

# Lego Media Plan

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# Client Overview

# Lego

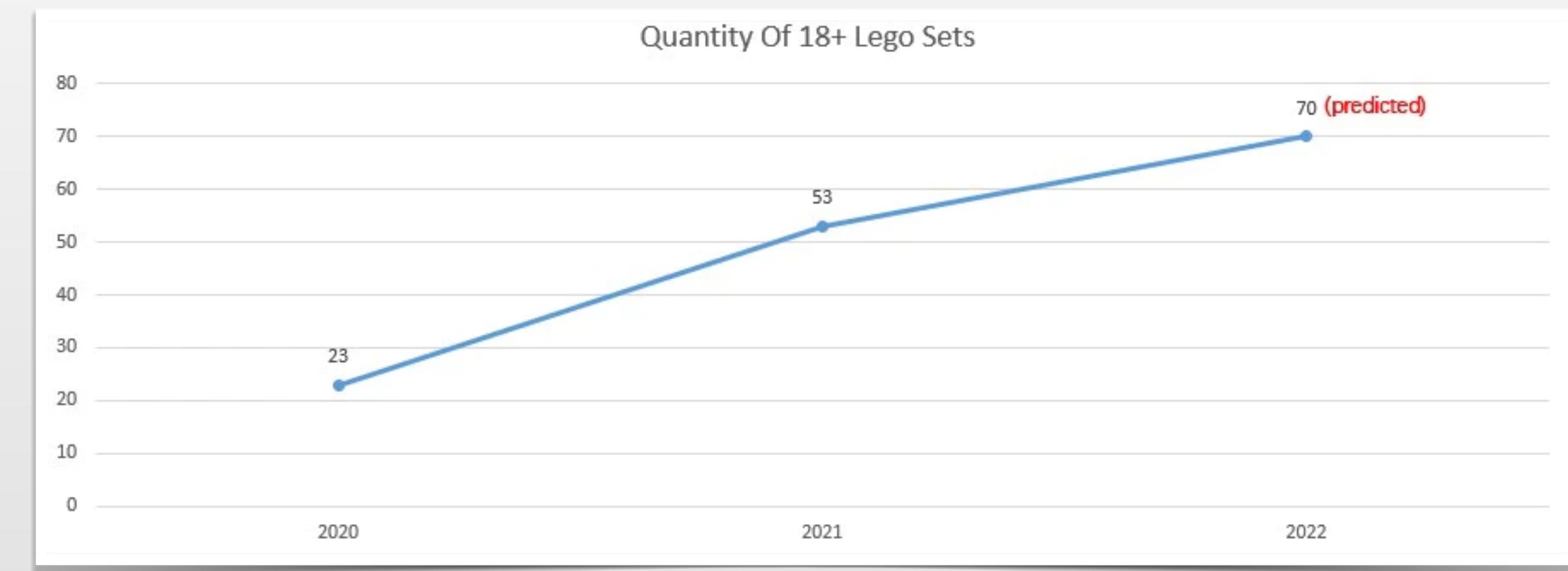
## What is Lego?

- A popular brand of construction toys that is known for its **distinctive interlocking plastic bricks**
- What makes it unique?
  - **Creativity**
  - **Versatility**
  - **Modularity**



# Lego Facts

- market share is **7.6%**, making them the largest toy company.
- More than **220 million** Lego sets per year
- Lego targets adult buyers more than in previous with an increased amount of **Adult 18+ sets**



Source: [www.lightailing.com](http://www.lightailing.com)

# Lego Marketing Strategy

- Partnerships & Royalties
  - Disney
  - Warner Bros
  - NASA
  - Nintendo
- TV Shows, Movies & Games
- Theme Parks



# Goals & KPIs

- **Primary Goals**

- Website Traffic
- Customer Retention

- **Primary KPIs**

- Click Through Rate
- Customer Retention Rate

- **Secondary Goals**

- Purchases
- Rewards Program Sign-Ups

- **Secondary KPIs**

- Cost Per Purchase
- Program Sign-Up Rate

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## Build a perfect getaway

Explore the simple joys of nature with the new LEGO® Ideas A-Frame Cabin.

[Shop now >](#)[Learn more >](#)

New



Exclusives



Offers



Disney 100



LEGO® Ideas



Mother's Day



Technic™



VIP

A detailed image of the LEGO T-65 X-Wing Starfighter model, shown from a side-on perspective against a dark background. The model is white with red and blue accents. To the right, there is promotional text and a call-to-action button.

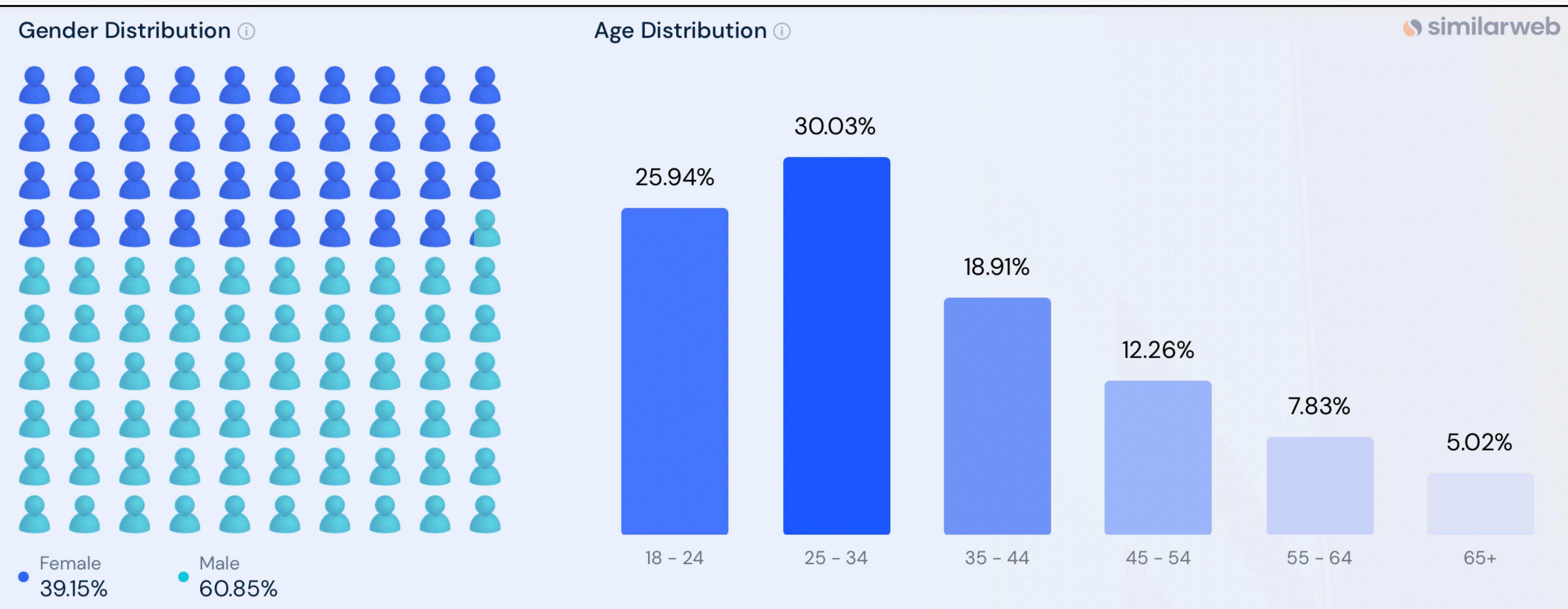
STAR  
WARS

VIPs: Be the first to bring it home

Early Access for the newest version of the X-Wing Starfighter™ launches May 1.

Become a VIP >

# Target Audience & Analytics



## Social Media Traffic to lego.com

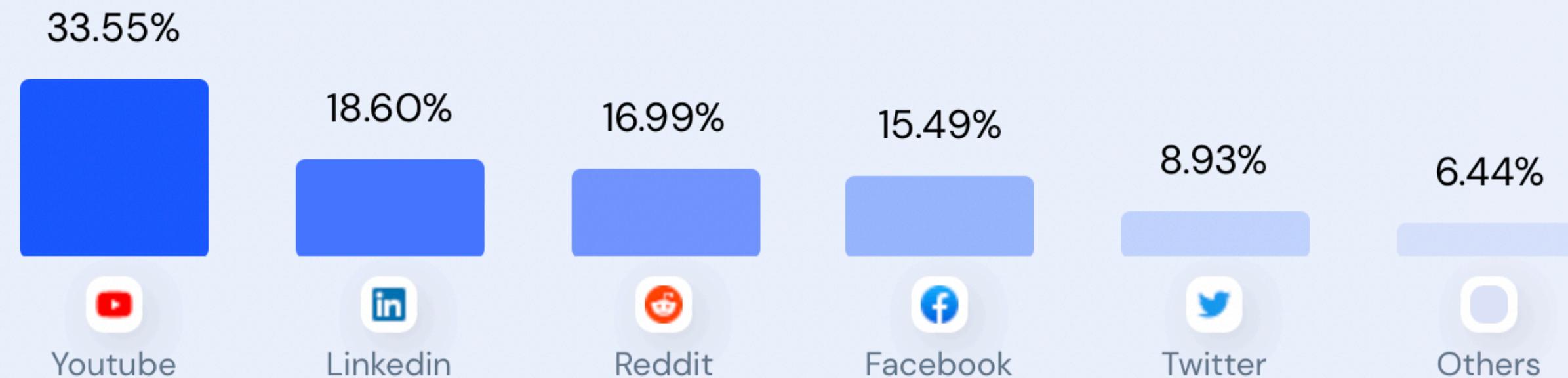
lego.com gets most of its social media traffic from Youtube, followed by LinkedIn and Reddit (Desktop). Engaging audiences through Twitter may reveal new opportunities

Social Networks ⓘ

24

### Social Network Distribution ⓘ

similarweb



### Category Distribution ⓘ

Games - Other

19.11%

Antiques and Collectibles

14.73%

Programming and Developer Software

8.11%

eCommerce and Shopping - Other

7.35%

Computers Electronics and Technolo...

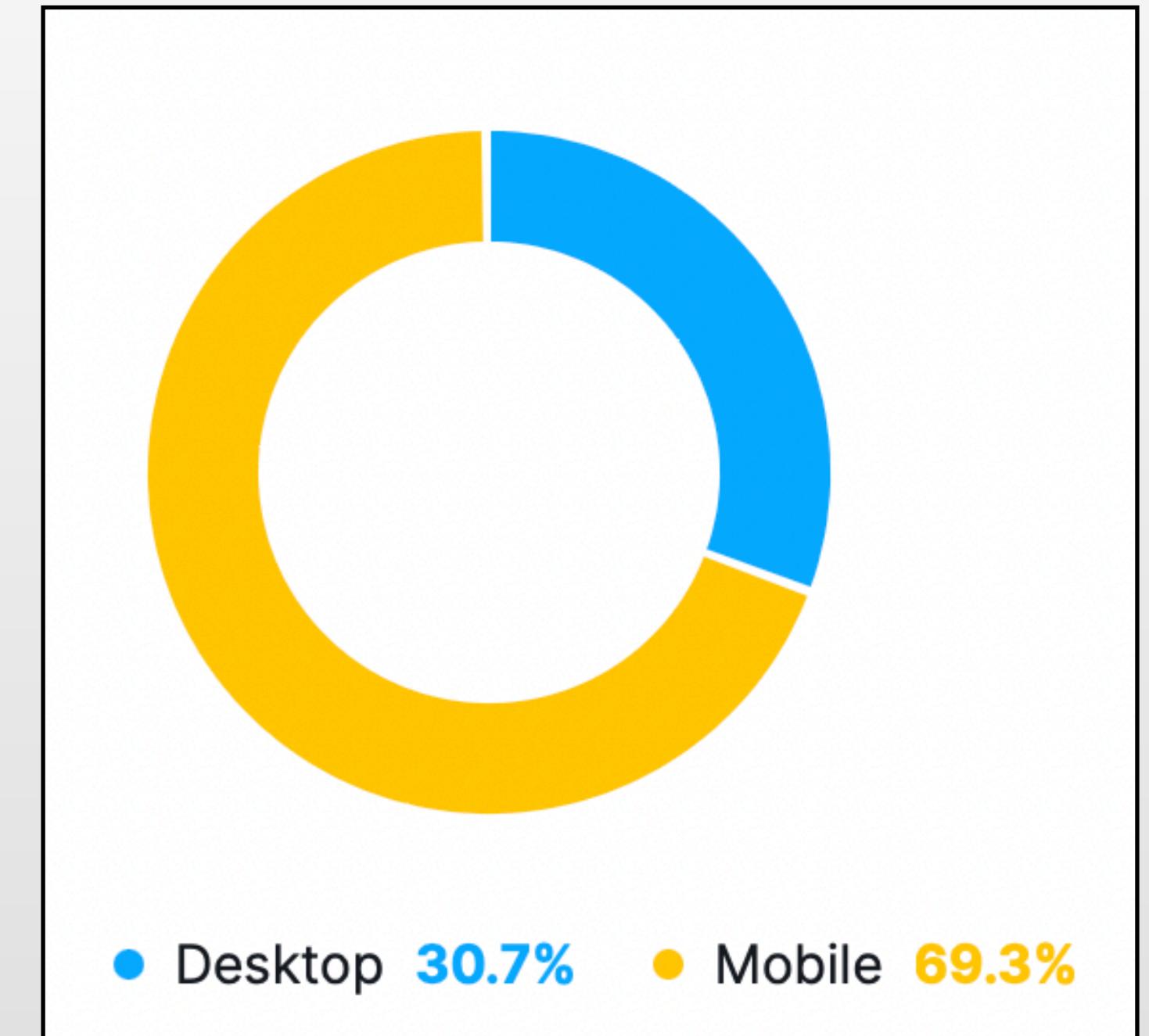
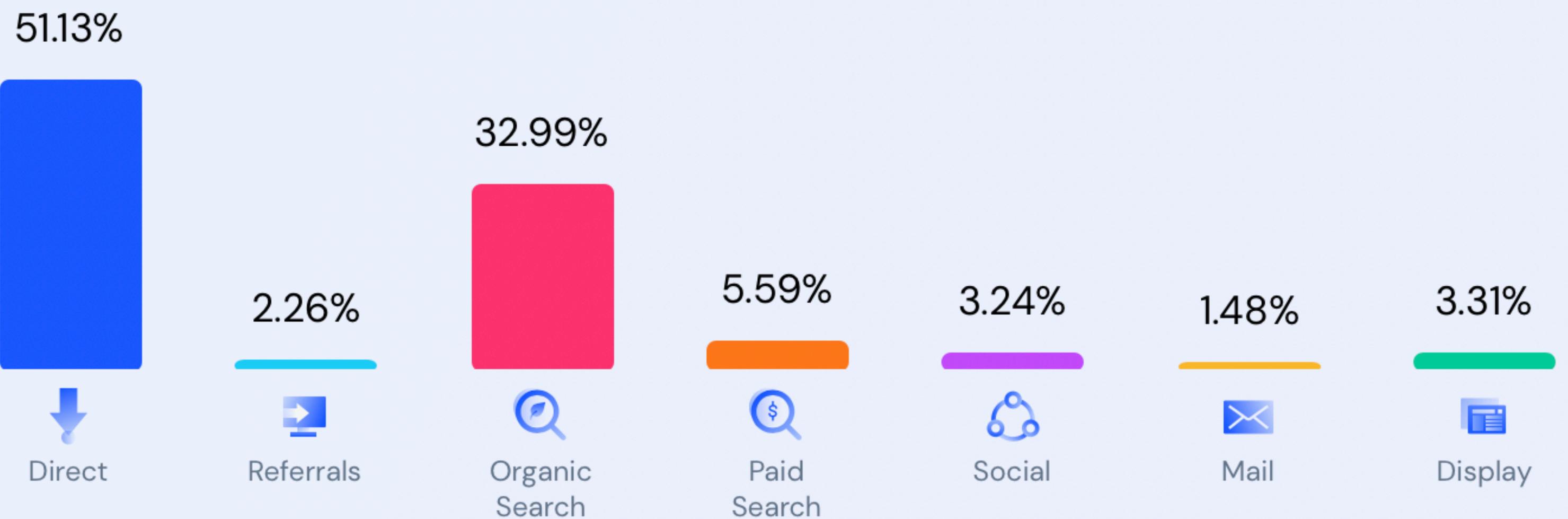
6.81%

Other

43.89%

## Marketing Channels Distribution

similarweb



Source: [www.semrush.com](http://www.semrush.com) (March 2023)

Source: [www.similarweb.com](http://www.similarweb.com) (March 2023)

## Similar Sites & lego.com Competitors

Reveal lego.com top alternatives and find potential or emerging competitors.  
bricklink.com is the website with the highest similarity score to lego.com. Find out  
why – Click here to [Analyze all competitors](#)



Site	Affinity	Monthly visits	Category	Category rank
bricklink.com	100%	7.7M	Games > Games – Other	#32
brothers-brick.com	79%	765.1K	Games > Games – Other	#678
brickmania.com	73%	257.3K	Games > Games – Other	#1,043
brickfanatics.com	71%	1.9M	Games > Games – Other	#299
brickowl.com	64%	821.3K	Games > Games – Other	#307
brickset.com	64%	3.7M	Hobbies and Leisure > Antiques and Collectibles	#6
g2a.com	58%	11.7M	Games > Games – Other	#30
minifigs.me	58%	140.6K	Games > Games – Other	#1,766
wickedbrick.com	58%	142.1K	Games > Games – Other	#1,899
bricknet.com.au	57%	--	Games > Games – Other	--

# Current Audience

## Summary

- **Demographics:** Kids, Adult (Age Range 18-34), 60% Male, 70% Mobile
- **Interests:**
  - **Activities:** Toys & Collectibles, Fictional Movies, Software Developer (Tech)
  - **Brands:** Funko, Bandai Namco, Disney, Star Wars, Marvel, DC
  - **Games:** Minecraft, Fortnite
- **Primary Social Media Platforms:** YouTube, LinkedIn, Reddit

# Proposed Channels & Platforms

# Channel

## Social - Meta, TikTok, Twitter, Reddit

- **Budget:** 30% of the yearly budget
- **Audience Targeting:**
  - **For Growth:** *Meta, TikTok* - Targeting users who **follow** and **posts** of brands, movies and series affiliated with Lego
  - **Current Demographics:** *Twitter, Reddit* - Targeting users who follow and use **certain keywords** of brands, movies and series affiliated with Lego
- **Rationale:** Capturing demographic of users who consider purchasing a Lego or seeing new Lego set affiliated with the brands they're following or posts they interacted with

# Channel

## Search - Google Ads

- **Budget:** 35% of the yearly budget
- **Audience Targeting:** No specific audience targeting, but *keyword targeting*
- **Rationale:** Potential buyers who are currently searching already have the money to allocate their purchase
  - Capture users who are already searching for brands that partnered with Lego like Star Wars, Marvel or Nintendo specially whenever there are events related to it are currently happening
  - Capture users who are looking for toys with the *target demographics*

# Channel

## Display

- **Budget:** 5% of the yearly budget
- **Audience Targeting:** Targeting sites and blogs that are related to brands affiliated to Lego
- **Rationale:** Ad display are *not that effective on showing new product sets* and have *not enough space for creative ads* that would entice kids and young adults

# Channel

## Video / CTV - YouTube, Twitch

- **Budget:** 30% of the yearly budget
- **Audience Targeting:**
  - **Youtube** - Targeting users who **views videos** including reviews, movies, series with topics affiliated with Lego
  - **Twitch** - Targeting gamers and viewers specially those who are interested with games affiliated with Lego like Nintendo
- **Rationale:** Capturing specific demographic of users who might consider purchasing a Lego or seeing new Lego set affiliated on the brands they're following and videos they recently interacted with

# Timeline & Budget Allocation

# Quarterly Budget and Allocation

Quarter	% of Total Budget	Rationale
Q1 2023 (Jan - Mar)	10%	Post Holiday Season. Shoppers usually will took a break on spending
Q2 2023 (Apr - Jun)	25%	Normal on-going operation
Q3 2023 (Jul - Sep)	25%	Normal on-going operation
Q4 2023 (Oct - Dec)	40%	Holiday Season including Black Friday Sale and Christmas. It's anticipated that shoppers are ready to spend and as well to look gifts for kids

A scene from a LEGO Star Wars video game. In the foreground, a blue rectangular overlay contains the word "Questions?" in white, sans-serif font. In the background, three characters stand in a vast, sandy desert under a pink and yellow sunset sky. On the left is a LEGO Luke Skywalker minifigure in his brown tunic. In the center is a LEGO Han Solo minifigure wearing a brown pilot's helmet and goggles, standing next to a silver and blue R2-D2 droid. On the right is a gold-colored LEGO C-3PO droid. All characters have their signature LEGO blocky heads.

Questions?

# References:

- <https://www.lightailing.com/blogs/news/lego-latest-usage-and-revenue-statistics>
- <https://www.similarweb.com/website/lego.com/#social-media>
- <https://www.semrush.com/website/lego.com/overview/>