

CASE STUDY//SNAPSHOT

CASE STUDY # 17

THE CATEGORY//TOYS

THE CLIENT //THE LEGO GROUP

THE PRODUCT//LEGO FRIENDS

THE MAGAZINE//TOTAL GIRL

THE TARGET//GIRLS 8-11



THE CHALLENGE

Launch LEGO Friends into a girls' market, which is currently dominated by Hasbro and Funtastic.

THE SOLUTION

An integrated multi-platform campaign which aligned LEGO with one of *Total Girl* magazine's most trusted and popular campaigns – Best Besties.

THE RESULTS

The competition element generated 1,626 entries and the microsite achieved 27,933 views and 18,814 unique users.

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THE CHALLENGE

LEGO Friends was a brand-new product being launched into the competitive toy market.

LEGO has always been known for their boys-skewed products, so they were entering the girls' market for the first time. The challenge was to make inroads into a market (the girls collectable), which was dominated by Hasbro and Funtastic.

The campaign needed to communicate the value of friendship, and align this with the LEGO Friends brand.

THE SOLUTION

The solution was to create an integrated, multi-platform campaign that aligned LEGO with one of *Total Girl* magazine's most trusted and popular campaigns – Best Besties. We ensured total integration via advertorials and inserts throughout six issues.

A dedicated newsletter was sent to a database of over 104,000 members, as well as support and added value in the form of editorial mentions and shout-outs in the magazine. A purpose-built LEGO Friends microsite acted as a hub for girls to get to know the LEGO Friends and also enter the Best Besties competition.

Girls could engage with the brand on the microsite via webisodes, downloadable content, games and polls. A homepage takeover was executed on the *Total Girl* website for one week at the launch of the campaign to create excitement and drive girls to the LEGO Friends microsite.

THE RESULTS

The LEGO Friends Best Besties competition generated 1,626 entries, making it one of the most popular promotions for *Total Girl* in 2012. The winner and her best friend were flown to Sydney and starred in their very own photo shoot. They were then featured on a cut-through five-page flip cover within the August issue, which was fully branded by LEGO Friends. The microsite generated 27,933 views over the campaign period and was visited by 18,814 unique users.

