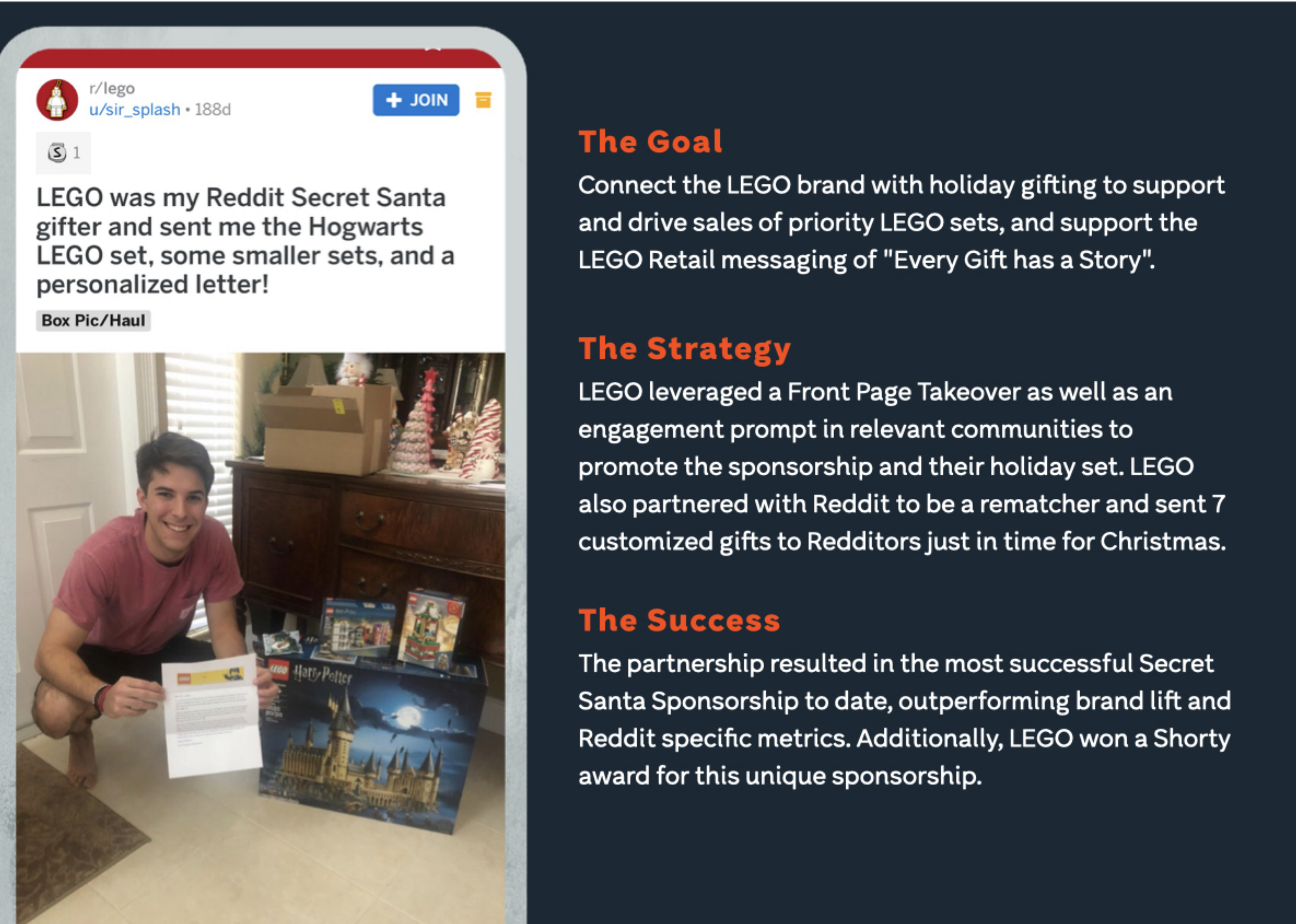


LEGO and the 2018 Secret Santa Sponsorship

To launch "Every Gift has a Story," LEGO sponsored the 10th Anniversary Secret Santa Gift Exchange



The Goal
Connect the LEGO brand with holiday gifting to support and drive sales of priority LEGO sets, and support the LEGO Retail messaging of "Every Gift has a Story".

The Strategy
LEGO leveraged a Front Page Takeover as well as an engagement prompt in relevant communities to promote the sponsorship and their holiday set. LEGO also partnered with Reddit to be a rematcher and sent 7 customized gifts to Redditors just in time for Christmas.

The Success
The partnership resulted in the most successful Secret Santa Sponsorship to date, outperforming brand lift and Reddit specific metrics. Additionally, LEGO won a Shorty award for this unique sponsorship.

