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Lego

Lego started out as a toy company with wooden toys but soon evolved into the company we know today. The reason for their success was the innovation and adaptability they used with their products. They recognized the trend of their consumers in instances such as their Star Wars line of Legos. This created new and exciting experiences which kept consumers engaged. Without new and interesting models, customers would stick with their current purchases rather than buying new Legos.

Lego has created an ecosystem that allows customers to build cities and sets that gives them the chance to connect with friends. The real enjoyment from Legos is the chance to create your own universe and share it with others. Lego has been able to have an ecosystem that creates and sustains a world were children are encouraged to create and continue to create their own products.