* The top 20 communities of Reddit - February 2023:

1. r/announcements - 34.5 million subscribers
2. r/funny - 34.4 million subscribers - this subreddit is dedicated to humorous content. It features memes, jokes, funny videos, and other forms of comedic entertainment.
3. r/gaming - 32.6 million subscribers - It's a place for gamers to share news, discuss their favorite games, and talk about gaming culture
4. r/pics - 32.4 million subscribers - Focused on sharing interesting, high-quality photographs. It features a wide variety of topics, from breathtaking landscapes to candid shots of people and animals.
5. r/AskReddit - 30.8 million subscribers
6. r/worldnews - 30.1 million subscribers - F focused on news from around the world. It features updates on current events, politics, and major developments in science and technology.
7. r/videos - 28.9 million subscribers - All about sharing and discussing interesting and entertaining videos. It features everything from viral clips to documentaries and indie films.
8. r/todayilearned - 27.5 million subscribers - This subreddit is a place for people to share interesting facts and trivia. It's a great place to learn something new every day.
9. r/aww - 27.4 million subscribers - Dedicated to cute and cuddly animals. It features photos and videos of all kinds of animals, from cats and dogs to baby goats and sloths.
10. r/science - 26.8 million subscribers - Scientific research and news. It covers a wide range of topics, from medicine to astronomy to environmental science.
11. r/gifs - 25.8 million subscribers - All about sharing and discussing animated GIFs. It features funny, interesting, and informative clips that are sure to grab your attention.
12. r/IAmA - 25.6 million subscribers
13. r/food - 25.3 million subscribers
14. r/movies - 24.9 million subscribers
15. r/music - 24.3 million subscribers
16. r/EarthPorn - 23.6 million subscribers - Sharing beautiful landscape photos. It features breathtaking images of mountains, forests, oceans, and other natural wonders.
17. r/books - 23.4 million subscribers
18. r/explainlikeimfive - 22.7 million subscribers - A place for people to ask and answer simple questions in a way that's easy to understand. It's a great place to learn about complex topics in a way that's accessible and engaging.
19. r/technology - 22.4 million subscriber
20. r/politics - 22.3 million subscribers

* Demographic

1. Age: According to a 2021 report from Pew Research Center, around half (50%) of Reddit users in the US are between the ages of 18 and 29. An additional 27% are aged 30-49, and 14% are aged 50-64. Only 9% of Reddit users are 65 years or older.

2. Gender: According to the same Pew report, men are more likely to use Reddit than women. Around 67% of Reddit users are men, while only 29% are women. The remaining 4% of Reddit users identify as non-binary, prefer not to say, or identify as another gender.

3. Education: Reddit users tend to be well-educated. According to the Pew report, 74% of Reddit users in the US have a college degree or higher, compared to 41% of the general population.

4. Income: Reddit users also tend to have higher incomes. According to the Pew report, 49% of Reddit users in the US have an annual household income of $75,000 or more, compared to 32% of the general population.

Reddit relative to Lego

l Subreddit - based on factors such as the popularity of the topic, the quality of the content, and the level of engagement among users, it is possible that a subreddit may experience growth or decline in its number of subscribers over time. Ultimately, the success of a subreddit depends on many factors and can be difficult to predict with certainty.

1. r/lego - 1.3 million subscribers - The official Lego subreddit, where fans can share pictures of their Lego creations, discuss Lego news and products, and participate in contests and challenges.

2. r/legostarwars - 350,000 subscribers - A subreddit dedicated to Lego sets and creations related to the Star Wars franchise.

3. r/AFOL - 50,000 subscribers - A subreddit for Adult Fans of Lego (AFOLs), where fans can share their Lego collections, discuss building techniques, and connect with other Lego enthusiasts.

4. r/legotechnic - 45,000 subscribers - A subreddit for fans of Lego Technic, a line of Lego sets that allow for more advanced building techniques and features.

5. r/LegoMarket - 40,000 subscribers - A subreddit for buying, selling, and trading Lego sets, minifigures, and parts.

6. r/legostorage - 20,000 subscribers - A subreddit for sharing and discussing creative ways to store and organize Lego collections.

7. r/legodimensions - 15,000 subscribers - A subreddit dedicated to the Lego Dimensions video game, where players can build and customize Lego characters and worlds.

8. r/LegoIdeas - 14,000 subscribers - A subreddit for sharing and discussing ideas for new Lego sets and products.r/legoland - 13,000 subscribers - A

9. subreddit for discussing Legoland theme parks and attractions around the world.

10. r/legoarchitecture - 12,000 subscribers - A subreddit dedicated to Lego architecture, where fans can share and discuss custom Lego buildings and structures.

11. r/legoracers - 7,000 subscribers - A subreddit for fans of Lego race cars, where fans can share their creations and participate in contests and challenges.

12. r/legoanimation - 6,000 subscribers - A subreddit for sharing and discussing stop-motion animation and other types of animation using Lego minifigures and sets.

13. r/legomemes - 5,000 subscribers - A subreddit for sharing and creating humorous memes and jokes related to Lego.

14. r/legogames - 5,000 subscribers - A subreddit for discussing and sharing information about Lego video games, including news, reviews, and walkthroughs.

15. r/legorobotics - 4,000 subscribers - A subreddit for fans of Lego robotics, where fans can share and discuss custom robots and other robotics projects.

16. r/legoroulette - 3,000 subscribers - A subreddit for fans of the Lego Roulette challenge, where players draw random Lego pieces and must use them to build a creation within a set time limit.

17. r/LegoCustoms - 3,000 subscribers - A subreddit for fans of custom Lego creations, including custom minifigures, sets, and accessories.

18. r/legosales - 2,000 subscribers - A subreddit for finding and sharing deals on Lego sets and products.

19. r/legoanimationcritique - 1,000 subscribers - A subreddit for sharing and critiquing stop-motion animation and other types of animation using Lego minifigures and sets.

20. r/Lego\_LDD - 1,000 subscribers - A subreddit for discussing and sharing creations made using Lego Digital Designer, a software program that allows users to build virtual Lego models.

* Advise for Lego’s social performance on Reddit

1. Encourage user-generated content: One of the key strengths of Lego on Reddit is the high levels of user-generated content. Lego could continue to encourage users to share photos of their creations, offer reviews of new sets, and engage in discussions with other Lego fans. This can be done by featuring user-generated content on Lego's official Reddit page and by rewarding users who contribute high-quality content.
2. Host engaging events: Lego could leverage Reddit to host engaging events that bring together Lego fans and offer unique experiences. For example, Lego could host virtual building contests, AMAs with designers, or live-streamed events that showcase new products or behind-the-scenes looks at Lego's manufacturing process.
3. Collaborate with influencers: Lego could work with influential Reddit users to help promote the brand and its products. By collaborating with prominent Lego enthusiasts on Reddit, Lego could tap into their large and dedicated followings to generate more engagement and build buzz around new products.
4. Respond to user feedback: Lego could use Reddit as a platform to gather feedback from its fans and respond to their concerns and suggestions. By actively engaging with its users on Reddit, Lego could build trust and loyalty among its fan base.
5. Advertise strategically: Lego could consider strategic advertising on Reddit to reach new audiences and promote its products. By targeting specific subreddits or user groups, Lego could maximize the impact of its advertising efforts and generate more engagement and sales.

Idea for our report:

1. How to measure the success of the Lego campaign?

* The post of review or article relative to the campaign but not posted by Lego.