

MKT 265 Final Project I

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I. The Brand's Use of Digital Marketing

Digital Media Brand Strategy

Lego uses a multi-prong strategy to position itself in digital media. The first is the development of engaging content. While Lego's "target audience age is from 1 to 15, with children aged 9 or 10 being their ideal market" (Toys, 2022), it has created various digital content designed to appeal to kids and adults. For example, a new ad campaign launched in 2021 encourages adults to build Legos to relax after a hectic day. In addition, the digital content often features Lego's popular characters and sets in animated videos, games, and apps.

Second, Lego has expanded into other mediums beyond its core plastic bricks. For example, they have created several animated television series, such as *Lego Ninjago: Masters of Spinjitzu* (den-deadkeds, n.d.), a competition-style television show called *LEGO Masters* (Qian, 2022), and full-length movies, such as *The Lego Movie*.



BOOST Creative Toolbox / Lego.com

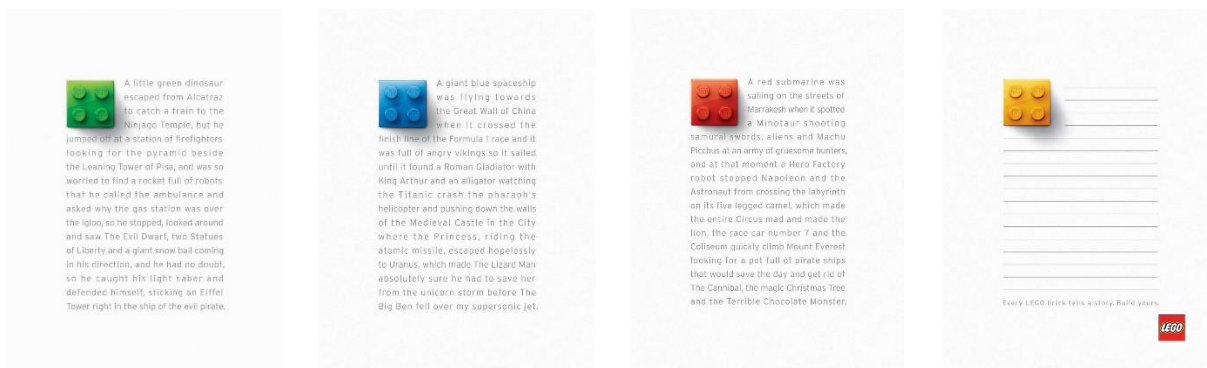
Third, Lego has invested in technology to create new products and experiences that combine digital and physical play. For instance, Lego launched *Lego Boost*, a "customizable and

programmable robot toy that helps children learn coding and STEM skills” (The LEGO® Group, n.d.). The robot includes a free app with step-by-step building and coding instructions.

Finally, Lego has a strong presence on social media platforms such as Facebook, Instagram, and YouTube. It has created several pages on one platform to target specific audiences, efficiently engaging and interacting with fans. One way in which Lego interacts with its fans is the Lego Ideas campaign. This campaign allows fans to submit designs for new products, and if the idea receives 1000 supporters, the concept will be board reviewed for a chance to become an official product.

Overall Marketing Campaigns

Lego’s digital media strategy is essential to its overall marketing campaign, including print, television, and online advertising. Lego’s print and television ads often highlight the physical play and creativity associated with its products. For example, in 2012, Lego launched a 4-page print campaign featuring one colored brick per page, followed by a childlike story. The final page featured a brick followed by blank lines, implying it was the viewer’s turn to write a story.



Lego Ad Campaign / <https://www.trendhunter.com/trends/lego-story-print-ad>

At the same time, its digital media content showcases the interactive experiences that can be created through Lego's digital products. For example, Lego launched Life of George in 2011. Users could construct physical LEGO designs, which they could then scan into the game (LEGO in a Digital World, 2016). Combining technology with the physical toys reinforces the brand's core values of imagination, fun, creativity, and learning.



Life Of George / Julian Horsey

Lego's digital marketing activity aligns very well with the organization's mission to "Inspire and Develop the Builders of Tomorrow" (The LEGO® Group, n.d). The engaging content shared on social media, along with the television shows and movies, have contributed to the brand's continued success. By monitoring what is said about its toys and products via social media, Lego can make changes when needed and take advantage of new opportunities. Diversifying while staying true to its overall brand has allowed Lego to remain the world's number-one toy for nine consecutive years (Toys 25 2023, n.d.).

II. Social Media Platforms

Lego has a presence on all major social media platforms, with YouTube, Facebook, and Instagram being the largest ones for the company. Lego reaches an estimated 50 million people on social media, of which 30 million are through its YouTube channel (BRIC-RC, 2019).

Platform	URL	Followers
Facebook	https://www.facebook.com/LEGO/	14M followers
Instagram	https://www.instagram.com/lego/	9M followers
YouTube	https://www.youtube.com/user/LEGO/	15.8M subscribers
Twitter	https://twitter.com/LEGO_Group	1M followers
Pinterest	https://www.pinterest.com/LEGO/	279.9k followers
Snapchat	has created Lego lenses	
LinkedIn:	https://www.linkedin.com/company/lego-group/	
TikTok	LEGO (@lego) Official TikTok *no content	157.7K Followers

Lego employs a highly successful market segmentation strategy. The company understands its different buyer personas, which allows it to create targeted, compelling marketing campaigns. For example, while its target audience is children aged 1-15, the legal age limit for most social media platforms is 13. Therefore, the company's target market is adults who played with Legos as kids and parents who are the "ultimate purchase maker" (Qian 2022). Marketing aims to drive sales, and Lego uses social media marketing to create relationships that will eventually become a transaction. It does this by engaging with its followers, encouraging them to build, and creating stories by giving them more ideas.

How Lego Uses Each Social Media Platform

Lego has a strong Facebook presence, with over 13 million followers. Lars Silberbauer, global senior director of social media and video at Lego, states, "Facebook is where the parents

are” (Bhatt, 2016); therefore, Lego uses the platform to share its latest products, showcase customer creations, and run campaigns to engage with its older audience.

Instagram is ideal for Lego to showcase impressive, completed sets, share customer creations, and run campaigns targeting its younger audience. Lego relies on hashtags to collect and categorize content, mainly so users can easily find and upload related posts. Its hashtag, #legoideas, is among the most popular and commonly used.

Lego is YouTube’s most popular brand channel as of June 2020. Silberbauer (2016) says, “YouTube is big for us - as a search engine for fun videos and a tool for deeper engagement.” In addition, the company uses the platform to share product reviews and showcase customer creations.

Twitter is the perfect platform for Lego to share quick updates and engage with its audience. In 2019, it launched a new campaign, #RebuildTheWorld, following “Twitter’s ‘Tease, Reveal, and Reinforce’ framework” (Twitter Marketing, n.d.).

Differing Functionalities of Social Media Platforms

Facebook is the most flexible platform in that it supports various content formats, such as videos, images, text, and links, to create engaging content. The key is to use high-quality images or videos and write compelling, informative posts that grab the audience’s attention.

From the beginning, Instagram focused on “featuring photographs, specifically those taken on mobile devices” (Blystone, 2022), which is still the app’s primary purpose. In recent years, a push was made to transition to video; however, there was a backlash from users. Nevertheless, visual content is still king on Instagram, so high-quality images and videos are essential to creating engaging posts.

YouTube is the only social media platform that is exclusively video-sharing. Therefore, high-quality videos, with a compelling title and description for each video, are vital for platform success.

Twitter has a character limit of 280 characters for non-subscribers and a 1,400-character limit for subscribers. The short format was the original intent of Twitter, and it's essential for the content to be concise and to the point. In addition, adding hashtags, images, and videos will make tweets more appealing.

III. Evaluating Digital Marketing Campaigns

Strengths

Lego has one of the most successful digital presences in the world. They have stayed true to their brand identity of imagination, creativity, fun, and learning while embracing the digital world. They share beautiful photos and compelling videos on Facebook, Instagram, and YouTube to engage with its extensive online and offline community that contributes a large amount of user-generated content. In addition, Lego redesigned its website to include games, galleries, message boards, and microsites dedicated to specific themes, such as Star Wars and Lord of the Rings. (PlanetMedia, 2022).

Lego's partnerships with Warner Bros., Disney, Twentieth Century Fox, HIT Entertainment, Nickelodeon, and Cartoon Network helped the company expand its business and stay relevant. These relationships include "gaming (digital and console), animation, and feature-length films" (*LEGO: Growing Brick by Brick*, 2022).

Lego's social media marketing team comprises 30 people organized into culturally diverse units in different time zones. Each team works an 8-hour shift, and when one unit logs

out, another in a different time zone takes over (Bhatt, 2016), showing the company values its employees and customers. As a result, the employees are not overworked, yet someone is always available in real time to address any issues that might arise.

Weaknesses

Lego effectively uses Facebook, Instagram, YouTube, and Twitter to reach its target market; however, its Pinterest page is underutilized. Pinterest often gets overlooked as a social media platform; however, “87% of pinners have purchased something they’ve seen on the site, 93% have used it to plan future purchases, and it drives 17% of traffic to e-commerce sites” (Osman, 2022). Lego’s content shared on other social media sites translates well to Pinterest. In addition to the photos and videos highlighting building sets, Lego could also create boards that show creative ways people have found to store Legos, both completed sets and the bricks.

The core identity of Lego is the physical brick; however, today’s world is very digital. Children are increasingly moving to online and mobile gaming with every technological advance. This departure from traditional toys could threaten Lego’s bottom line. However, by researching emerging trends and new technologies, such as virtual reality, Lego can continue to innovate and remain the world’s most valuable toy brand.

IV. Creating Digital Marketing Campaigns

Types of Research

There are several qualitative and quantitative research methods that can be used to aid in the development of social media, online, and mobile campaigns. Some of the most common ones include audience research, competitor research, and trend research. This research can be

conducted through surveys, questionnaires, focus groups, social media listening, industry reports, and online searches.

Another valuable tool is analytics research, which analyzes a campaign's performance in real time or after the campaign has ended. For example, analytics built into most social media platforms allow marketers to view how many people viewed a post and any interaction with the content, such as clicks and responses (Mazierski, 2021). This information provides insight into what content resonates with the target audience. Qualitative and quantitative research offers deeper insights and allows marketers to develop campaigns tailored to the target audience, leading to a higher degree of success.

The Campaign

As parents worldwide know, stepping on a LEGO is one of the most painful experiences. Therefore, the goal of this campaign is to focus on creative and innovative solutions to store and display LEGOS. Recently, Lego partnered with Ikea, the Swedish home furnishings company whose vision is "to create a better everyday life for many people" (*About IKEA*, n.d.), in order to produce a collection of toy storage solutions and a Lego brick set unique to Ikea. The BYGGLEK LEGO storage boxes are both storage and play units so kids can build inside, outside, or around them.



Source: <https://www.ikea.com/us/en/p/bygglek-lego-r-box-with-lid-set-of-3-white-70372186/>

User-generated content (UGC) is one of LEGO’s most vital marketing tools. LEGO Ideas is where users share creative works, participate in contests, present ideas for new sets, and cast votes for the best models created by other fan designers (*How It Works*, n.d.). The new campaign will tap into this UGC machine by adding a section allowing creators to submit LEGO storage and display solutions. In addition, creators can use the hashtag #legoideas on Instagram and Facebook. These social media and website submissions will be entered into a contest to determine the most creative and effective solution.

In addition to the contest, the marketing team will create content featuring the BYGGLEK LEGO collection. While this content, such as photos and videos, will be shared across LEGO’s social media platforms – Facebook, Instagram, YouTube, and Twitter - Pinterest will be the primary platform for this campaign. Pinterest is a “visual discovery engine for finding ideas like recipes, home and style inspiration, and more” (*All About Pinterest*, n.d.), with 85% of Pinner users using the platform to plan new projects. The campaign’s target audience is the parents of

children who own LEGOS, making Pinterest the ideal platform because it reaches “80% of US mothers who use the internet” (Lipsman, 2019).

Ethical and Legal Concerns

The marketing team must be aware of several ethical concerns concerning UGC contests. First, UGC contests may offer low or no compensation to participants while requiring them to invest a significant amount of time and effort, and participants may feel exploited. Second, some participants may have access to better technology or resources and may create an unfair advantage. In addition, transparency is important so participants can make informed decisions. All rules and regulations must be clearly defined. Finally, there may be concerns about ownership and copyright of the submissions, particularly if the contest rules are unclear or ambiguous.

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