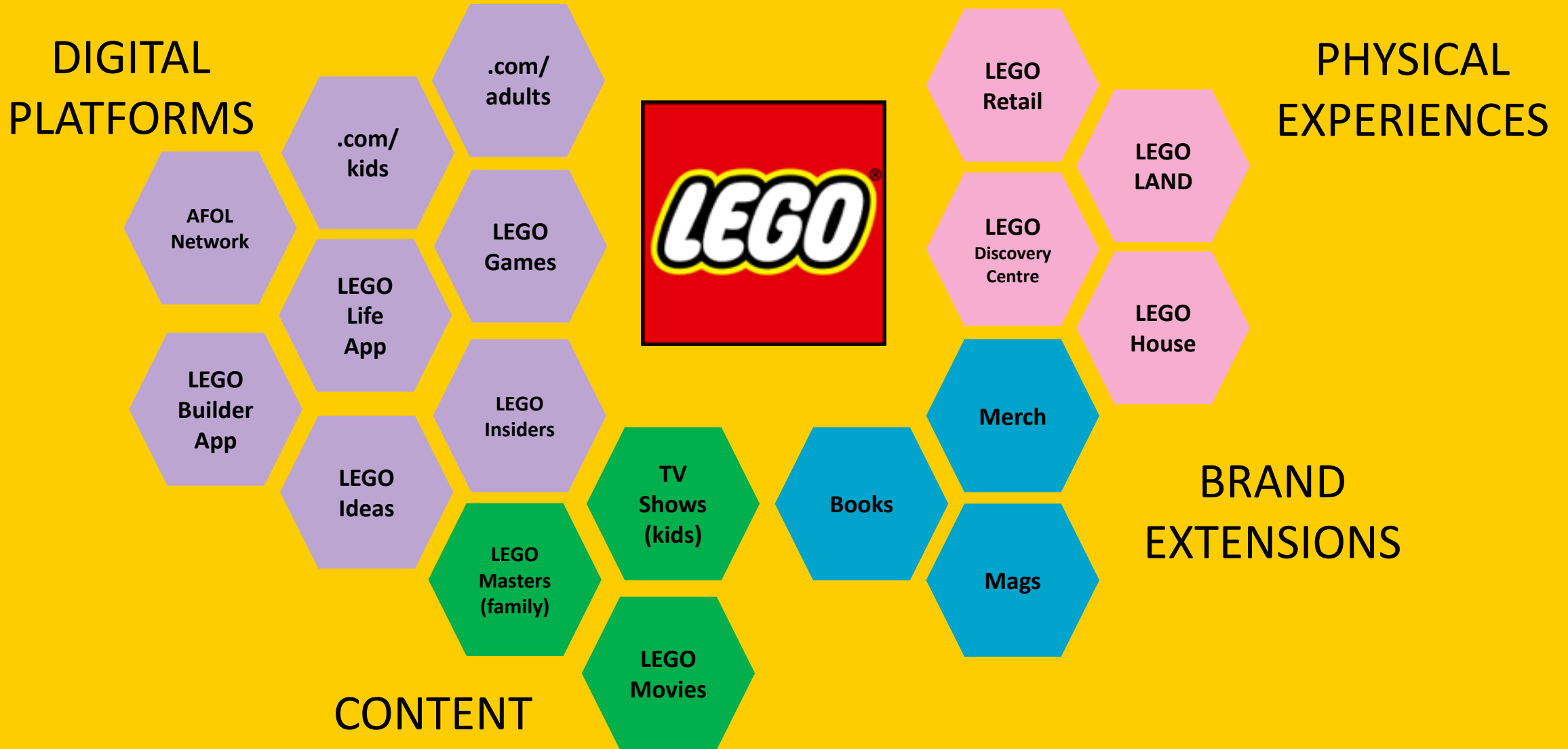
Rich canvas of owned touchpoints to play with



OUR OWN AWESOME PLAYGROUND

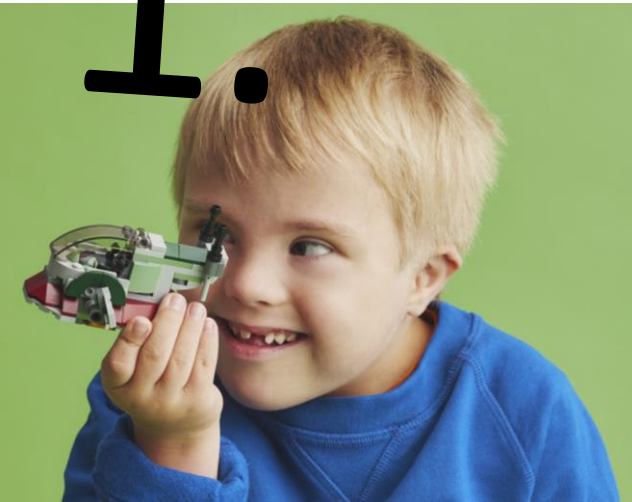


The core platforms for campaign development



Why the shift to OESP?

1.



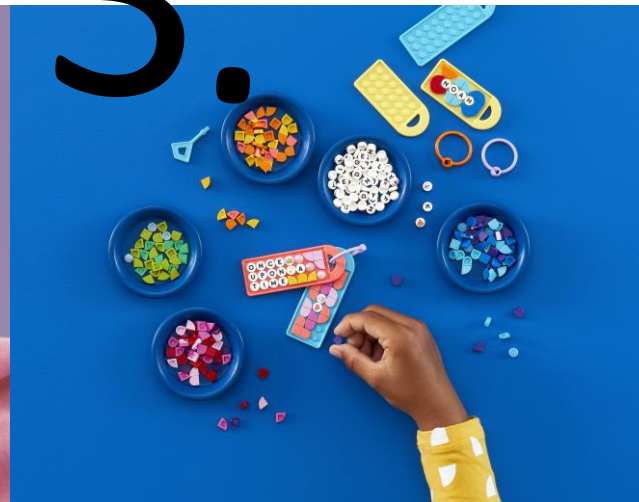
It's getting harder
to reach kids in
traditional media
channels

2.



Commitment to
creating kids safe
digital spaces

3.



The more
touchpoints, the
deeper the LEGO
love

4.



Value of
shopper data

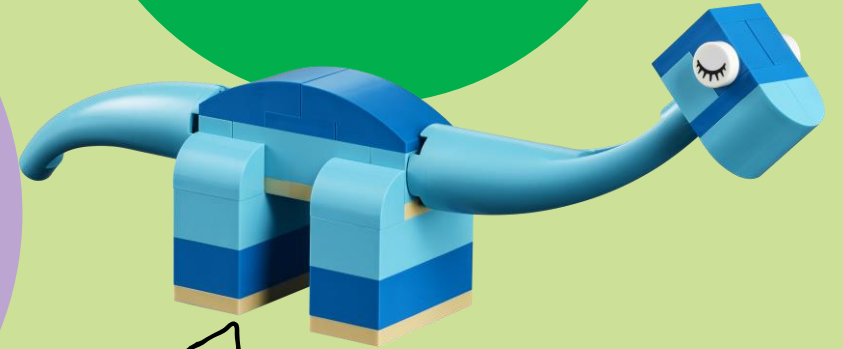
The journey so far..

Introduction of
**OLA Comms
Strategy** team
- Creativity,
Collaboration,
Connection



**Local
integration**
through OESP leads
and local pilots

Updated
**integrated
planning
process** across
all marketing
departments





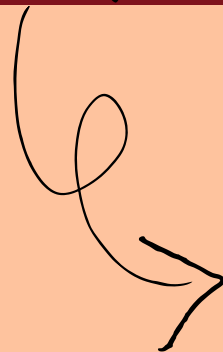
Process kills creative ideas



collaboration



~~Process kills creative ideas~~

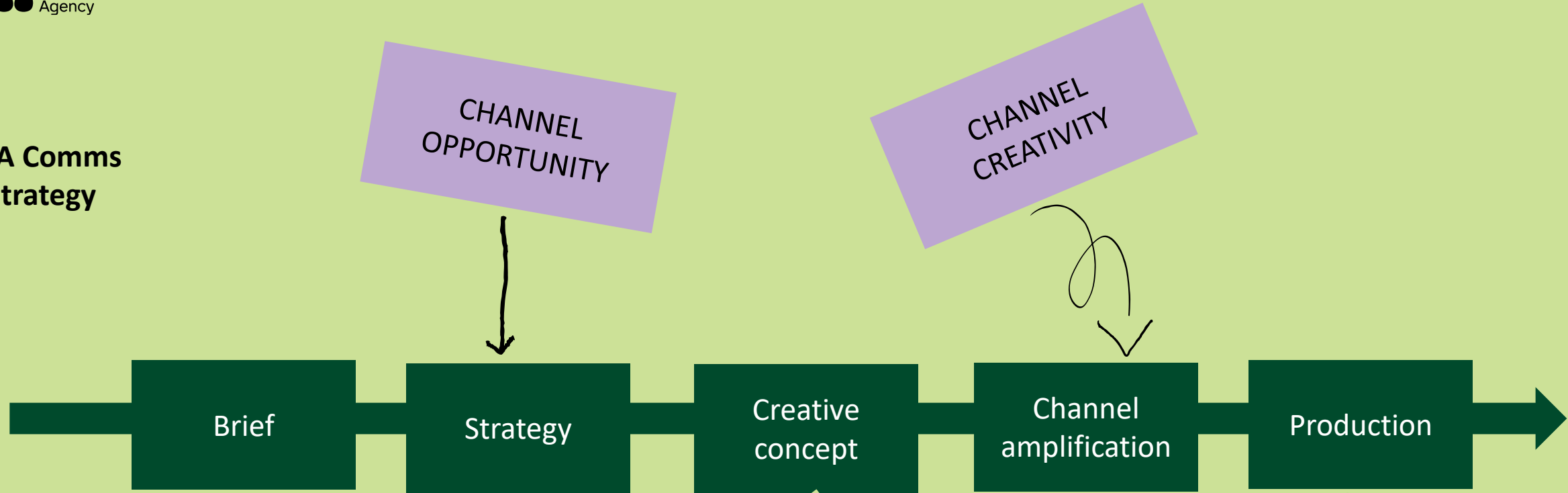


sparks





OLA Comms Strategy



Channel Owners

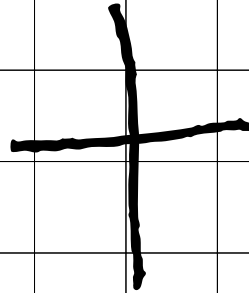




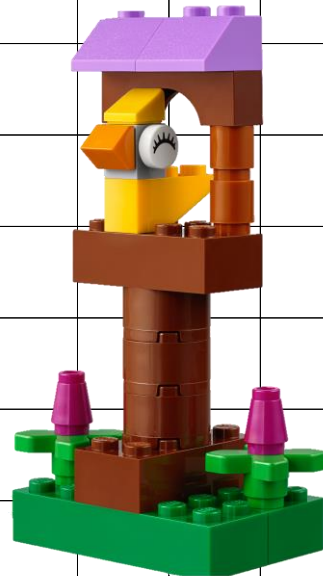
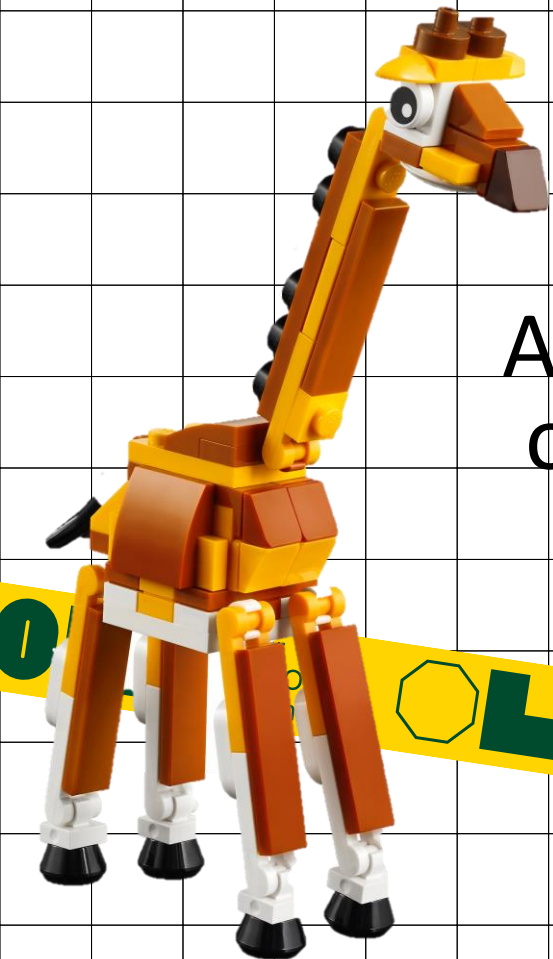
Measurement can
be a playground
too

We have our own challenges...

A huge global
organisation

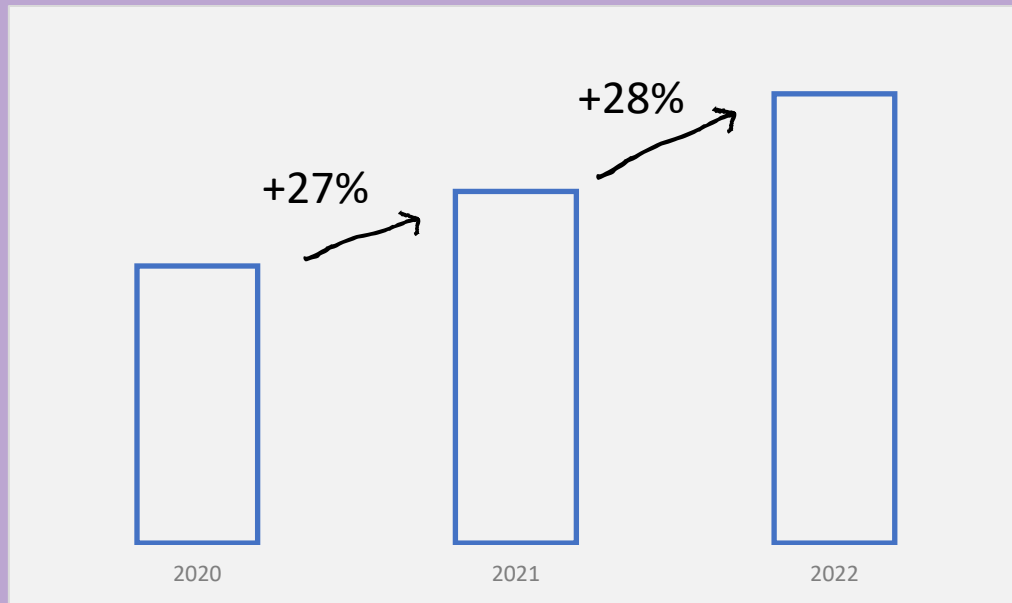


A commitment
to kids online
privacy



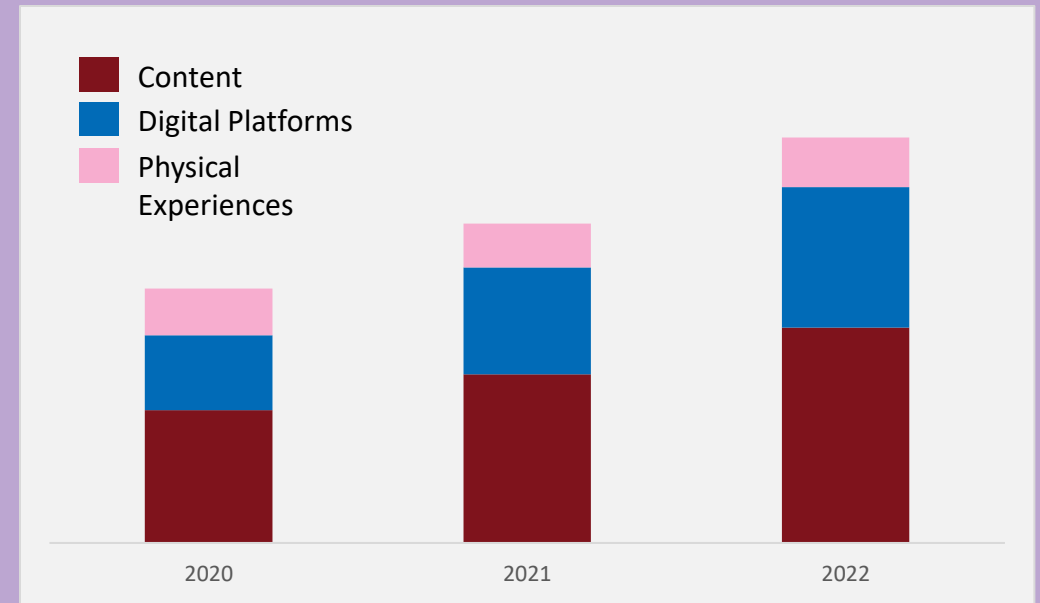
1. Econometric models

Growth in absolute contribution of owned channels



**OWNED channels
Total contribution**

Understanding the value of different types of touchpoint



**OWNED channels – Split by channel type
Total contribution**

Understanding the differences by franchise, age rating & region



Kids IP 1

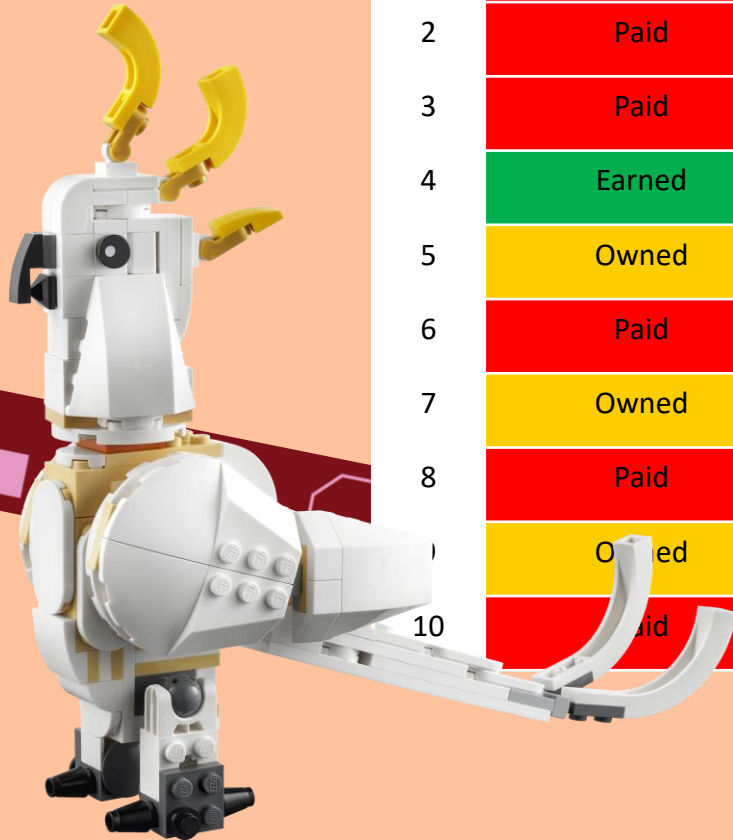
	OESP	Contribution
1	Paid	18%
2	Paid	13%
3	Paid	13%
4	Earned	12%
5	Owned	10%
6	Paid	6%
7	Owned	5%
8	Paid	5%
9	Owned	4%
10	Paid	2%

Kids IP 2

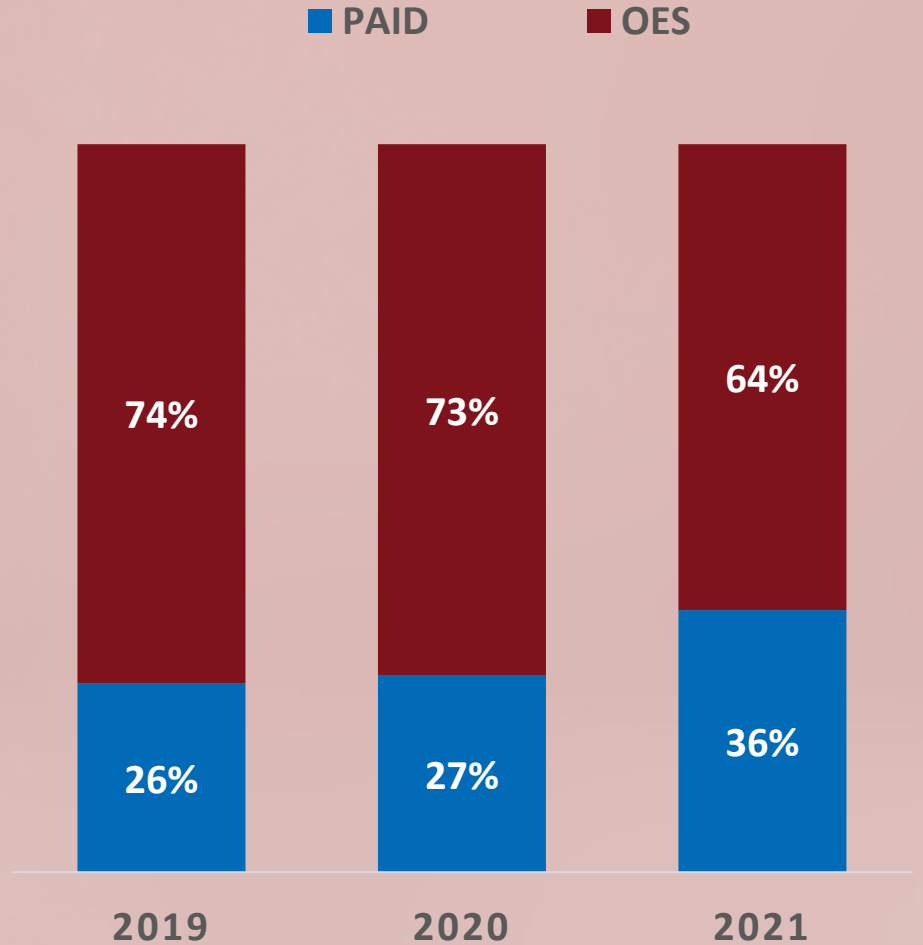
	OESP	Contribution
1	Earned	21%
2	Owned	19%
3	Paid	9%
4	Paid	9%
5	Paid	8%
6	Paid	8%
7	Owned	8%
8	Owned	5%
9	Paid	4%
10	Paid	3%

18+

	OESP	Contribution
1	Earned	23%
2	Paid	12%
3	Paid	7%
4	Paid	4%
5	Paid	4%
6	Owned	3%
7	Owned	3%
8	Owned	3%
9	Paid	2%
10	Paid	2%



2. Brand search correlation



3. Softer measures

Individual
channel
benchmarks and
KPIs

Contextual
indicators

Specific
campaign
effectiveness
studies



Great, but
how does it
all come
together.....

1.

LEGO NINJAGO

Reboot of a loved franchise with a passionate existing fan community on our owned platforms

2.

LEGO DREAMZzz

Launching a new IP through content and disruptive comms

3.

April Fools Day

Using owned assets to drive earned reach with new 18+ audiences



NINJAGO®

April/May

Speak to the fans first



AFON
network, .com
& organic
social

June

Content & product
thunderclap



Long form
content

June

IRL experiences for new &
existing audiences



LBR & retail

July onwards..

Online engagement



.com & LEGO
Life App



DREAMZZZ™

JUST GOT REAL

A large advertisement for the LEGO Dreamzzz series is mounted on a building facade. The ad features a central illustration of a grey robot with a green, blob-like head and a blue winged creature. The text 'HUNT FOR THE DREAM CREATURES' is overlaid on the illustration. The background of the ad shows a landscape with a train and a creature. The LEGO logo and 'DREAMZZZ' are also visible.

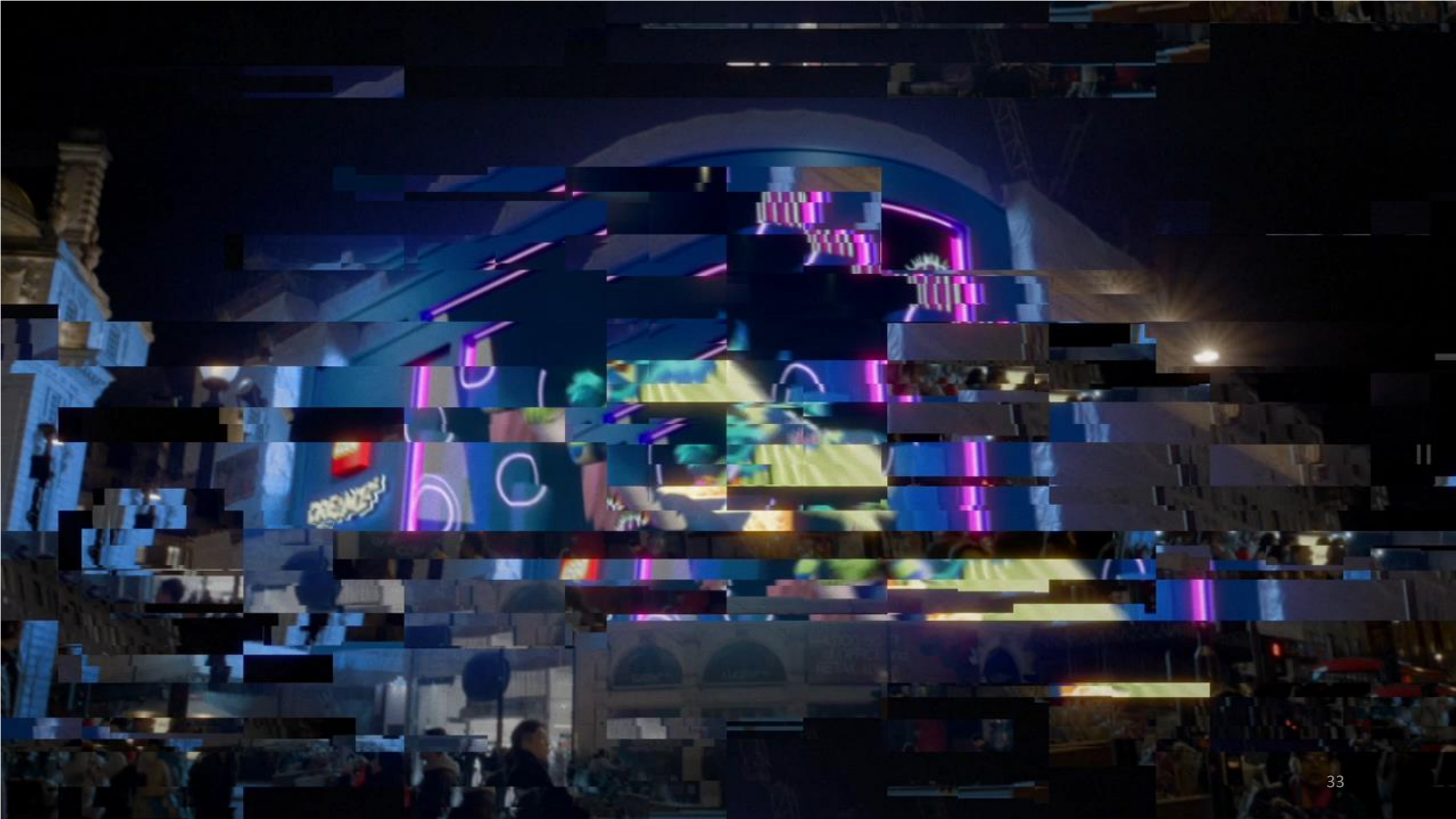
HUNT FOR THE DREAM CREATURES

LEGO

DREAMZZZ

NEW SERIES
STREAMING MAY 15

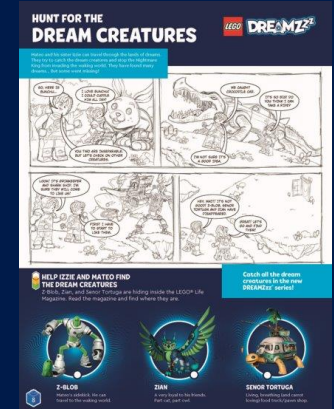
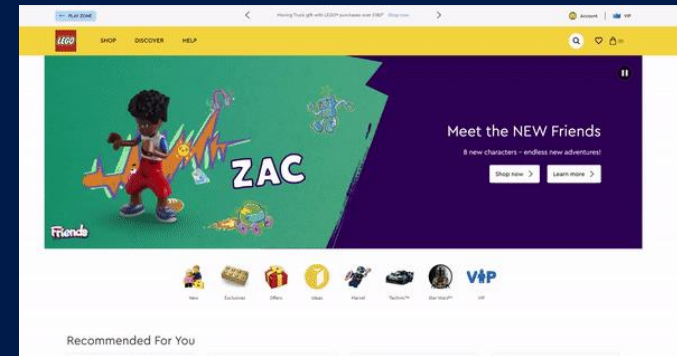
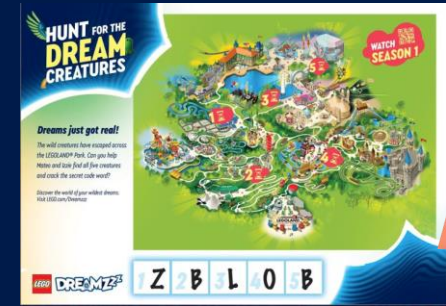
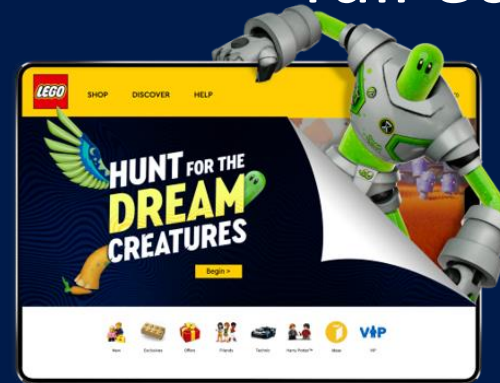
服飾手芸
洋装材料
リ
カダ



Content launch - May
Product Launch - Aug

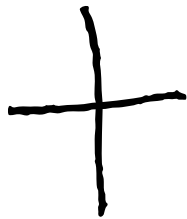


Single idea, executed across the
full ecosystem



The Majestic Horse

PRANK PRODUCT



AFOL
COMMUNITY





Play is your superpower!



This film is packed with hidden clues. Play it, replay it, and solve them all! Every time you crack a code you unlock a superpowered minifigure that you can personalize. There are six outfits to collect. Solve all six clues to collect them all.

Let's get started >



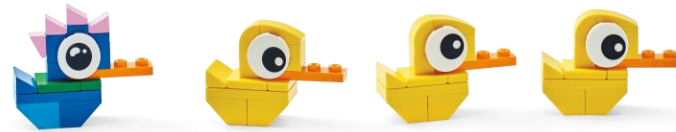
So what's
next ?

What's next?

More creativity, collaboration and connection



Continue to invest in new and existing owned platforms and measurement opportunities



Better understanding of the long term impact of owned channels on baseline sales



Keep playing and experimenting!