Campaign #1

Matcha Media Solutions

OVERVIEW

Business Challenge:

Reconnect the LEGO brand to teenagers in a way that appeals to their new found interest.

Target Audience:

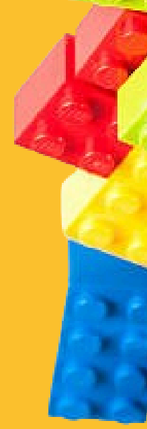
This campaigns aims to reach the target audience of teenagers all over the world ages 13-18 years old.

Target Audience Concerns:

Following trends

Seeking intrest

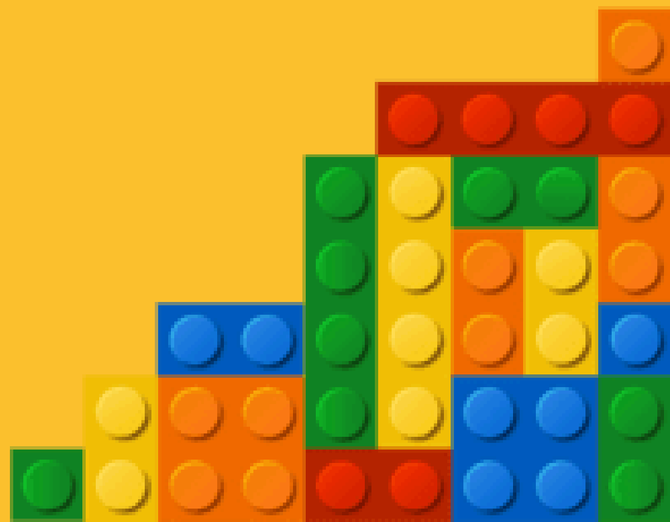
“What’s cool”



KEY INSIGHT

Being within the age group of 13-18 is a difficult time. They are exploring new interest such as music, film, sports, and fashion along with searching for who they truly are.

This demographic finds value in what is “trendy” through social media but also enjoys exploring new possibilities through old interest and childhood memories.



BIG IDEA

“Step Into Creativity”

Encouraging teens to unplug from technology and take a brain break either alone or *together*, and create or recreate whatever they want, love and desire.

Solves problem by inviting teenagers to reconnect with themselves outside of the online world, reminisce on old memories while also creating something new and entertaining ones — turning something they once loved into something new that they can love now that they are older.

PRINT ADS

*chatGPT created

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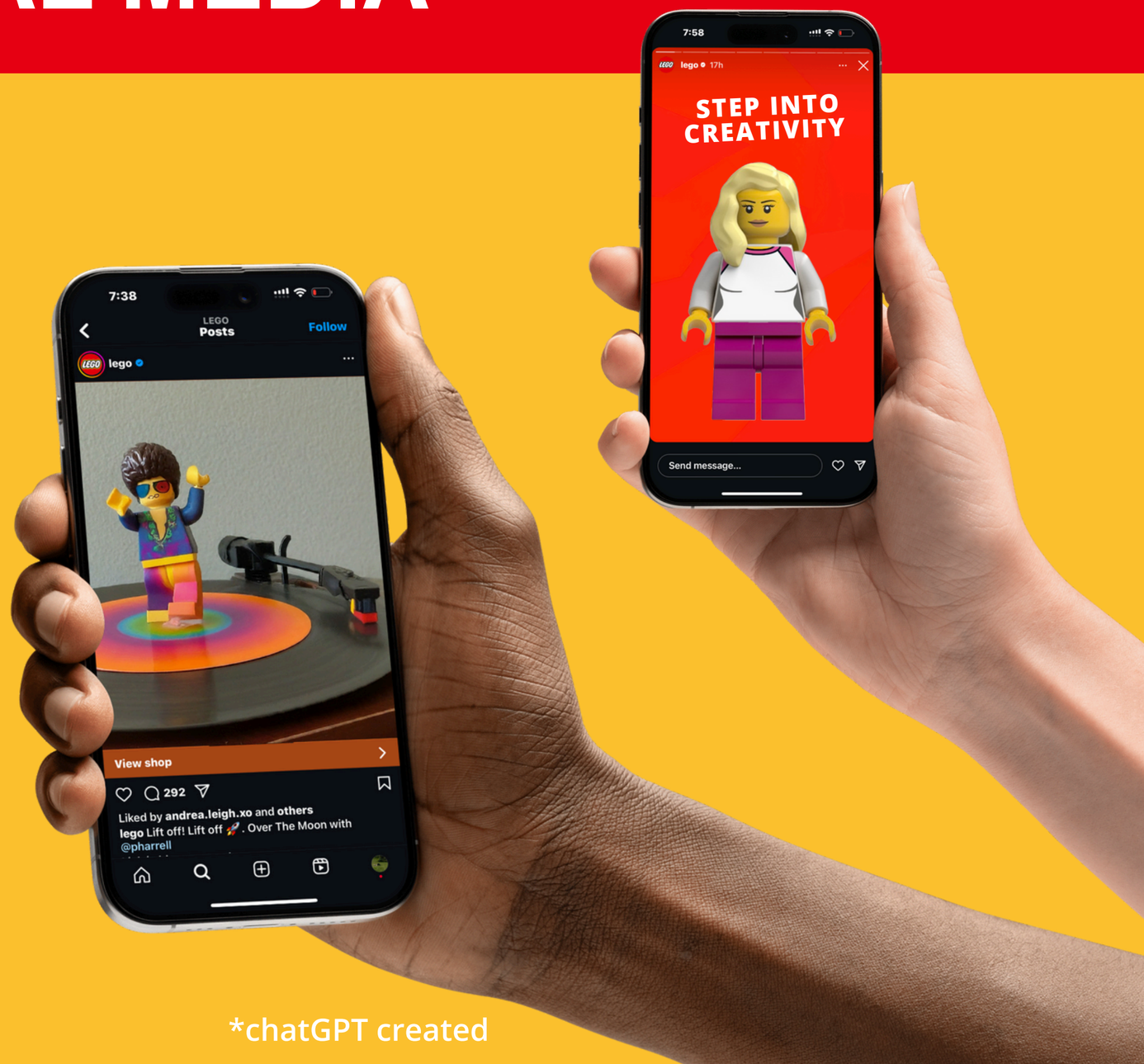
SOCIAL MEDIA

Instagram

- Instagram stories and feed advertisements
- Photo graphics and video
- Explorable through Instagram algorithm



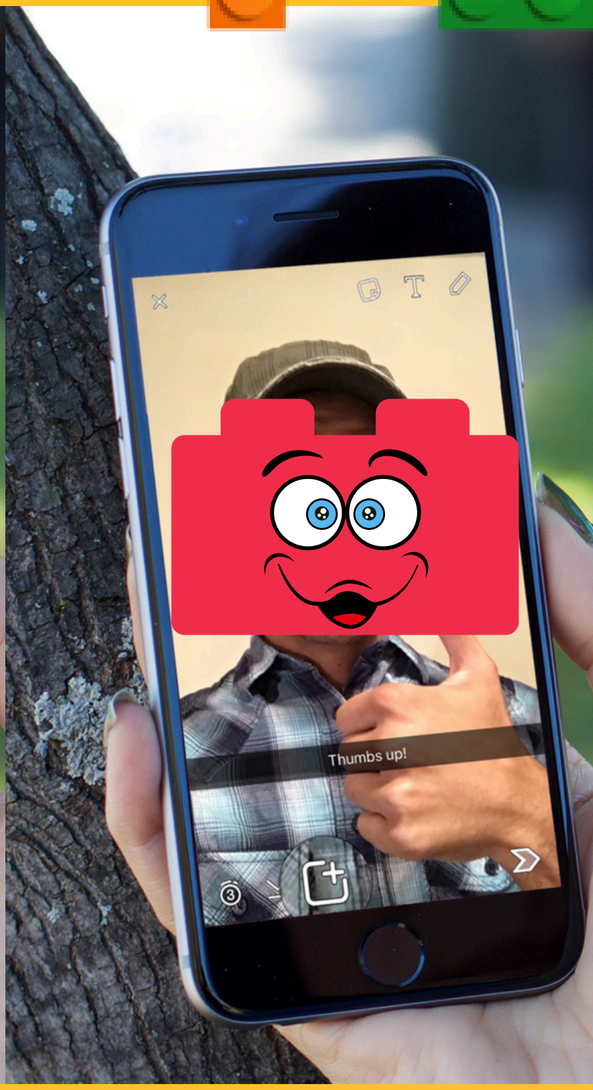
*chatGPT created

Greeble Trail
H2O
PIZZA

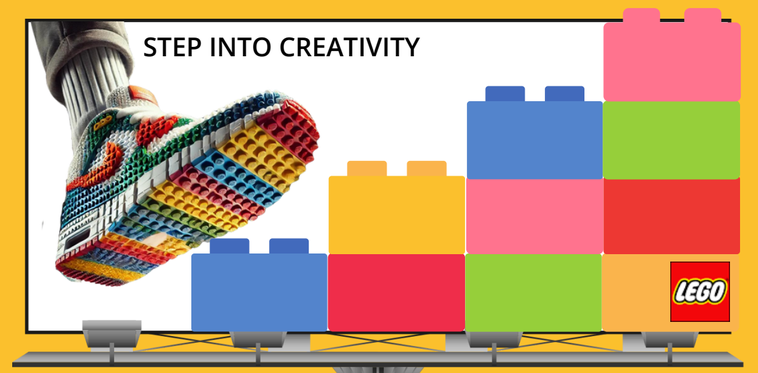
SOCIAL MEDIA

Snapchat Filter

- Individuals 13-18 are often aimlessly interacting with social media.
- Creating a snapchat filter that is comical or humorous grabs there attention and makes them aware of the LEGO brand again.



EXTENSIONS

Billboard

- 3D popups of singular lego or set
- relevant news, trends and interests popular with teens aged 13-18
- recreate favorite historical and geographical site, stadiums and buildings
- cater to specific regions and weather