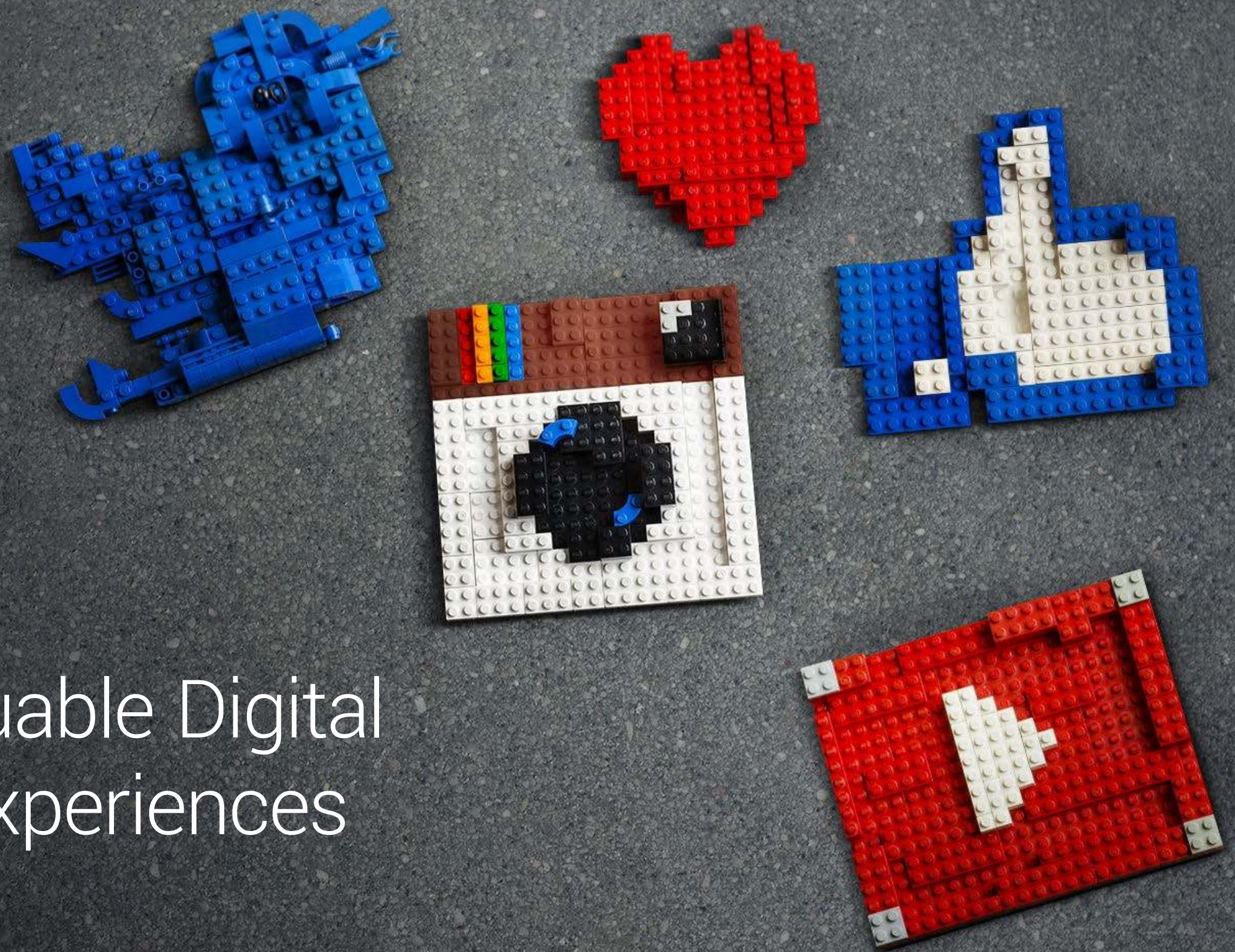




socialbakers

LEGO
Building Valuable Digital
Customer Experiences



LEGO is one of the world's most valuable global brands and toy-makers.

They've taken that success to social media, too. LEGO has developed a customer-centric social media strategy that is devoted to its customers and the worlds they create. They've used social media to build platforms that encourage their audiences to contribute new ideas for their products, while enhancing their digital experiences and engaging customers with their products. To find the best social media practices from the toy empire that can be applied to any brand no matter the industry, Socialbakers analyzed LEGO's 2015 performance on the major social media platforms: Facebook, Twitter, YouTube, and Instagram. What are the building blocks of their success, and how can you apply that to your brand?

Key Takeaways

- Photos were LEGO's most common Facebook post type, accounting for 39% of content that received 45% of total interactions
- Accumulated nearly 620,000 new Facebook Fans in 2015 - representing 6% growth
- Promoted roughly 37% of their posts during the holiday season on Facebook
- Gained $\frac{1}{3}$ of their 320,000+ Followers on Twitter in 2015
- LEGO gained $\frac{1}{3}$ of their 320,000+ Followers on Twitter in 2015
- Received the most mentions on Twitter during Comic-Con in mid-July
- Published 59% more posts on Instagram and received 80% more Interactions year on year.
- Posted about 6 videos per day on YouTube, and they received an average of 3.5 million views per day

Introduction

In 2014, LEGO built their way to becoming the world's most profitable toymaker. Sales soared across the globe with the help of The LEGO Movie's \$500 million¹ gross at the box office, creating a surge in demand for those colorful plastic bricks (the company sold 60 billion plastic pieces in 2014 alone). In 2015, at an estimated value of over \$5 billion, for the first time LEGO became one of the world's top 100² most valuable brands to compare with iconic brands such as Apple, Google, Toyota, McDonald's, and more.

Despite the digital age vying for kids' attention, LEGO is proof that tablets and smartphones have not replaced analog toys. It's hard to imagine that just 12 years ago the Danish company was one brick away from disaster. The tale of the 84-year-old Scandinavian company from Billund, Denmark, is truly remarkable – they've survived factory fires, economic hardship during World War II, kept the company thriving through four family generations, and recovered from near bankruptcy in 2004 to put themselves back together again and achieve explosive growth.

The successful turnaround is built on their ability to stay relevant in the eye's of children and parents alike. **That's where their social media marketing content strategy plays an important role.**

Building a Social Brand

The foundation of LEGO's prosperity is staying true to their identity and the "LEGO system" by designing products that are versatile even as they expand with popular characters and themes by tapping into new fan bases such as Harry Potter, SpongeBob SquarePants, and Star Wars³.

LEGO has embraced social media with open arms, viewing it as a valuable two-way communication channel. Understanding what types of conversations their fan base wants to have with the brand is helping them to identify what products their customers like and want – they built the [LEGO Ideas⁴](#) platform to source creative concepts from their community for new products with handsome rewards for the creators.

Every brand can learn from LEGO's story by emulating their approach through [social media analytics](#) and adapting their best practices for your brand.

¹ www.bloomberg.com

² Interbrand's 2015 Most Valuable Brands

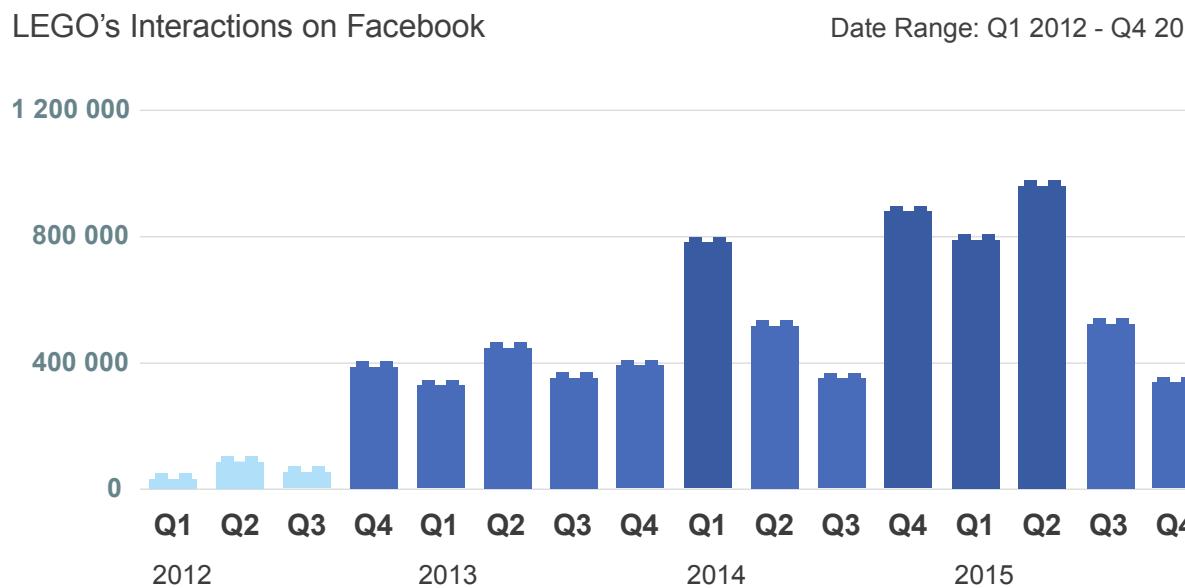
³ www.theguardian.com

⁴ www.ideas.lego.com

Facebook

It's easy to see why LEGO have more than 10.9 million Fans - 6% of which they grew in 2015 (that's 52,000 new Fans per month!). The toymaker publishes an average of 5 posts per week, each with a specific purpose. They cleverly incorporate their products into all of their content by featuring their LEGO sets and creations in images, and short movies and stop motion videos to show their figures in action.

LEGO's Interactions on Facebook



Using the social media analytics in Socialbakers Solutions, we were able to determine which posts received the highest amount of Interactions. Their most engaging post on Facebook during 2015 celebrated the release of The Simpsons Kwik-E-Mart set and the expansion of minifigures.

The post alone generated more than 100,000 organic Interactions! It's important to note that it wasn't just a picture of the iconic LEGO box set; it included a 23-picture album depicting the minifigures in various scenarios. This gave customers an exclusive look before the box set even hit stores, and successfully sparked conversations that created instant demand two months before they were made available to the public.



TIP: Don't neglect description text! LEGO chose to direct people to The Simpsons' Facebook Page - the brand might have benefited more from directing users to the website where they can purchase the product directly. They could have created a contest for winners to get The box set which would raise brand awareness and help gain new customers.

Understand Which Post Types Perform Best

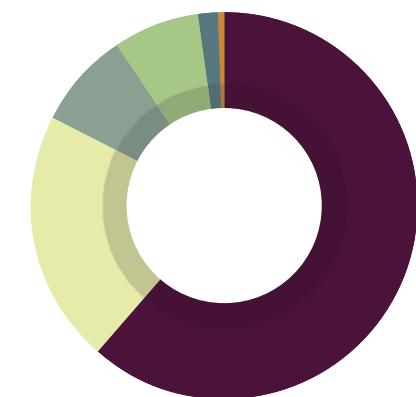
When it comes to creating engaging content, it's important to understand what your audiences interact with most. This will enable you to create content with a focus and help you to improve by looking at past successful posts. Benchmarking from your past activity, and that of your competitors, will help you to discover the best formula for generating even better results.

We analyzed more than 5,900 brand Pages across Facebook and found that roughly 62% of posts were photos, receiving 75% of Interactions. LEGO was not far off from producing that much photo content; however, their volume of video interactions were nearly the same as those garnered by photos.

We've seen that brands keep moving towards the use of more video, especially native Facebook video. In LEGO's case, videos consisted of a larger share of their content - 39% of LEGO's posts were photos which saw 45% of their total Interactions, and videos made up 34% with 25% of total Interactions.



Companies' Overall Post Distribution on Facebook



Date Range: November 2015 - January 2016
 Data Sample: 5,919 companies Pages

LEGO's Overall Post Distribution on Facebook



Date Range: January 2015 - December 2015

Strike the Right Balance of Paid and Organic Content

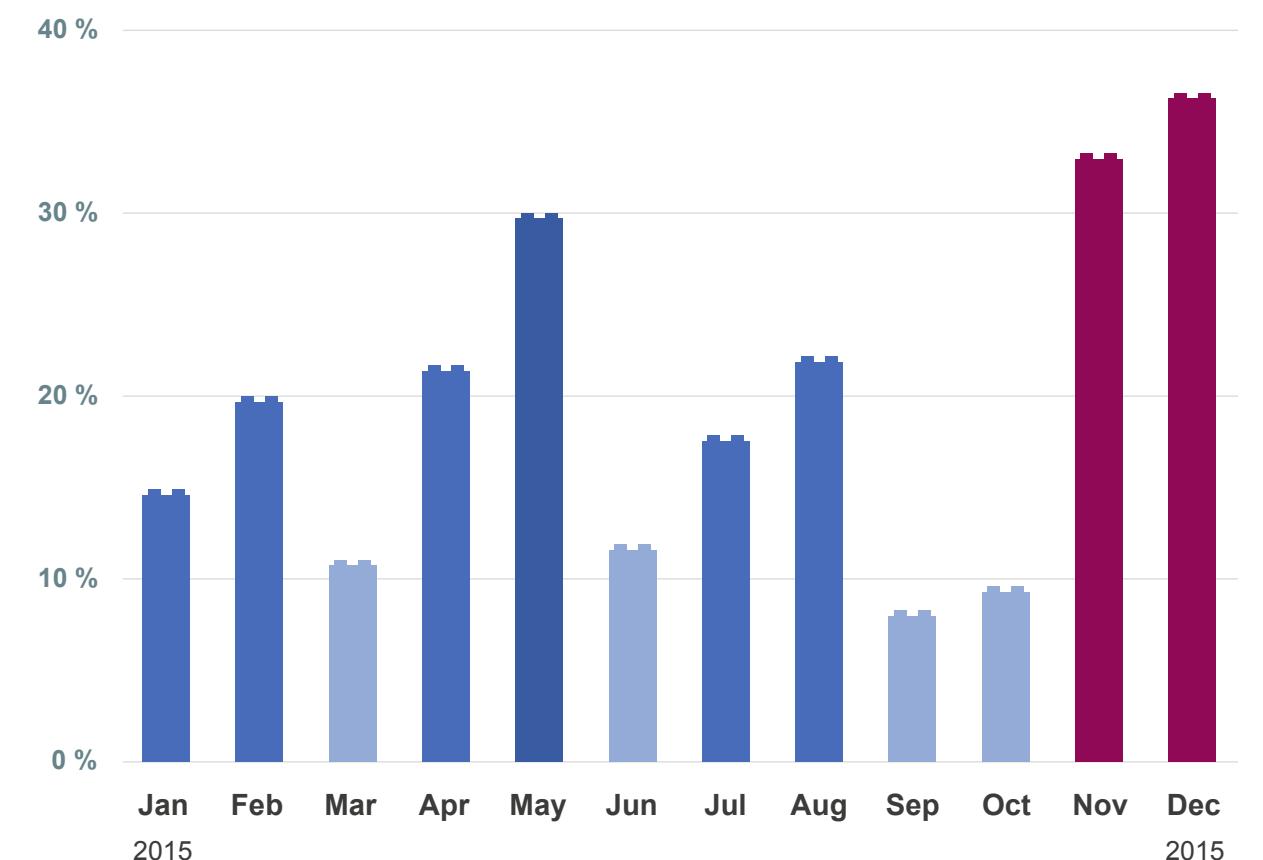
In a climate where [80% of brands promoted their posts on Facebook](#), and on average brands promoted 21% of posts, post promotion is no longer an option. And with so much competition in the News Feed, especially during special events and the holiday season, to gain a competitive edge you've got to know how much your competitors are spending.

We looked at LEGO's Facebook posts with Promoted Post Detection in Socialbakers Solutions and found that the toy-maker promoted 20% of their posts on average.

LEGO attracts more Interactions from organic content than paid posts. Our show that LEGO promoted the most posts during the holiday season (between 33% - 37%).

When it comes to being part of popular conversation, it's all about timeliness to cut through the noise of the News Feed. Remember the white and gold and black and blue dress⁵? [LEGO reacted swiftly to take part in the conversation](#) and promoted their post. Out of LEGO's top 10 posts by Interactions, this was the only promoted post which garnered 71,500+ total Interactions. It's difficult to react to events that are unfolding in a timely and funny way, but if you manage well, it can get you a lot of attention.

LEGO's Paid vs. Organic Posts on Facebook



TIP:

Did you know that responding to your customers' comments and queries also generates Interactions? In Q1 2016, [Socially Devoted brands](#) (those that reply to 65% of questions posted by Fans) received 3.1x more Interactions than their non-Socially Devoted counterparts. Find out if you're Socially Devoted [here](#).

⁵ www.time.com

Twitter

LEGO gained $\frac{1}{3}$ of their more than 320,000 Followers on Twitter in 2015, and received more Interactions on their Tweets in 2015 than in 2014. The toy-maker is successfully taking advantage of Twitter's **real-time marketing capabilities** which can be seen from their top Tweet of 2015.

They Tweeted their [iconic Star Wars minifigures standing in line](#) to see the *Force Awakens* the day before its premiere. LEGO Tweeted at the official *Star Wars* handle and used the designated hashtag to stay engaged with the *Star Wars* conversation. As a result this Tweet received nearly 8,200 total Interactions.



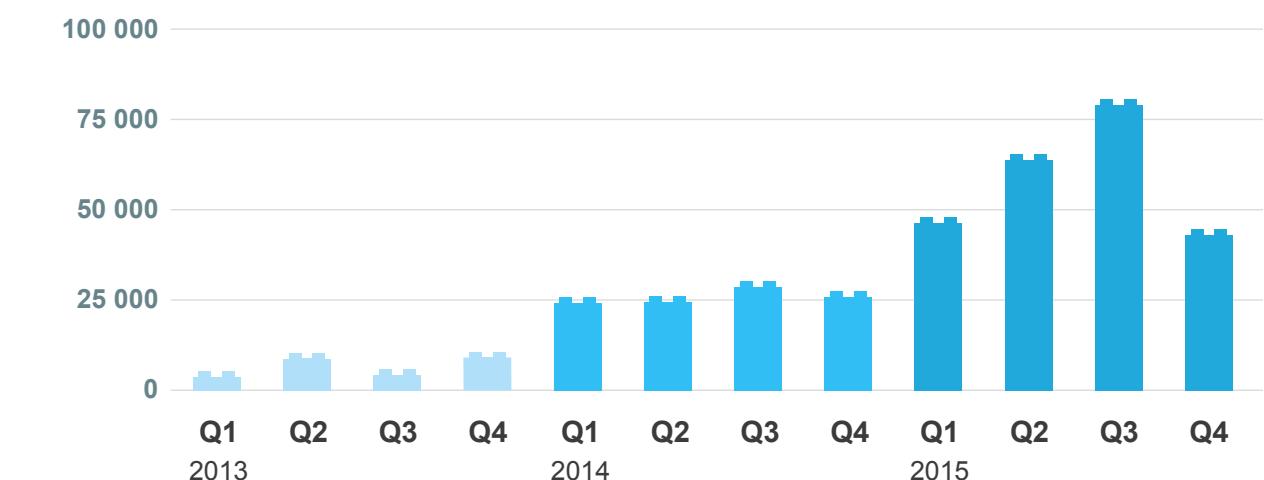
LEGO received the most mentions in mid-July during Comic-Con, for which they crafted a clever content strategy to keep their Followers engaged during the event. LEGO had a Periscope live stream and also launched competitions that gave Followers the chance to win thematic prizes. Their [second-](#) and [third](#)-most interacted Tweets in 2015 were Comic-Con themed.

TIP:

One of the best ways to stimulate interactions is to be part of popular conversation (holidays, Super Bowl, special events etc.) and communicate in real-time. Make use of hashtags for your campaigns, and encourage your Followers to use them.

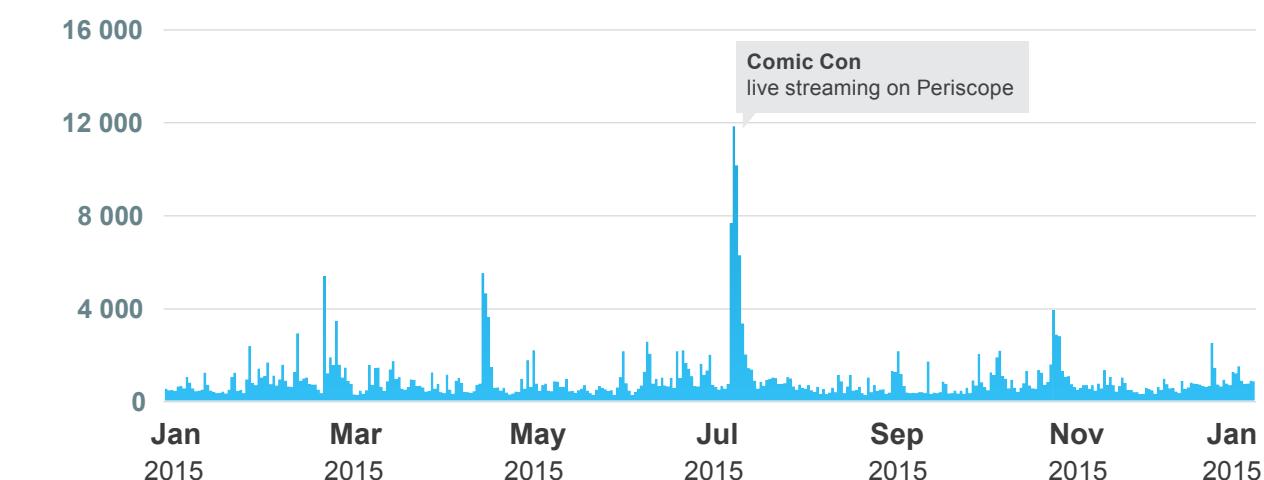
LEGO's Interactions on Twitter

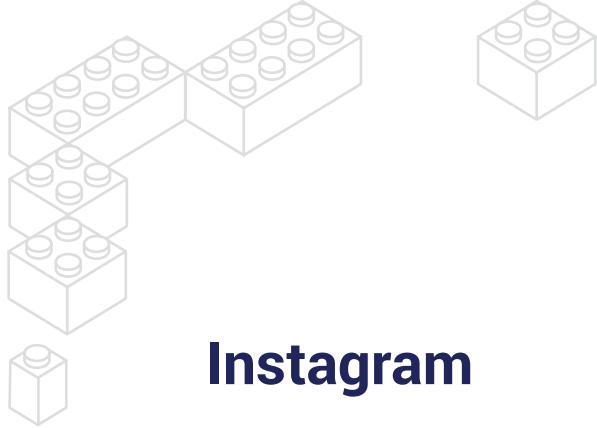
Date Range: Q1 2013 - Q4 2015



LEGO Mentions on Twitter

Date Range: January 2015 - December 2015





Instagram

LEGO's Instagram presence [has grown exponentially since 2014](#). We compared their Instagram performance in Q4 2014 to Q4 2015, during which time they grew their followers by 304%, published 59% more posts, and received 80% more Interactions. The brand boasts an Instagram community of nearly 883,000, more than half of which they captured in 2015. In Q3 of 2015, the toy-maker shared more videos than pictures compared to the general benchmark (among 4,622 brands, 94% of all posts were pictures).

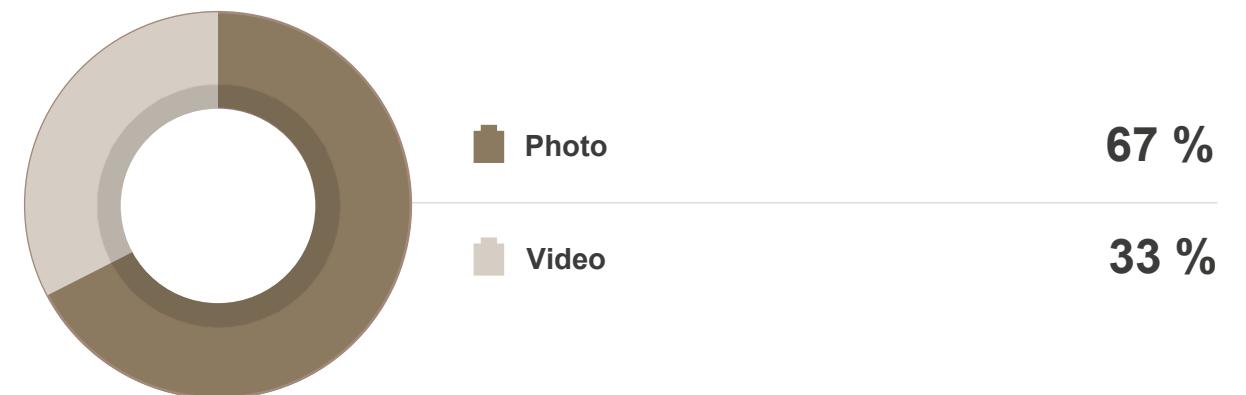


Note

This word cloud consists of words used most often in LEGO's description text on Instagram. Star Wars, Comic-Con, and LEGO's animated series *The Mixels*, *Nexo Knights*, *Ninjago* are most prominent. 'LEGO' was excluded from this word cloud.

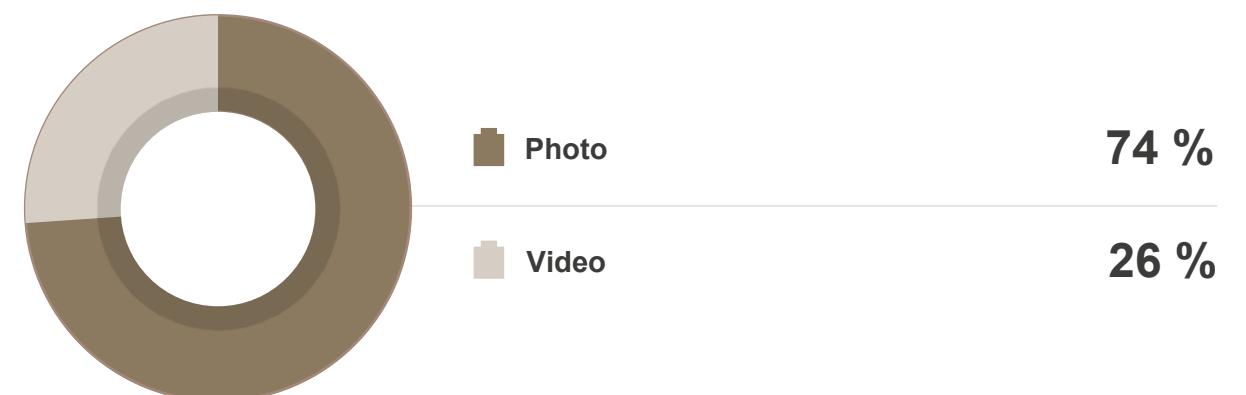
LEGO's Post Distribution on Instagram

Date Range: January 2015 - December 2015



LEGO's Interaction Distribution by Post Type on Instagram

Date Range: January 2015 - December 2015



One of Instagram's greatest features is the ability to use up to 2,200 characters for photo captions, giving 'grammers the freedom to share and read the story behind the image (part of why the [platform is increasingly becoming like a high-end magazine](#)). Instagrammers seem to be so enthusiastic about the things they follow that they're more than willing to read a bit to learn more about the image or video they're seeing. According to Socialbakers data, in Q4 of 2015, 13% of brands and 11% of media companies use between 76 –100 characters. LEGO is no exception here - and 'grammers can't get enough.

Insights:

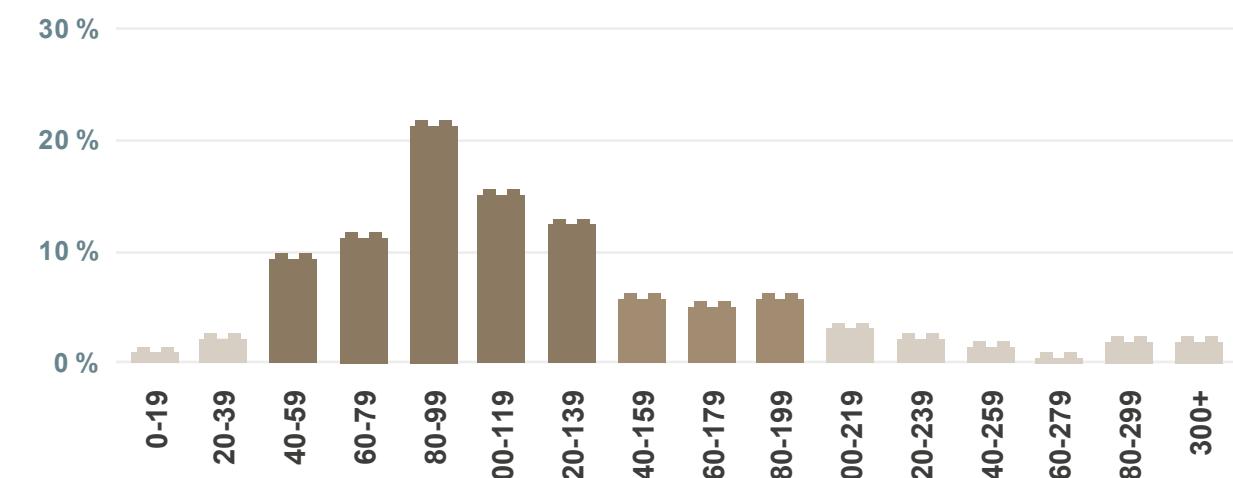
LEGO could have made far better use of the photo caption to generate even more Interactions. For instance, they could have provided some basic statistics from their master builders like: "Hulk took 24 hours to build with 10 master builders, and is composed of 4,000 green blocks" etc., and explained where the display was located to encourage more people to see the installation. People would naturally take photos and use the designated hashtags. As a result, attendees would help increase LEGO's visibility and add to their brand awareness. The toy-maker could have seen even more interactions by making some sort of contest with user generated content (e.g. you need to find the installation, take a picture with Hulk in the coolest costume, and use the designated hashtag).

LEGO's top 10 hottest posts by Interactions were Star Wars, Back To The Future, and Comic-Con themed. People just love to look at life-size creations made of LEGOs. It's no wonder LEGO's #1 post in 2015 was [Hulkbuster](#), made completely out of LEGO blocks, "having a smashing time!" with his opponent at the Comic-Con in San Diego. The post generated more than 41,400 total Interactions with the use of relevant hashtags. LEGO uses fewer hashtags than the general benchmark (890,000+ brand and media posts); in Q3 2015, 96% of LEGO's posts had fewer than 5 hashtags, ahead of than the general benchmark of 71%.

If you want to succeed on the platform, it's important you have the right tools. With Instagram analytics in Socialbakers Solutions, you can see how you compare with your competitors, learn the tricks of Instagram's engagement leaders, and apply them to your strategy to complement your cross-platform social media performance.

LEGO's Description Text by Character Length on Instagram

Date Range: Q1 2012 - Q4 2015

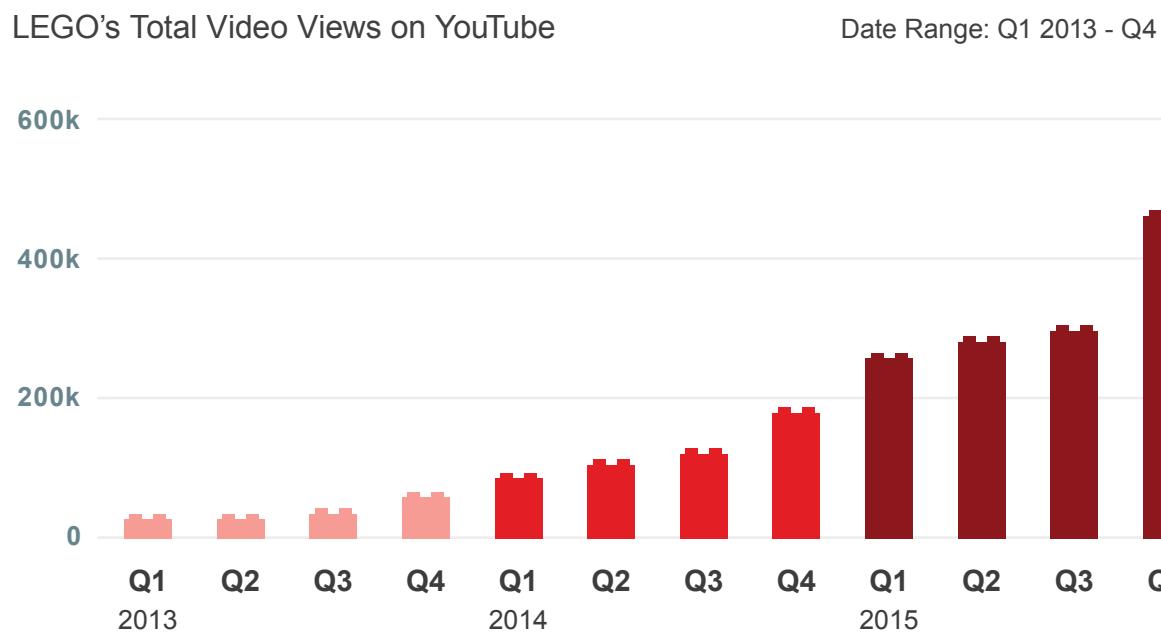


YouTube

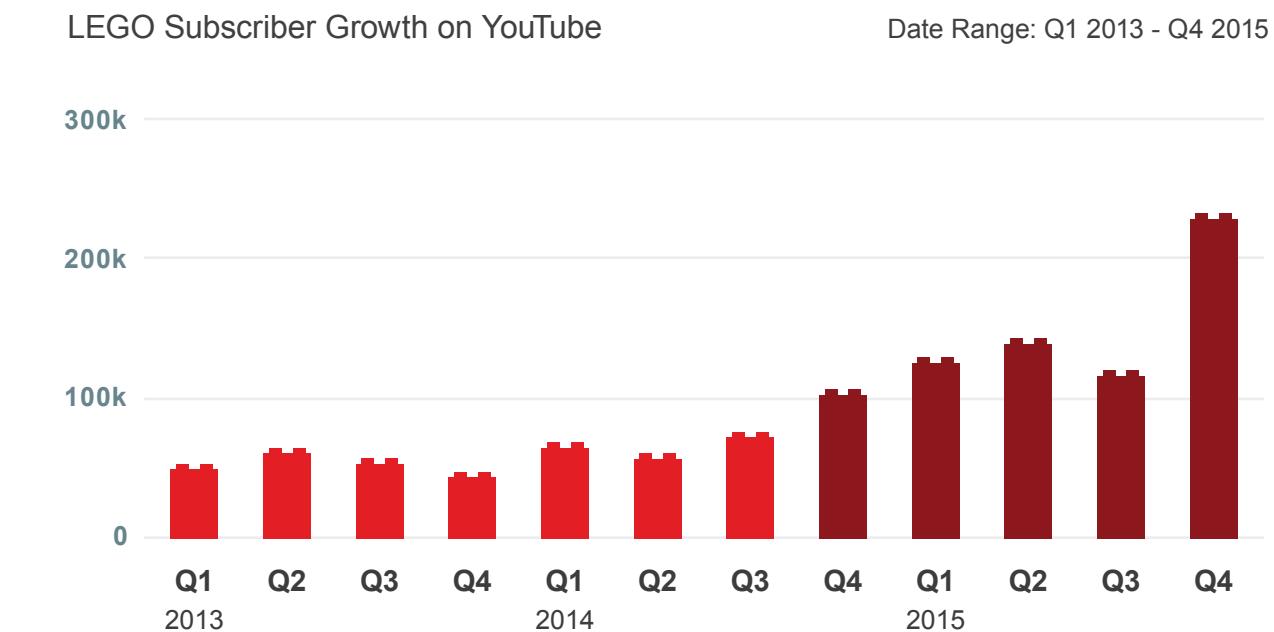
LEGO clearly values their massive YouTube channel, and so do their 1.1+ million Subscribers. They create a ton of content (about 6 videos per day) that is sorted in playlists by category like short movies, superheroes, cities, and languages. People can see new stories every day which is pretty brickn' kool!

The toymaker published a total of 6,139 videos which saw over 1.2 billion total video views in 2015. Q4 2015 has been the best quarter for LEGO since Q1 2013 - their videos received more than 460 million views. This can also be attributed to gaining over 600,000 new Subscribers, most of which they attracted in Q4. LEGO's top video displaying a [Frozen-themed castle](#) accumulated more than 10 million views.

LEGO's Total Video Views on YouTube



LEGO Subscriber Growth on YouTube



Connecting LEGO's Building Blocks for Success

For a business to succeed today, it takes more than just being present on social networks - it's about creating digital experiences that your customers value. Customers expect a brand-relevant experience that caters to their needs and desires, and a company that interacts with them in a language that's fitting - this is what builds a loyal following.

To be a *social brand* requires one to see the value of how social media can strengthen marketing goals, brand awareness, and drive ultimately revenue. Only then can a marketing team work towards creating content that complements these efforts and incorporates social media into the business.

LEGO understands the importance of their following and the strategic role social media plays for the brand. Their Fans/Followers/Subscribers are not just a vanity metric, they help to improve their name in the eyes' of customers, and are a powerful resource for their innovation strategy. Fans are at the heart of what they do and where they're going.

LEGO's social media strategy pays tribute to them and their worlds – after all, it's about the memories they make from the stories they create with those plastic bricks. LEGO's content strategy focuses on three aspects: social needs, value creation, and real-time communication.

Watch the full presentation about LEGO's content strategy from their Global Director of Social Media & Search, Lars Silberbauer Anderson, at Engage London 2015 [here](#).



1. Social Needs!

2. Value creation!

3. Realtime

"The social needs - why are they are on there? Connect with consumers. What are their human needs on social media, and how can we connect with that? Social media is nothing but a set of technologies that enhance our human nature. Humans are hard-wired to social communication; that is within our DNA. As a business, we need to understand our social needs of our consumers before we take part in that communication"

Lars Silberbauer Anderson,
LEGO Global Director of Social Media & Search



⁷ www.rebrick.lego.com



Don't hesitate to get in touch with your account manager
or contact us at sales@sociabakers.com to find out more!

