

BRICK BY BRICK:

How LEGO Built a Bridge from Childhood to Adulthood

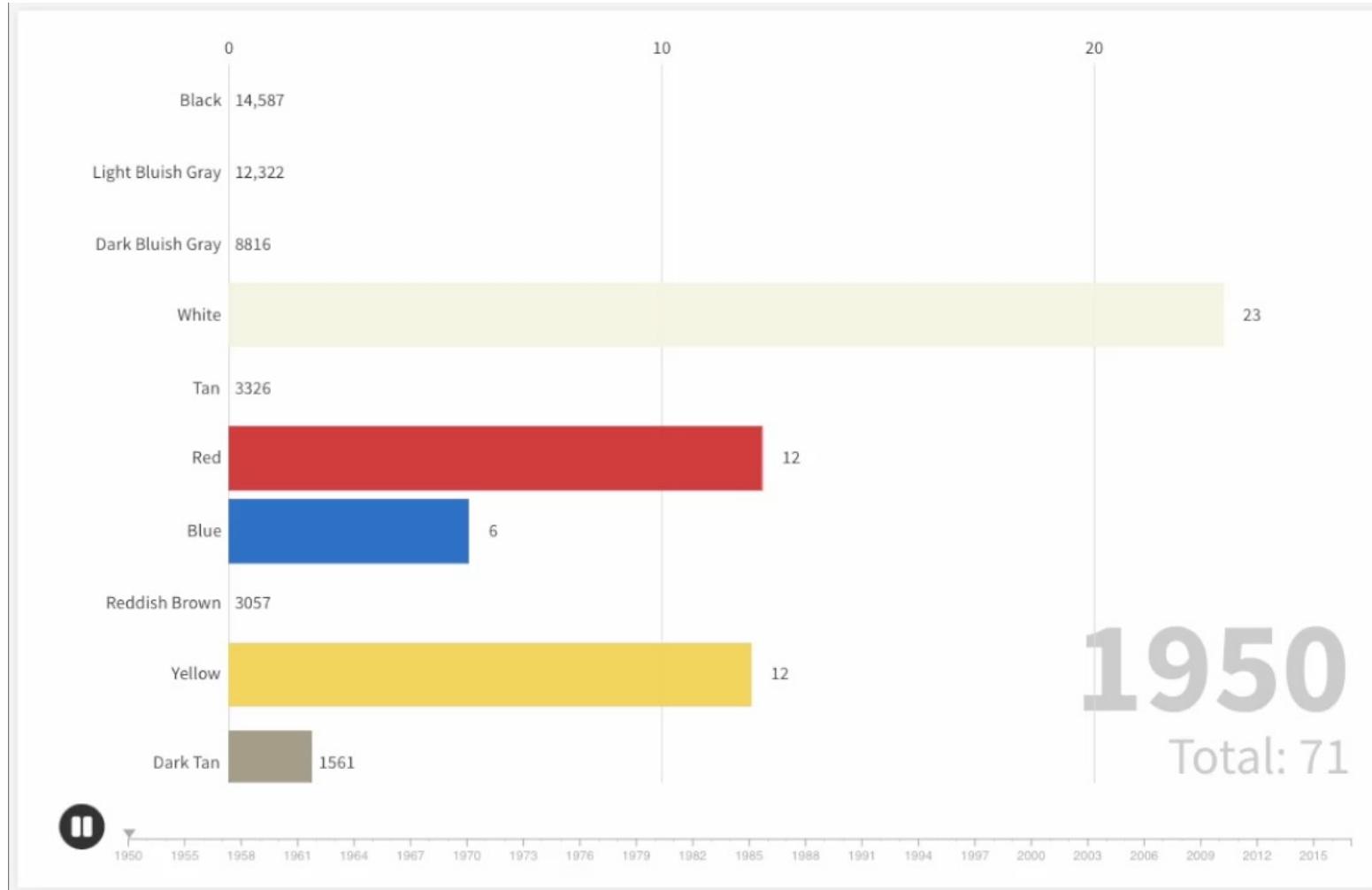
A Presentation by
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LEGO
System

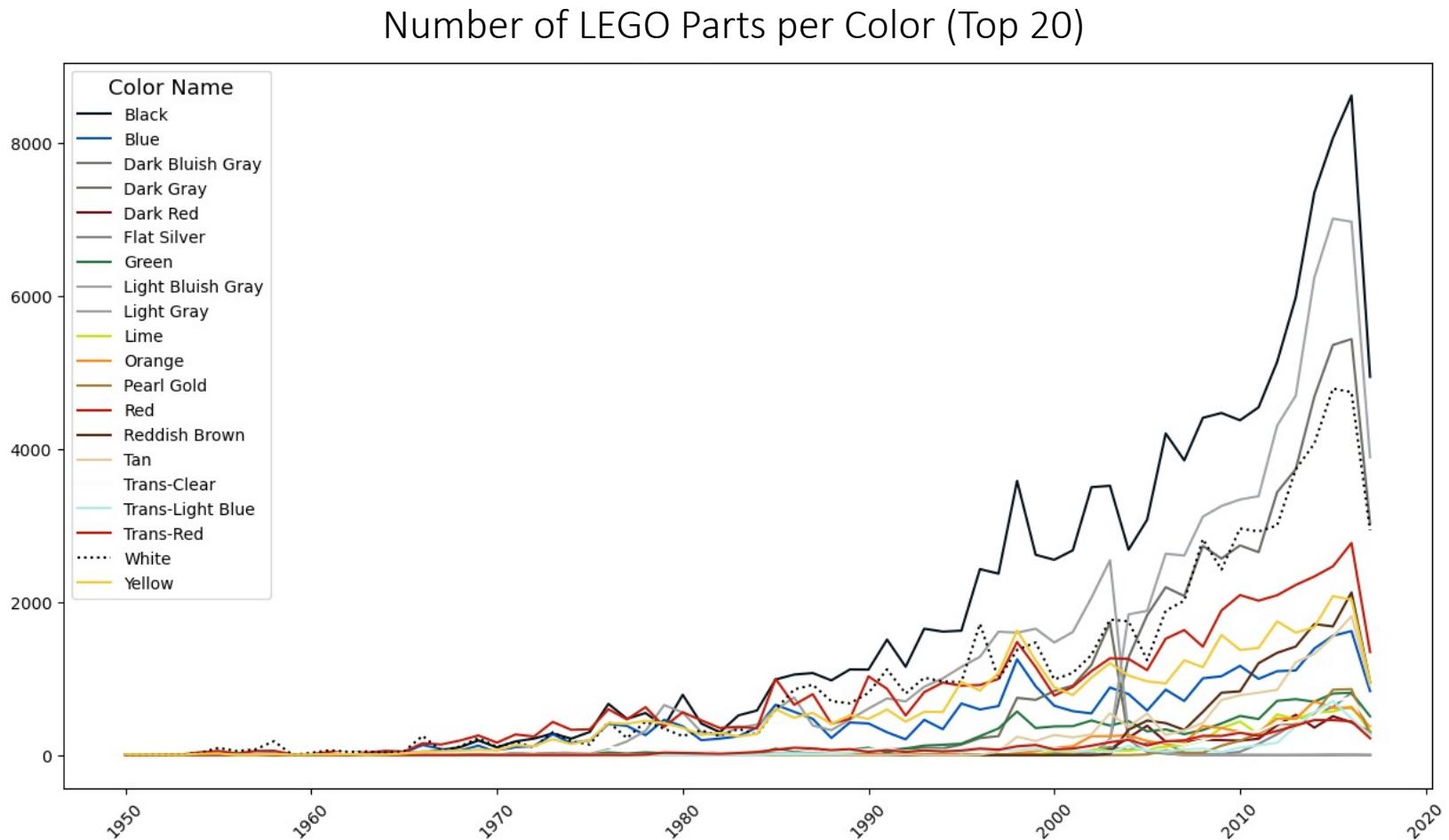
How did a simple children's toy become
a sophisticated hobby for adults?

As LEGO's audience grew up, so did its color scheme.

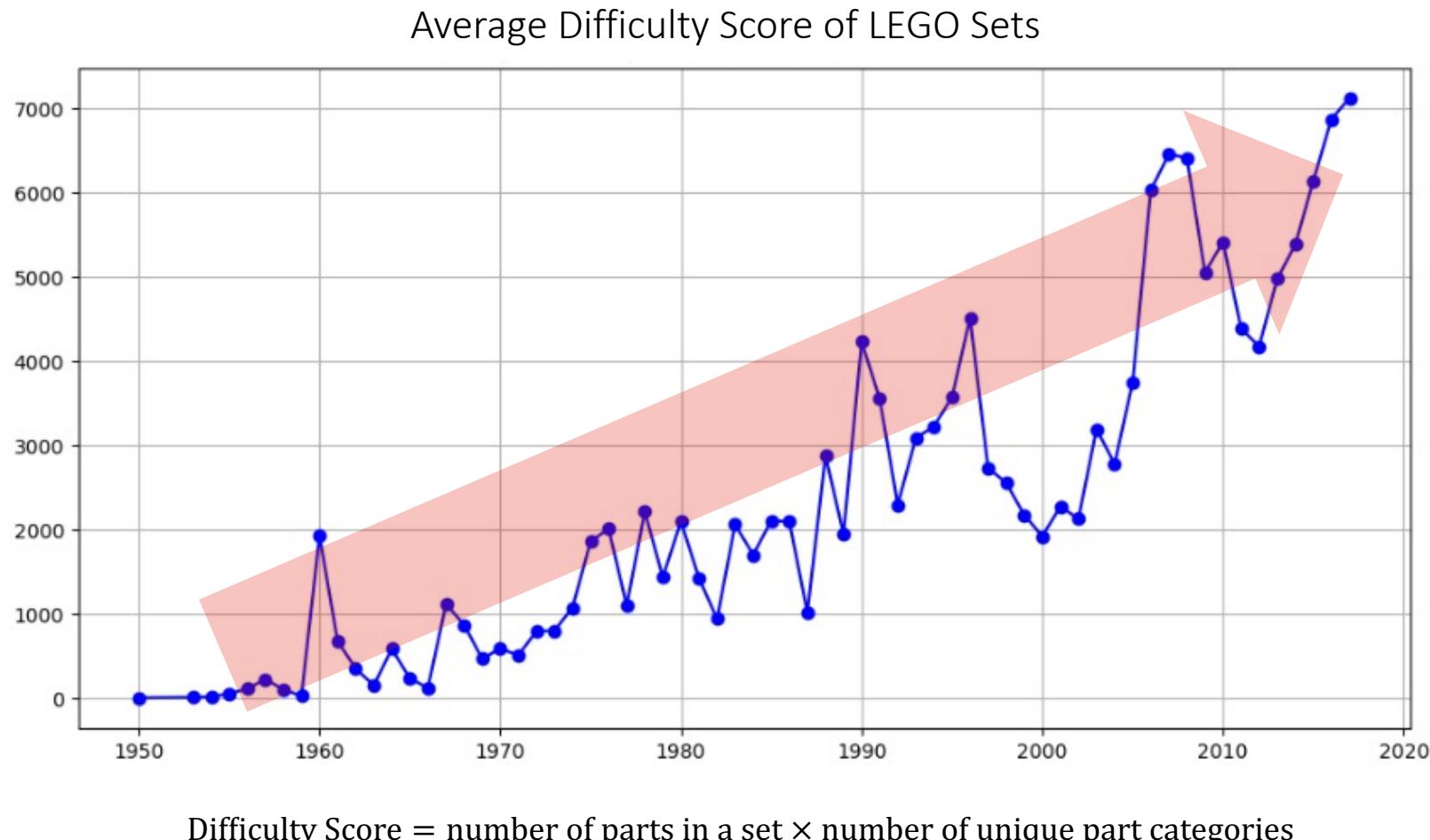


**Gone are the days of primary colors
dominating the scene.**

Now, shades of
black, white, and
grey paint a more
sophisticated
picture.



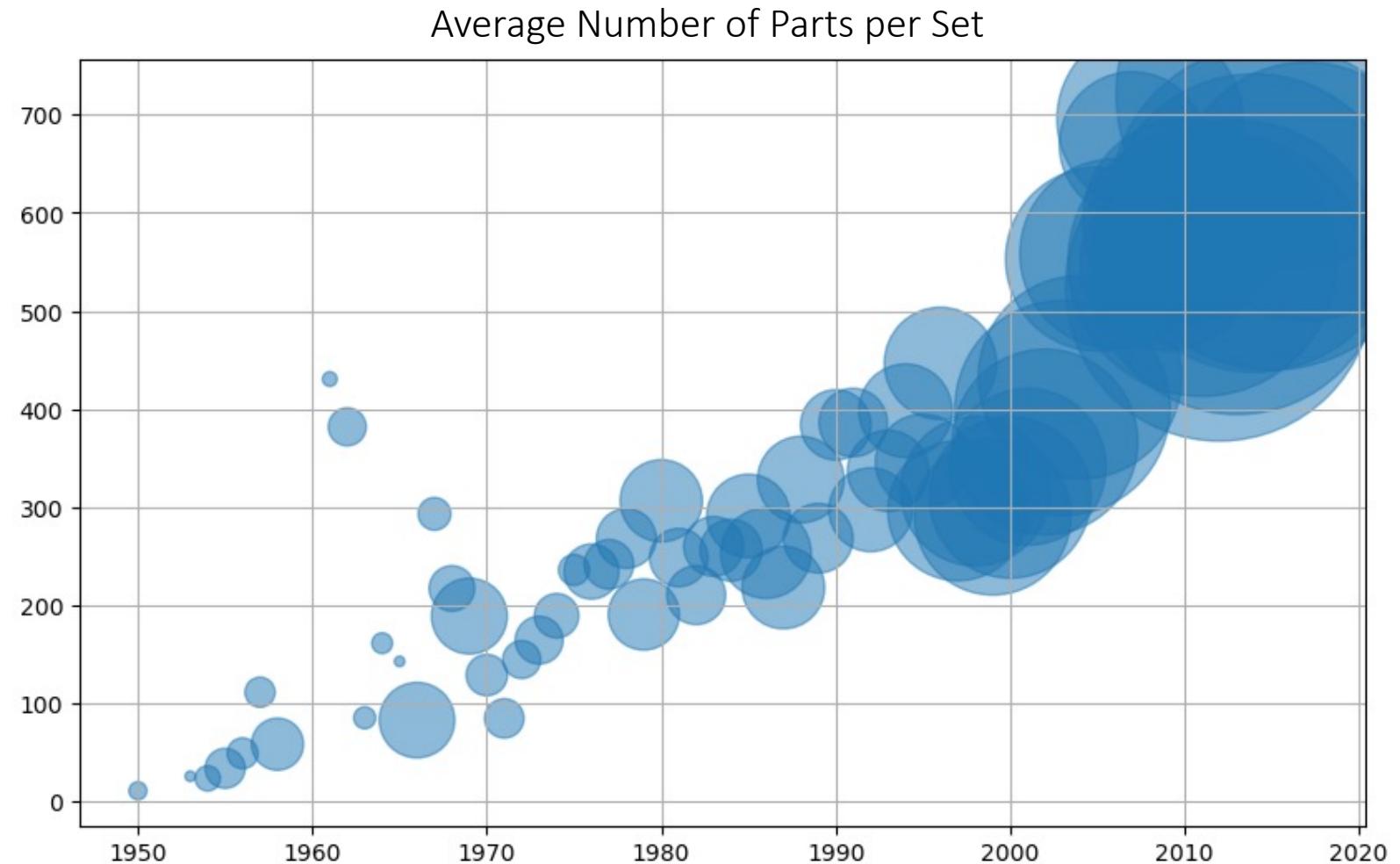
LEGO sets have become more complex.



With age comes complexity.

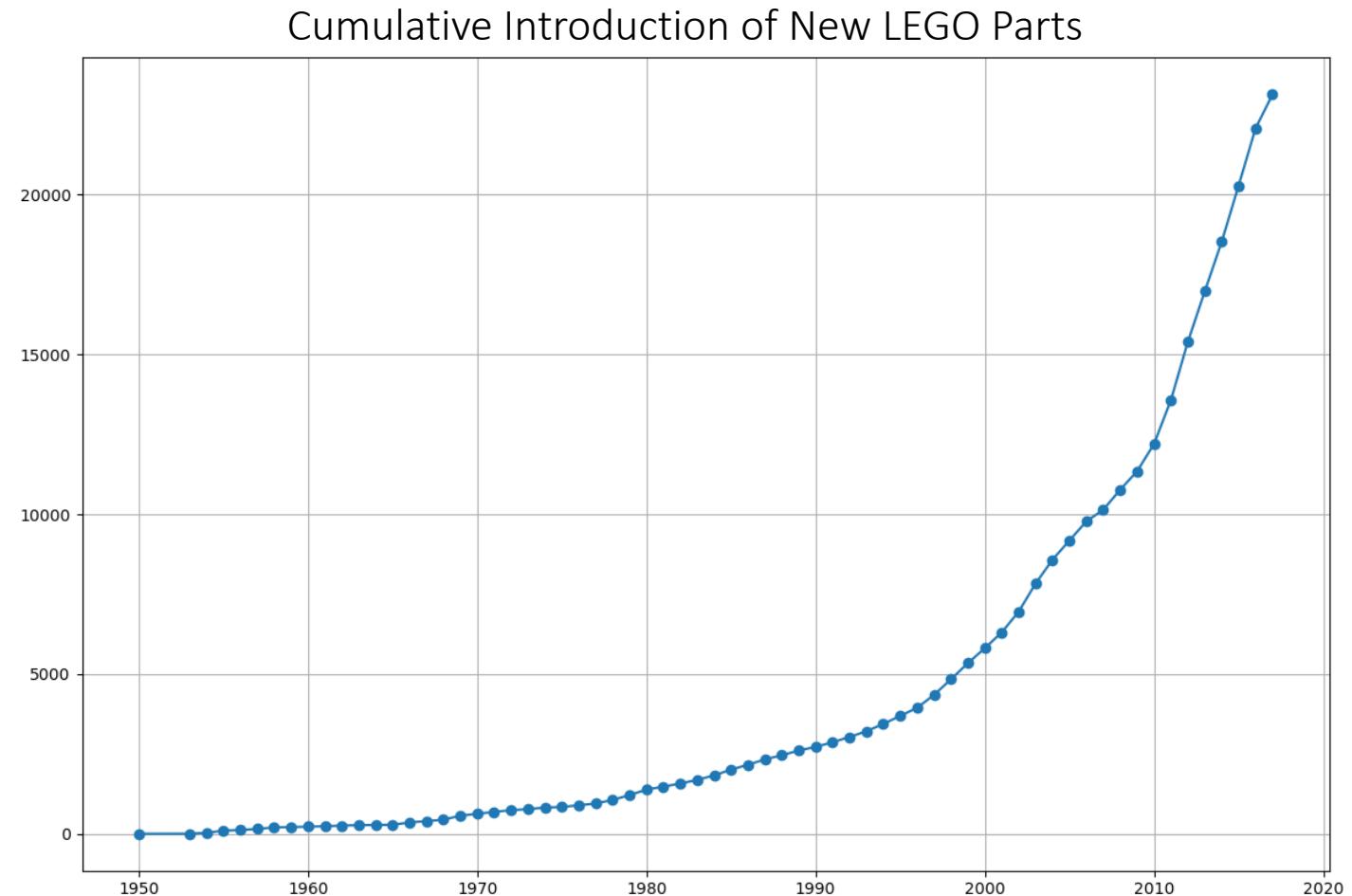
This graph is not just about the rising number of parts.

It's about the **growing challenge** and the joy in conquering it.



Number of new parts increased exponentially.

Each new piece represents **a leap in creativity and engineering**—a testament to LEGO's commitment to evolving with its builders.



But complexity isn't just about pieces or colors.



It's about the **builders** themselves.

Each of us brings a unique personality to the table when we embark on a LEGO adventure.

For the **Challengers among us, those who thrive on testing their limits, the most intricate sets await.**

Our analysis has identified LEGO sets with the highest difficulty scores.



Top 1
Star Wars
Millennium Falcon UCS



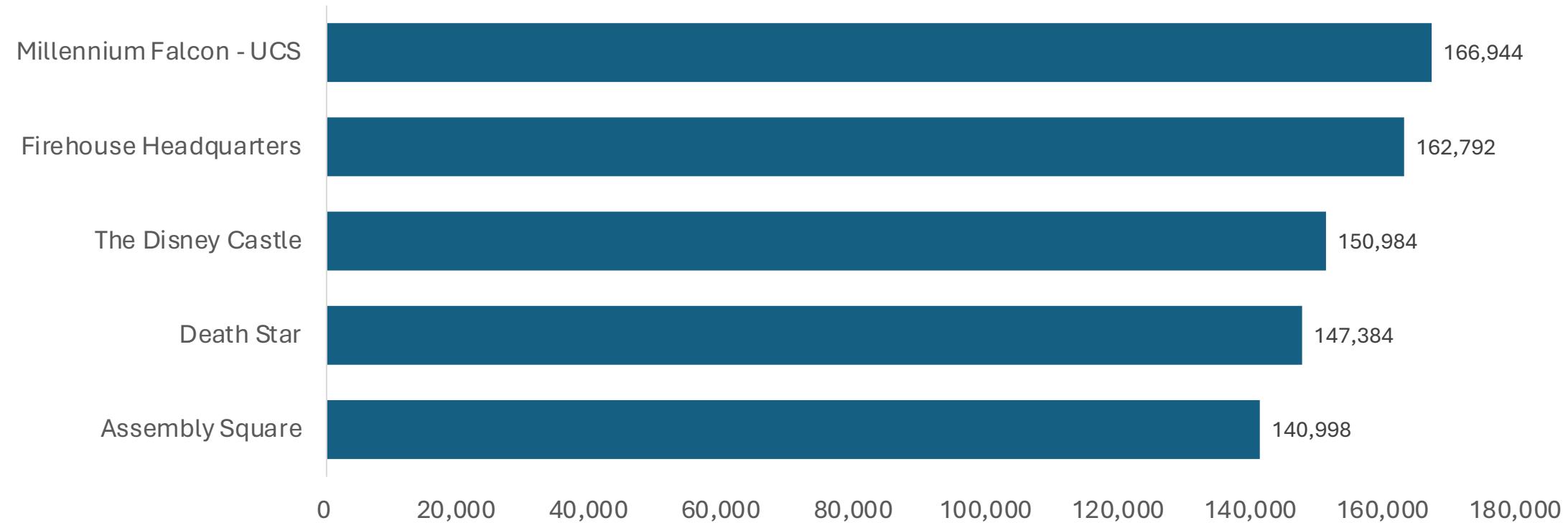
Top 2
Ghostbusters
Firehouse Headquarters



Top 3
The Disney Castle

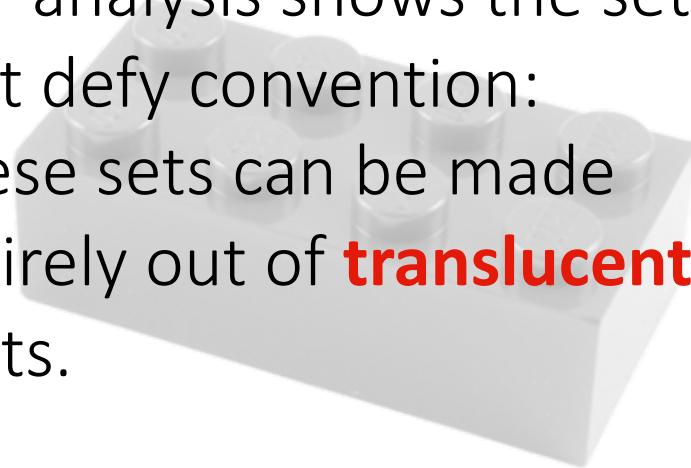
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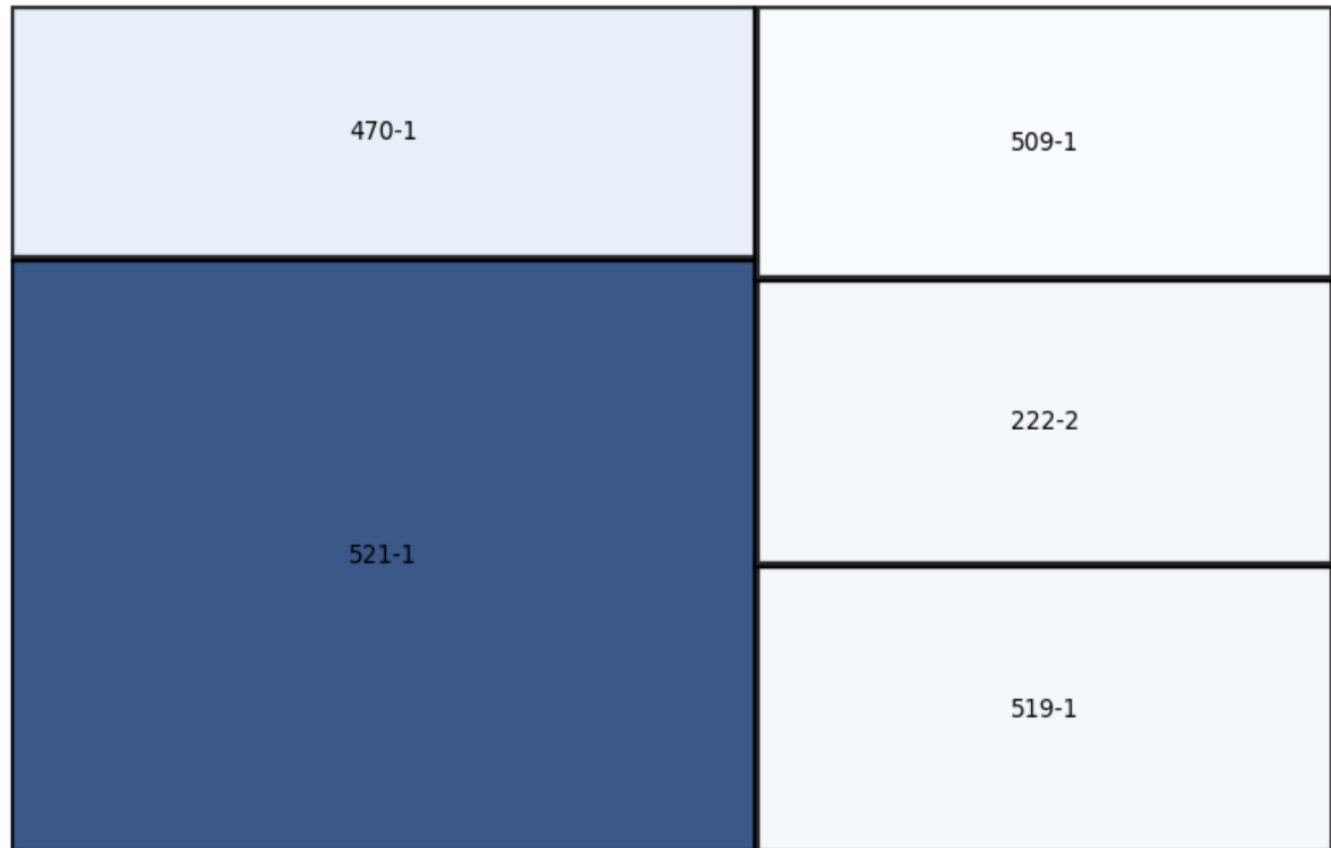


For the *Innovators*, who seek to stand out, might find sets with rare or translucent parts appealing.

Our analysis shows the sets that defy convention:
These sets can be made entirely out of **translucent** parts.

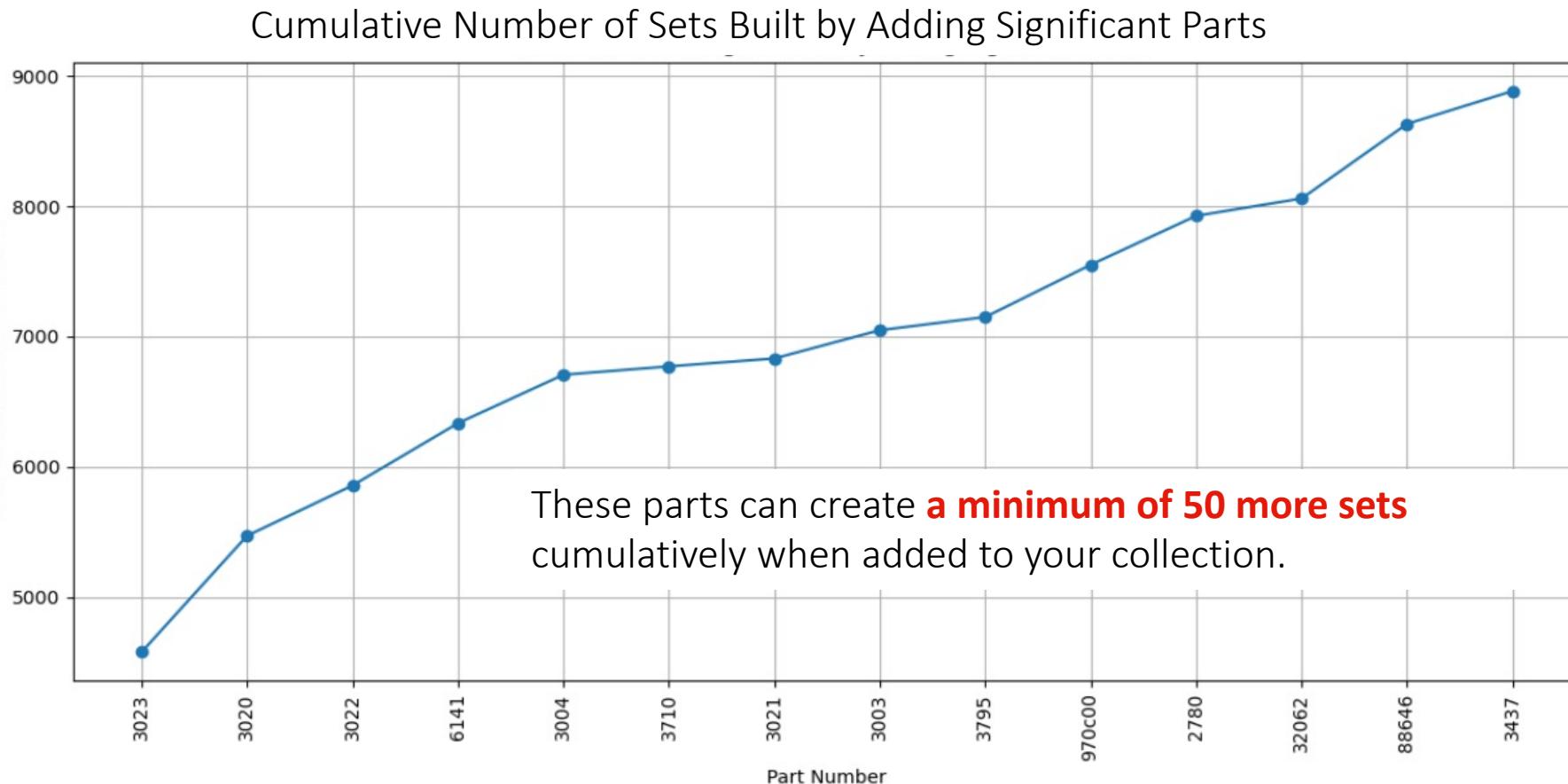


Top 5 Sets by Total Parts Required (Translucent Parts Only)



For the Strategists, efficiency is the key.

We've pinpointed parts that offer the most versatility, allowing the creation of numerous designs from a single part.

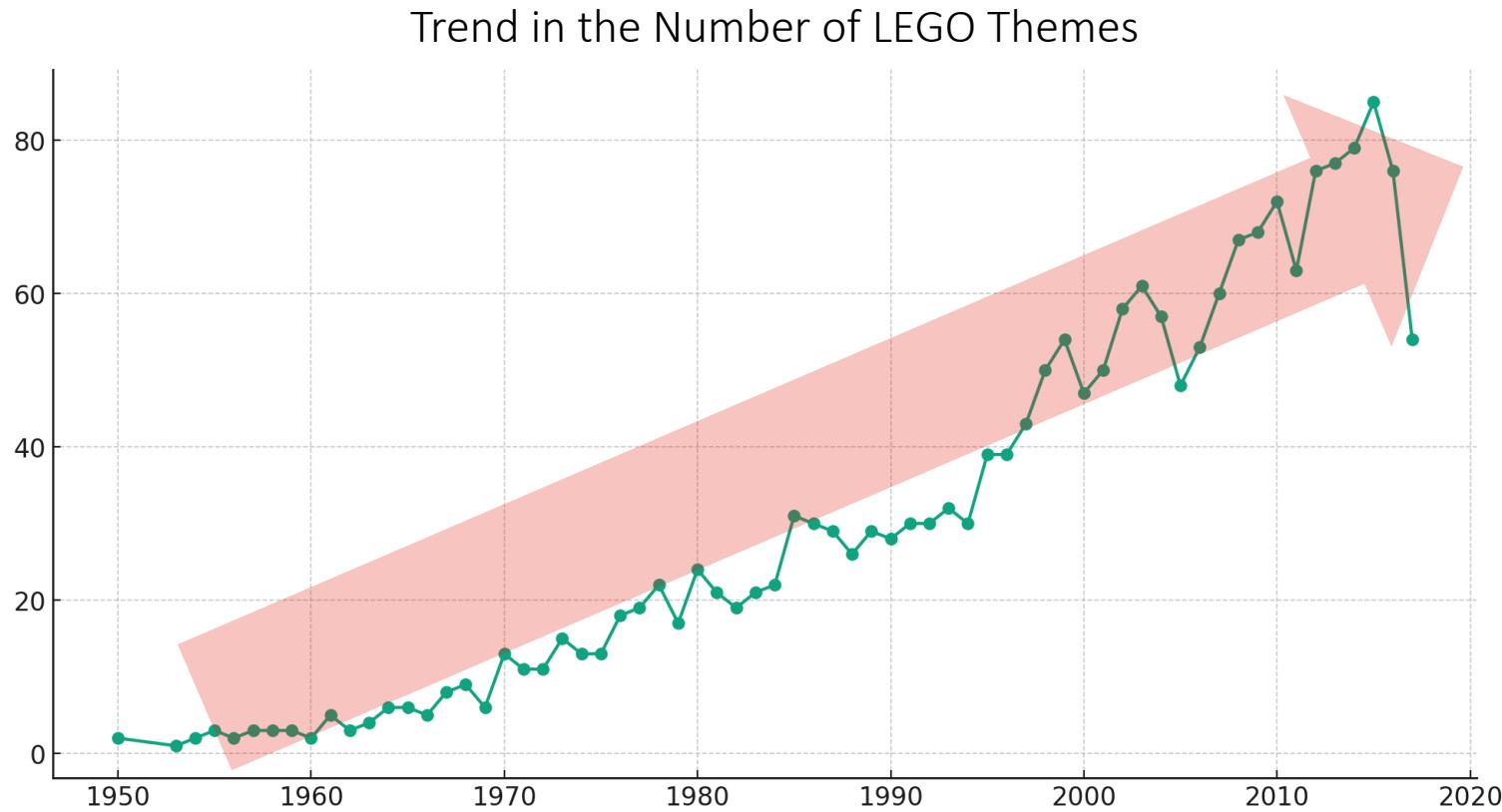




What's Next?

LEGO themes will continue to diversify.

LEGO can leverage the diversified themes to provide personalized and unique experience to builders with varying personalities and interests.



Tools such as **Interactive Dashboards** can provide more insights about LEGO trends and builders.

Example of Interactive Dashboards

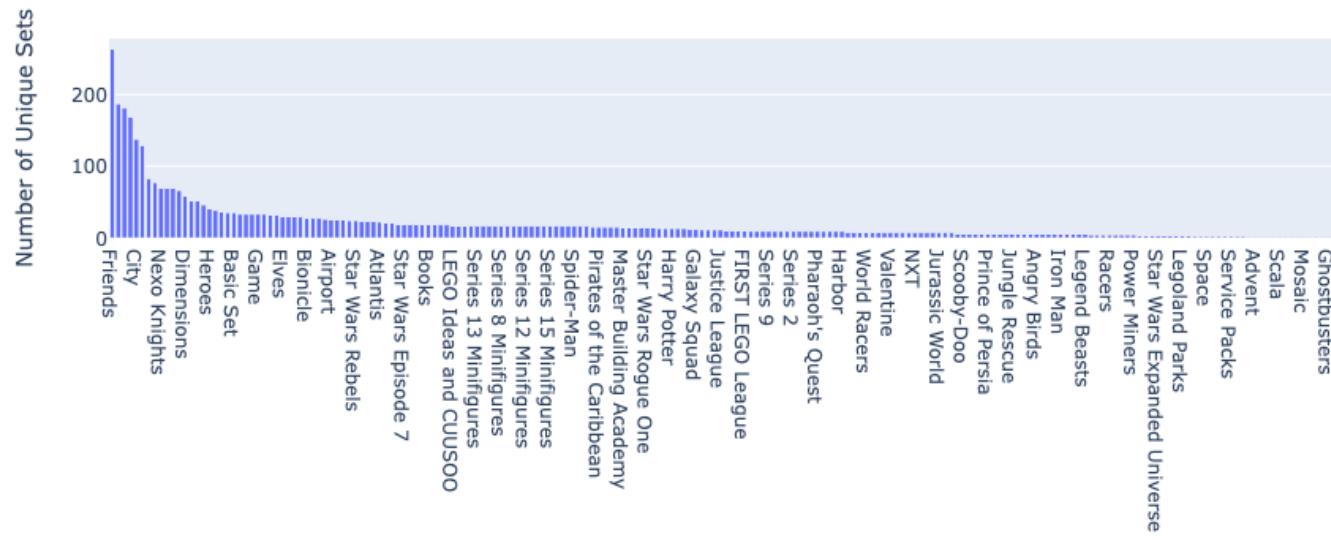
2010s

Theme

Number of Sets

Decade: 2010s, X-Axis: Theme, Y-Axis: Number of Sets

Number of Unique Sets by Theme in the 2010s



Ideas for the LEGO team

Customer Interactions:

- Consider adding an interactive element like a brief quiz where audience members can identify their LEGO personality type.

Personalized Building Experiences:

- Develop a platform where users can input their interests and personality traits to receive recommendations for LEGO sets that align with their preferences.

Ideas for the LEGO team

Advanced Building Tools:

- Create advanced digital tools or apps that help builders visualize and plan complex constructions, especially useful for intricate and large-scale models.

Customizable Sets:

- Offer customizable LEGO sets where customers can choose colors, themes, and difficulty levels, catering to a wide range of personalities and skill levels.

A young child with curly hair, wearing a blue t-shirt, is sitting on a wooden floor, playing with colorful LEGO blocks. The blocks are scattered around them, including a red car and some blue and green structures.

**LEGO will continue its journey
from Simplicity to Complexity**



Thank you

