



MC 4031

10.2.2024

Matcha Media Solutions

Strategy Page

Business Challenge

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

Define target audience

This campaign aims to reach the target audience of teenagers all over the world ages 13-18 years old. We are focusing on how the younger audience follows trends, finds new interests, and defines “cool.”

The key insight that led to your solution

Being within the age group of 13-18 is a difficult time. They are exploring new interests 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 interests and childhood memories.

Big Idea and how you developed it from your key insight

“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.

Briefly discuss how your big idea solves the problem (1-2 sentences)

Solves problems by inviting teenagers to reconnect with themselves outside of the online world, and 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.

Include color copies of each of the ads on the remainder of the page

