



Lego Global Viral Campaign

Deadline: 31.03.2008 23:59 GMT

Brand: Lego

Sector: Kids Goods

Country: World Wide

Category: Above The Line : Internet; Specific Creation : Viral advertising

Published: 27.11.07 12:00 GMT

Budget: \$10 800

Status: Closed

Language of Solutions: English

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

The brief comes from the heart of the communication development in the LEGO Company –LEGO IN-House Agency. We want the creators to help us develop a viral brand campaign that captures the greatness of the LEGO brand – and having a global appeal.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Using the viral media LEGO should explore new and innovative ways to capture the attention among kids, especially boys, from the age of 6-12. The objective is to come up with ideas for either one strong overall campaign idea or a series of viral messages that are so intriguing, fun and engaging that kids just have to see it and send it on to their friends. The key success factor for the campaign is to move kids from the group of medium users into the group of core LEGO users – with a strong brand affinity. And that the core users will have their love to brand confirmed. The goal of this campaign is not to convince rejecters of the LEGO brand to become lovers of the brand.

3 Step Target Audience

[who should you influence ?]

Kids -especially boys- from the age of 6 to 12. If parents find the campaign great – excellent. But the kids remain the core target. This campaign is aimed at two groups: i) Medium users with medium brand affinity ii) The heavy LEGO users with strong brand affinity

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The LEGO brand is cool, stimulates creativity and creates endless play opportunities for the kids of today.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Because LEGO is Fun, Creativity & Quality that generate Joy of Building & Pride of Creation as end result.

6 Step Character

[what are the features that define the personality of the Brand ?]

The LEGO Brand personality is founded in our core values and the brand essence. The core values of the LEGO brand are: Fun Creativity Quality The brand essence of the LEGO brand is: Joy of Building. Pride of Creation - for the Builders of tomorrow. The above should be strongly reflected in the viral brand campaign that should be based on simple, funny and yet inspiring ideas that are so cool that kids wants to share it with their friends.

7 Step Media Plan / Placement

[where will your work appear?]

i) The campaign will be represented on and should generate traffic to www.LEGO.com ii) The campaign should be if not the talk of the town then the talk of the internet. The messages should be found on all the popular sites that kids love.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The viral messages must not in any way be offensive but be based on the strength of the LEGO brand and its philosophy to create endless play opportunities – every day. The messages must not in its tone of voice or content be a turn of for parents.