

Client	The Lego Group (Lego)
Information	Based in Denmark, Lego is the world's largest toymaker, whose name derives from the Danish "play well". The interlocking plastic bricks, first produced in 1949, have become an international bestseller with sustained interest among children despite many digital distractions.
Business objectives	<p>Unlike other toy manufacturers which produce hundreds of different products, Lego is focused on the central idea of the plastic brick. Due to the risk of relying on the popularity of a single product type, Lego has diversified its product portfolio and invested heavily in its ecommerce and digital operations and has opened many Lego-branded retail stores, which are important for their brand experience, offsetting the closure of many chain stores where Lego was sold.</p> <p>In June 2021 the company announced its success in creating its bricks from recycled plastic bottles such that its product line can in future become more environmentally friendly, shifting away from oil-based plastic. Despite record sales and profits in 2020, the company is concerned with maintaining growth and increasing market share in the toy sector. To grow interest in its products, it has considered using augmented reality to improve the play experience, but is unsure if this strategy will be commercially successful in the long run.</p>
Research aims	Lego wants to accurately understand what products (physical, digital, or blended) would appeal to children in the next 5 to 10 years. Also, they are keen to research what marketing strategies, if any, they could deploy to promote the use of recycled plastic bottles in brick production (expected to be the production technique within the next two years). Finally, Lego would like market research to help them decide whether to expand their retail store network and, if so, where.
Designs to consider	The survey should include Lego customers, as well as customers of its competitors (these customer groups are not necessarily mutually exclusive). They prefer an online methodology, but are willing to consider other designs, if justified.
Suggested analysis	Cross-tabulations, regression analysis and conjoint analysis (among others) could be possible statistical techniques proposed. However, Lego requires a justification of why any proposed techniques would help meet the research aims.
Suggested sample size	At least 3,000 Lego customers globally, although Lego is unsure how many "competitor customers" to sample so Lego would like guidance on the appropriate sample size of competitor customers, with an explanation of the choice.
Budget and timescale	Lego has a large budget and would like the research to be completed within a four-month window.

This case study brief is for the 2021-22 academic year, with a submission deadline of **1 March 2022**.