



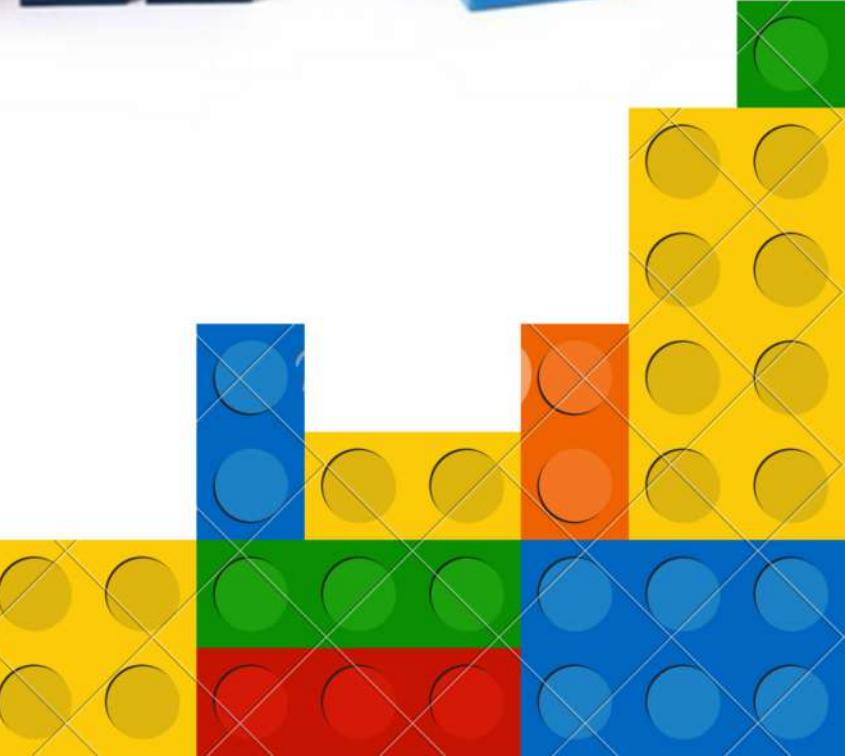
***Do these look familiar to you?
Can you guess which company
manufactured these?***



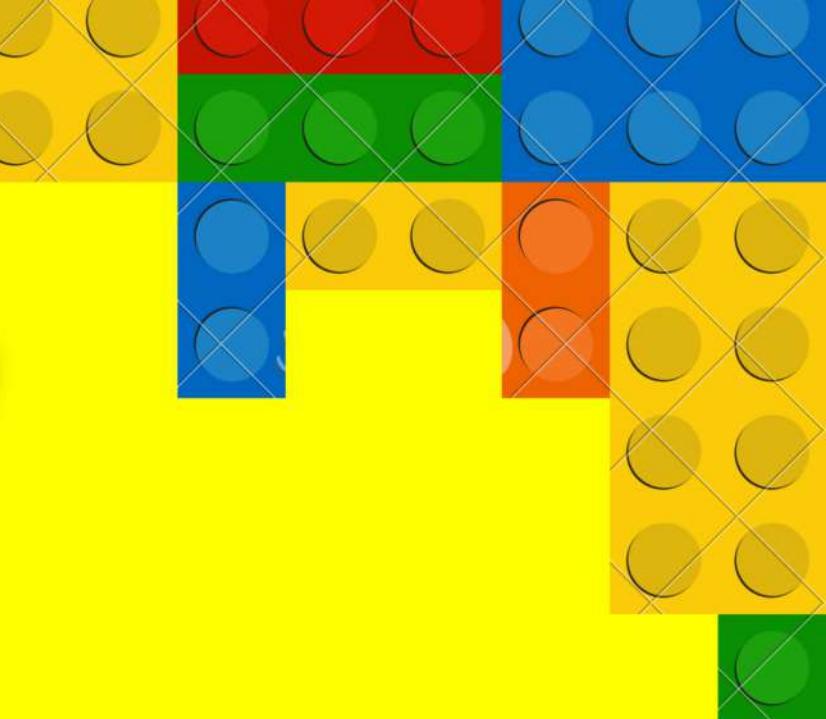


LEGO

LEGO's journey from a small wooden toy company to a global powerhouse demonstrates its commitment to innovation and quality. By understanding LEGO's approach, businesses can learn valuable lessons that drive brand success.



LEGO's Humble Beginnings: From a Wooden Toy to a Global Phenomenon



1932: Humble Origins

LEGO was founded in 1932 by Ole Kirk Christiansen, a Danish carpenter who began making wooden toys in his small workshop.

1949: Plastic Revolution

LEGO introduced the iconic plastic bricks that would revolutionize the toy industry and capture the imaginations of children worldwide.

1960s-1970s: Global Expansion

LEGO expanded its reach, opening factories across Europe and North America, and becoming a household name globally.

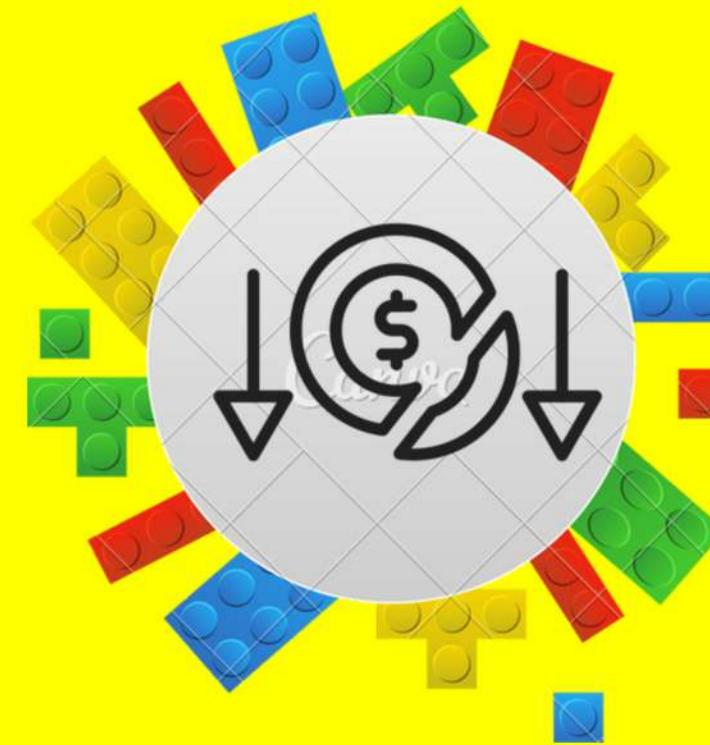


SETBACKS TO LEGO

- Another devastating fire struck the LEGO factory in 1942, nearly destroying the company.
- Kristiansen rebuilt the factory with the support of his employees and community, demonstrating his resilience and determination.
- The company faced financial challenges throughout its history, requiring difficult decisions to stay afloat.



The Challenges LEGO Faced



Financial Struggles

From 1998–2004, LEGO faced significant financial difficulties, leading to restructuring and a renewed focus on its core business.

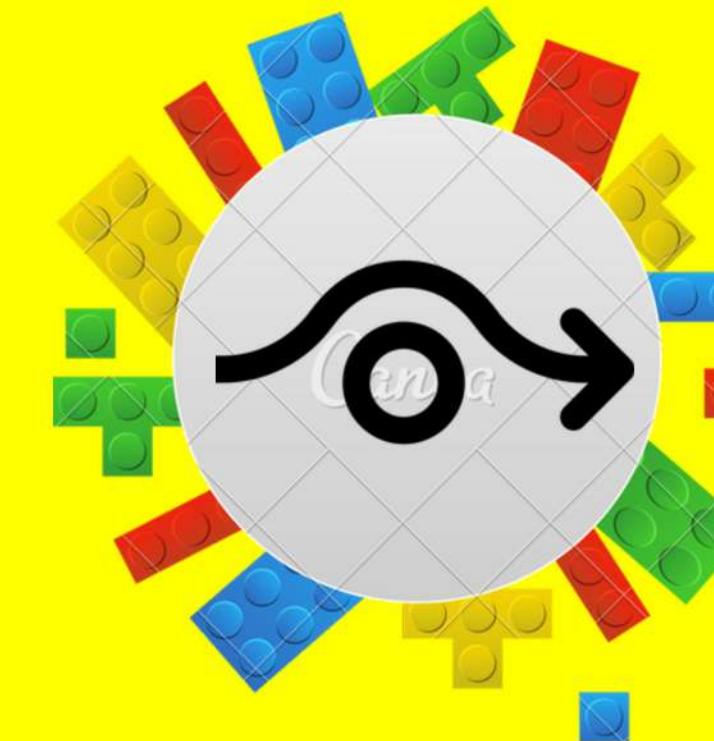
Declining Popularity

The company struggled to keep up with changing consumer preferences and faced the threat of declining interest in its traditional brick-based toys.



Market Competition

The rise of digital entertainment and electronic toys diverted children's interest away from traditional building sets.



LEGO'S TURNAROUND FAIRYTALE

Leadership Change and Strategic Refocus

Appointment of Jørgen Vig Knudstorp (2004): Brought in as CEO to steer the company back to profitability.

Refocusing on Core Products: Simplified the product lineup by discontinuing underperforming lines and reducing the number of unique pieces, emphasizing classic LEGO sets.

Cost Reduction and Operational Efficiency

Streamlined Manufacturing: Optimized production processes and outsourced where efficient to reduce costs.

Supply Chain Optimization: Improved inventory management and logistics to better match supply with demand.

Strengthening Customer Engagement

Reconnecting with Fans: Engaged directly with the LEGO community for feedback and ideas.

Customer-Centric Approach: Launched initiatives like LEGO Ideas to involve customers in product development.

Strategic Partnerships and Licensing

Collaborations with Popular Franchises: Secured licensing deals with brands like Star Wars and Harry Potter to attract new audiences.

Expansion into Media: Developed video games and movies to enhance brand visibility and appeal.

The LEGO Movie ***How a Film Revived the Brand***

Brand Rejuvenation

The release of The LEGO Movie in 2014 was a pivotal moment, reinvigorating interest in the brand and reaching new audiences.

Storytelling Innovation

The film's innovative approach to storytelling, blending humor, adventure, and nostalgia, captivated audiences and sparked a renewed appreciation for LEGO.

Commercial Success

The LEGO Movie's critical and commercial success demonstrated the power of effective corporate storytelling to drive brand growth and profitability.





Leveraging Nostalgia : Tapping into Childhood Memories

Childhood Memories

LEGO's storytelling skillfully taps into the universal feelings of nostalgia, evoking cherished childhood memories for its audience.

Emotional Connection

By connecting with these emotional experiences, LEGO fosters a deep, personal bond with its customers that transcends generations.

Brand Loyalty

This powerful emotional resonance contributes to LEGO's ability to cultivate lifelong brand loyalty and engagement.





LEGO's Commitment to Sustainability and Social Responsibility

Sustainable Production

LEGO has made significant strides in transitioning to sustainable materials, reducing its environmental impact and aligning with its brand values.

The LEGO Group is focused on creating products that are inclusive and accessible to all children, regardless of their abilities or backgrounds.

Inclusive Design

Digital Transformation

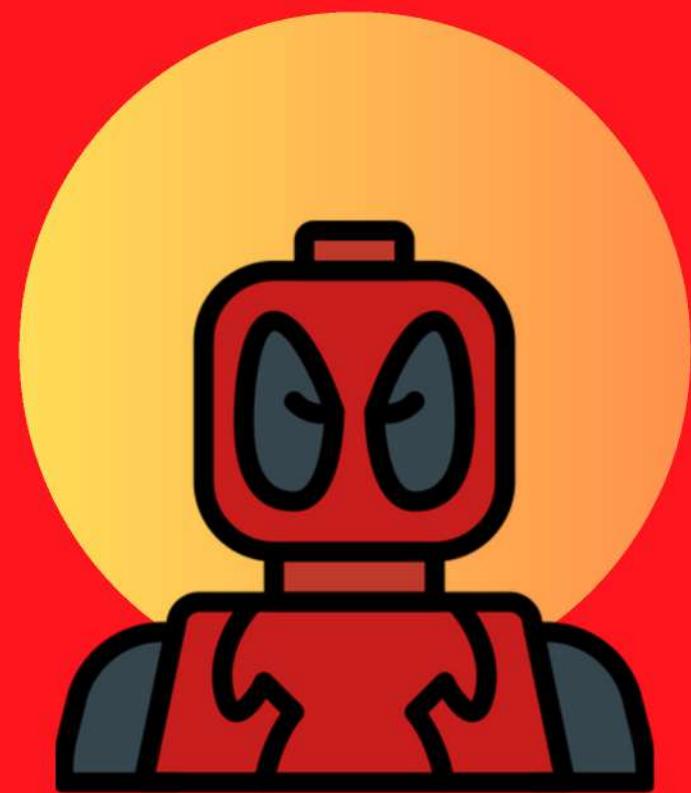
The company is exploring ways to seamlessly integrate digital experiences with its physical toys.

THREE YOO



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