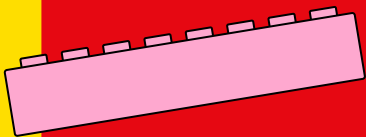
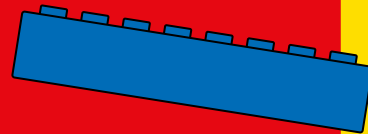
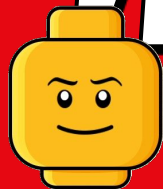


WORLD PLAY DAY



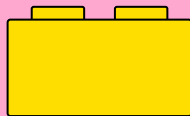


GLOBAL CAMPAIGN

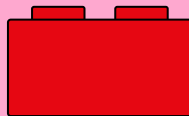
WE'RE HERE TO REBUILD THE WORLD FOR PLAY.



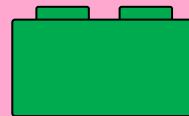
The pressures of modern life mean globally, play is being deprioritized. On World Play Day, LEGO is popping up in cities around the world to remind kids and families of the power of play – and give them cool new ways to do it.



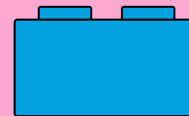
Play that's
DISCOVERABLE



Play that's
PURPOSEFUL



Play that's
SHAREABLE



Play that's
FUN

OUR TASK

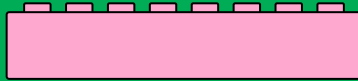
MAKE BOSTON MORE PLAYFUL.

Design hyper-shareable play experiences that toggle back to LEGO's global brand campaign, but are rooted in local insight to build meaning and relevance with a rising generation.



Experience

Hands-on, snackable play activations in diverse communities.



Partners

Inspired and informed by PAs and PVs who represent creativity in all forms.



Content

Amplified across platforms and channels to expand reach and impact.

AUDIENCE

ALPHAS EXPLORE THE WORLD THROUGH GAMING AND PLAY.

Play is our natural state! But as kids become more social and independent, toys like **LEGO bricks start to lose their cool.**

*9-12 Y/O design target, flexing to include 6-12 Y/Os and their caregivers.





GOAL + KPIS

RECODE WHAT IT MEANS TO “PLAY WITH LEGOS.”

Get tweens **who** fear being left out and are reluctant to play **to** see the brand as relevant and meaningful **by** introducing play that’s cool in the eyes of their peers.

MEASURING SUCCESS

Shift perception of LEGO
and build brand relevance
among 6-12 y/os.



Reach + engagement
(social buzz, earned
media)



Attendance
(footfall)



Affinity
(sentiment)



STRATEGIC APPROACH

ON THE GROUND

BOSTON IS RED BRICK CITY.

It was built on creativity and innovation,
and stacked with options for kids to learn,
explore, and up-skill.





TO MAKE KIDS BELIEVE IN THE POWER OF
PLAY, WE NEED TO LOOK AT WHAT'S EXCITING
THEM NOW AND ASK:

**“WAS THE CITY
BUILT FOR THIS?”**



KEY INSIGHT

TWEENS FEEL PRESSURE TO FIT IN, BUT THEIR CULTURE IS PLAYFUL, IRREVERENT, AND A BIT MESSY.

For kids navigating middle-school politics, platforms are portals to freer play.

They ping-pong through the digiverse, sampling, remixing, and experimenting with possibility in a low-risk way.

FROM...

**A BRAND THAT PARENTS, KIDS
AND EDUCATORS LOVE**

TO...

**A BRAND THAT TREND-OBSESSED
TWEENS LOVE**

**AN ALTERNATIVE TO
SCREEN-BASED PLAY**



**A BFF THAT HELPS KIDS
PLAY THEIR WAY**

“GOOD FOR YOU”

“GOOD FOR ME”



OPPORTUNITY

BRING KIDS (AND LEGO) OUT OF THE BOX.

In a city where play can feel a bit predictable or stuck in the past, we turn LEGO into a disruptor that's plugged into the zeitgeist and makes play feel **different, purposeful, shareable, and fun.**



MORE THAN A BRICK

IDEA SPRINGBOARD

“Play” is a construct. “Cool” is a construct.
And every construct can be rebuilt.

Tweens associate **LEGO** bricks with kiddie play.
But a **LEGO** brick is so much more.

A **LEGO** brick is a key and a bill.
It’s an access pass to the coolest experiences.
It’s a token that proves you belong.

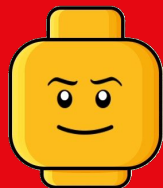
In a city where play can feel predictable or stuck in the past,
LEGO plugs kids into the zeitgeist and gives them the tools
to rebuild it however they want.





AMPLIFY

THANK YOU



LEGO

