

**2017**  
**AFTER**  
**ACTIVATION**  
**REVIEW**

*2H 2017, RUSSIA*



# LEGO CITY





In 2017, we worked on the  
**largest local project focused  
on involving and retaining users.**

Trying to make local communication  
holistic & consistent we developed  
the campaign Big Idea:  
**«Become a Hero of the LEGO® City».**



# СТАНЬ ГЕРОЕМ



**CAMPAIGN  
KEY VISUAL**



# CAMPAIGN TOUCHPOINTS



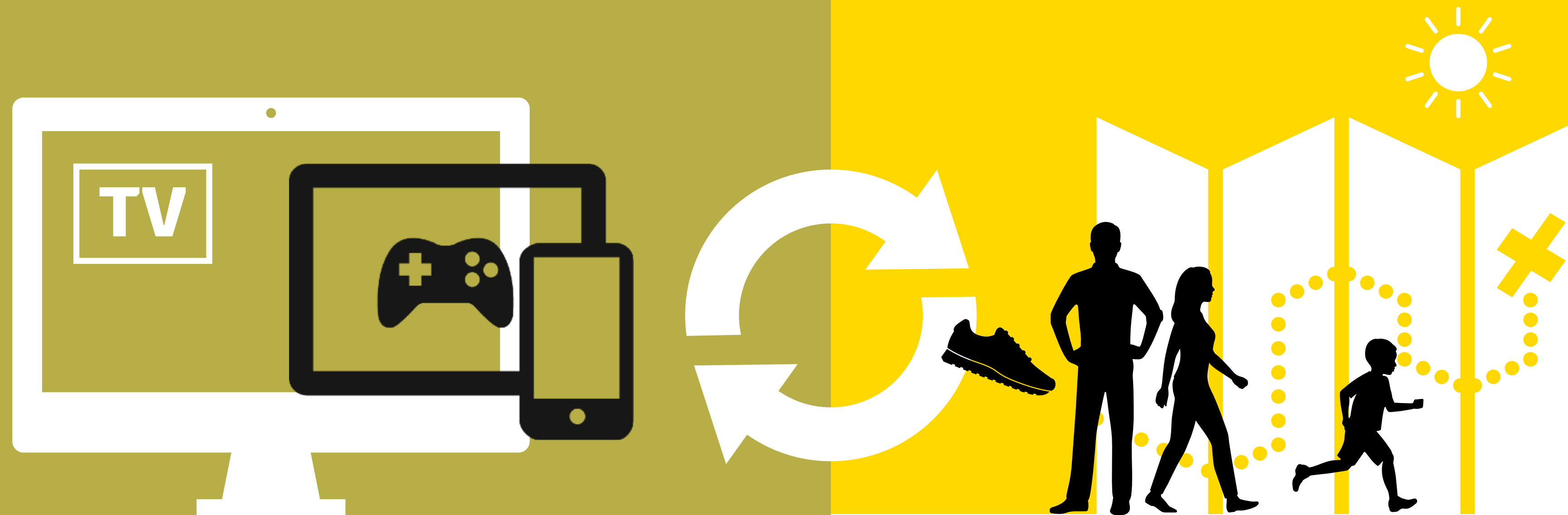
Jul - Sept  
**GAMING ACTIVATION**  
*Attractive digital gaming experience*

Aug - Sept  
**PRODUCT CAMPAIGN**  
*LEGO CITY Jungle paid-media campaign*

Aug  
**IN-STORE + E-COMMERCE**  
*New tools for our e-commerce partners*

Aug - Sept  
**ROADSHOW**  
*An impressive event covering four largest Russian cities*





## **We implemented a cross-media campaign —**

ensured great product communication coverage via TV placements & other relevant media tools, attracted kids' attention in digital with a unique gaming experience & partnership with National Geographic, complementing all these activities with a great event – the LEGO roadshow, ensuring a hands-on contact which is significant in terms of recruitment.



**web**

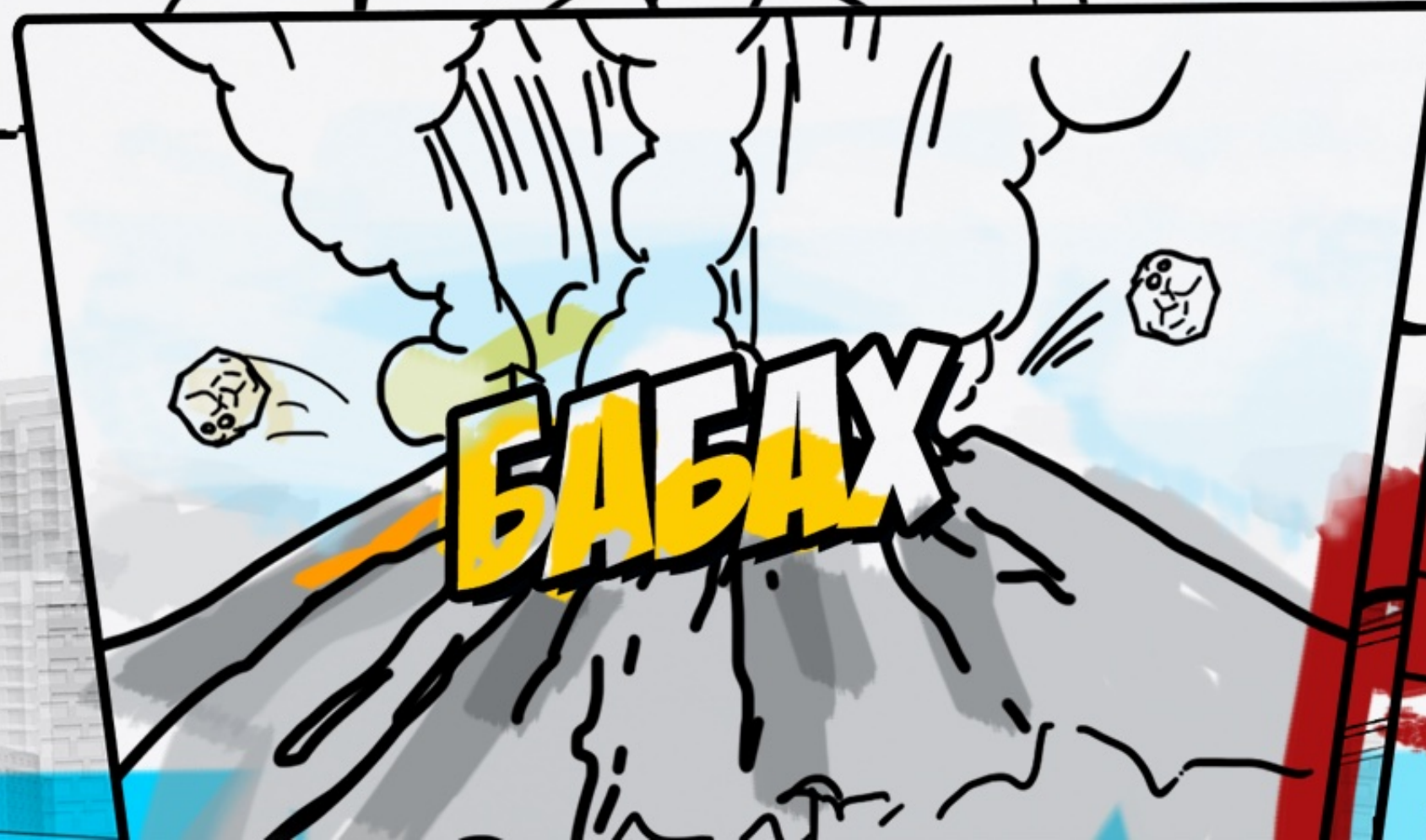
**DIGITAL  
ACTIVATION**



# 170

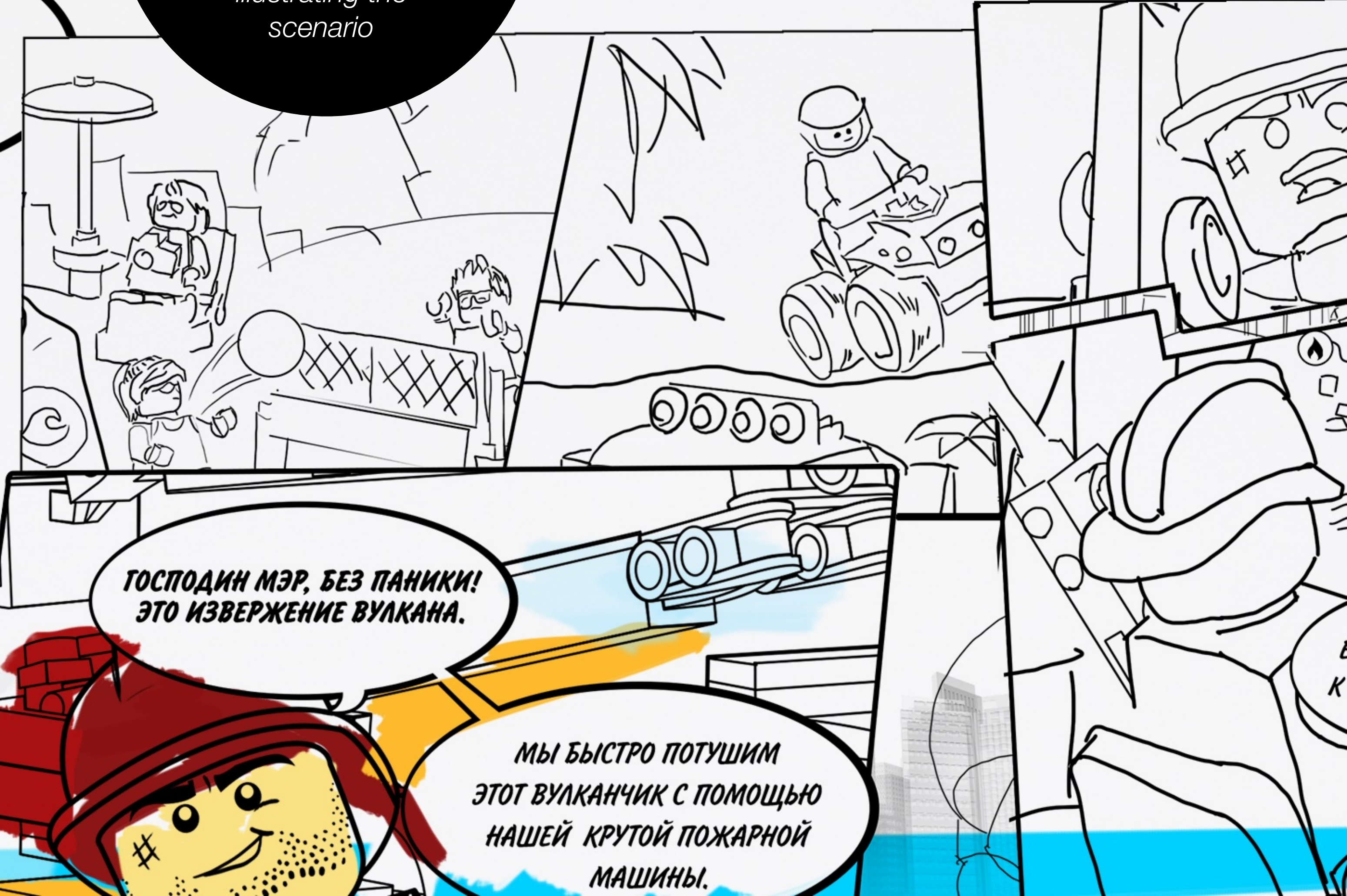
**ILLUSTRATIONS**  
in comics style  
illustrating the  
scenario

**ПРИВЕТ!  
Я МЭР LEGO CITY.  
ДОБРО ПОЖАЛОВАТЬ  
В ГОРОД.**



**ГОСПОДИН МЭР, БЕЗ ПАНИКИ!  
ЭТО ИЗВЕРЖЕНИЕ ВУЛКАНА.**

**МЫ БЫСТРО ПОТУШИМ  
ЭТОТ ВУЛКАНЧИК С ПОМОЩЬЮ  
НАШЕЙ КРУТОЙ ПОЖАРНОЙ  
МАШИНЫ.**



ЭТО ИЗВЕРЖЕНИЕ ВУЛКАНА.



CITY

**БАБАУ**

МЫ БЫСТРО ПОТУШИМ  
ЭТОТ ВУЛКАНЧИК С ПОМОЩЬЮ  
НАШЕЙ КРУТОЙ ПОЖАРНОЙ  
МАШИНЫ.

**67**  
screens  
web-sites  
page

**БАХ!**





# GAME LOCATIONS



**6**  
unique game  
scenes revealing  
various LEGO  
City product sets



<https://cityhero.lego.com/>



# ENGAGING MINI-GAMES

Number of mini games connected with key products and a special secret level



**Every 2nd player**  
played the game more than once

**3**  
time more game players than we expected



**6849**  
users' works on the secret level – the final stage of the game



**23,5%**  
of players passed the game to the end

**20%**  
of users, who entered the game spent 20+ minutes on the project



# DIGITAL ACTIVATION: MEDIA SUPPORT



Promoting the campaign we faced a challenge to develop the most efficient & cost-effective toolbox to accomplish the following media goals:

**Generate qualitative traffic to the gaming activation landing page;**

**Ensure deep users' engagement into the game;**

**Bounce rate <50%.**

## Owned media



## Paid media



**VIDEO**



**DISPLAY**



**SOCIAL**

**nickelodeon™**

**Disney**

**CN**  
CARTOON NETWORK™



**Google**  
Display Network



**my**



**СТАНЬ  
ЕРОЕМ**



# ***ROAD SHOW***



*Sochi*



*Nizhny Novgorod*



*Kazan*



*St. Petersburg*

# THE ROADSHOW THROUGH THE BIGGEST RUSSIAN CITIES BECAME A GREAT TOOL TO COMPLEMENT DIGITAL EXPERIENCE, INFLUENCE BRAND PERCEPTION & INCREASE LOYALTY.

Implementing the LEGO Roadshow we:

- Ensured a hands-on contact which is significant in terms of recruitment
- Produced a wow-effect, involving new customers into the brand communication & creating social buzz
- Increased loyalty among current consumers
- Effectively complemented the digital activation



# ROADSHOW REPORT: ACTIVITIES' OVERVIEW



**400m<sup>2</sup>**

Police zone

Great Vehicles zone

Scene

Entrance zone

Coast guard zone

Jungles zone

Fireman zone

Digital zone



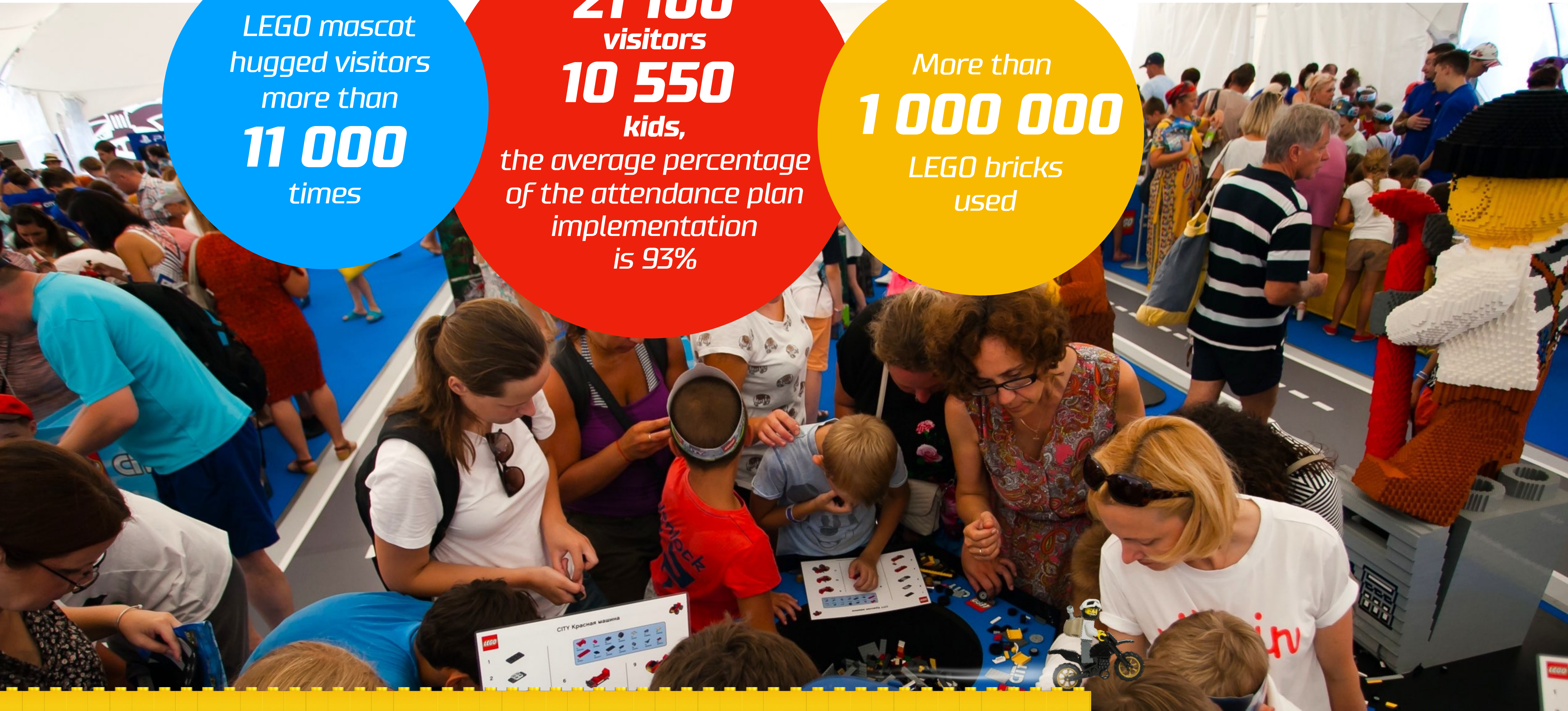
# ROADSHOW REPORT: SUMMARY



LEGO mascot  
hugged visitors  
more than  
**11 000**  
times

**21 100**  
visitors  
**10 550**  
kids,  
the average percentage  
of the attendance plan  
implementation  
is 93%

More than  
**1 000 000**  
LEGO bricks  
used



# ROADSHOW: PR SUPPORT



Unique campaign coverage exceed planned targets by **40%**

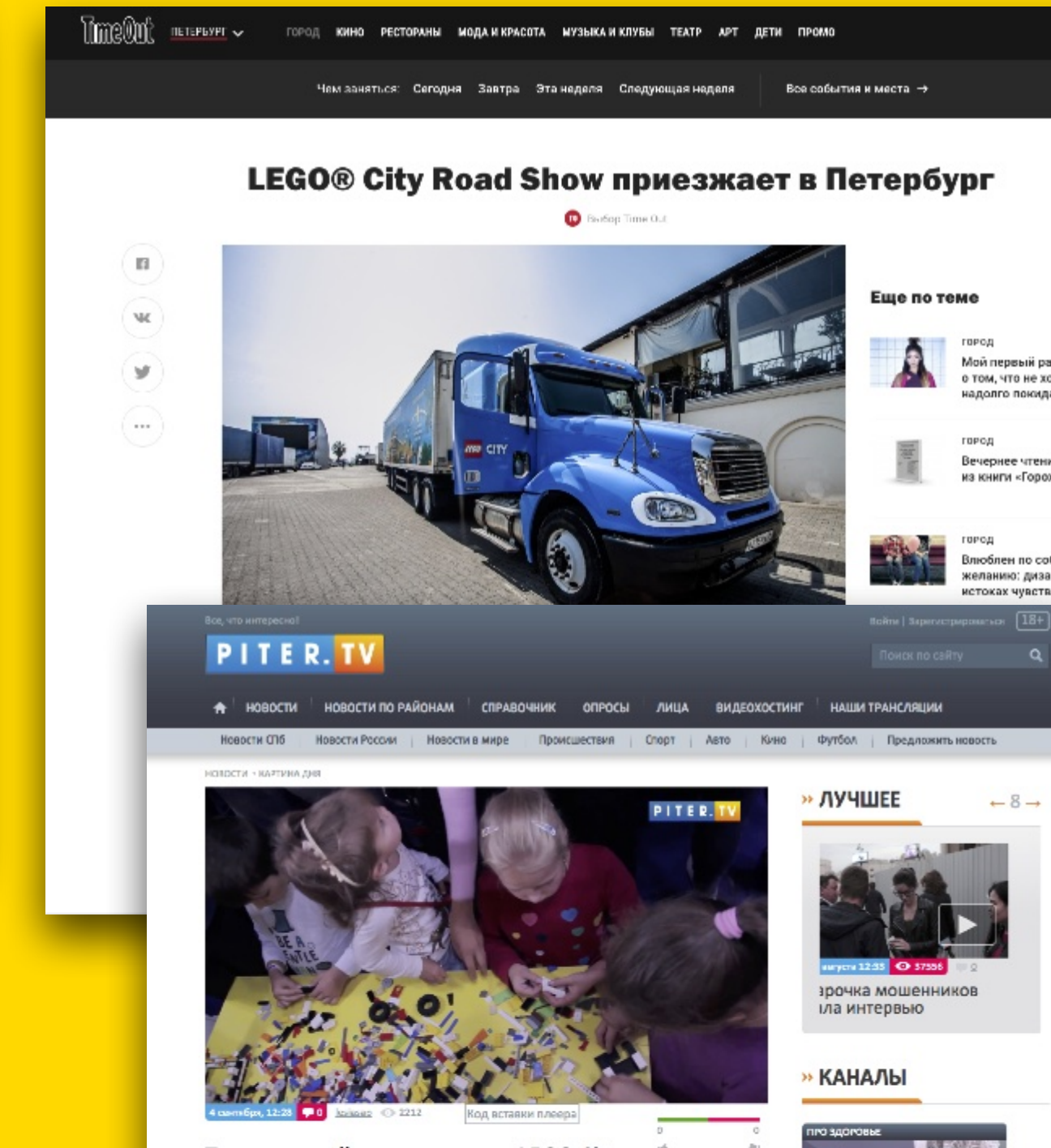
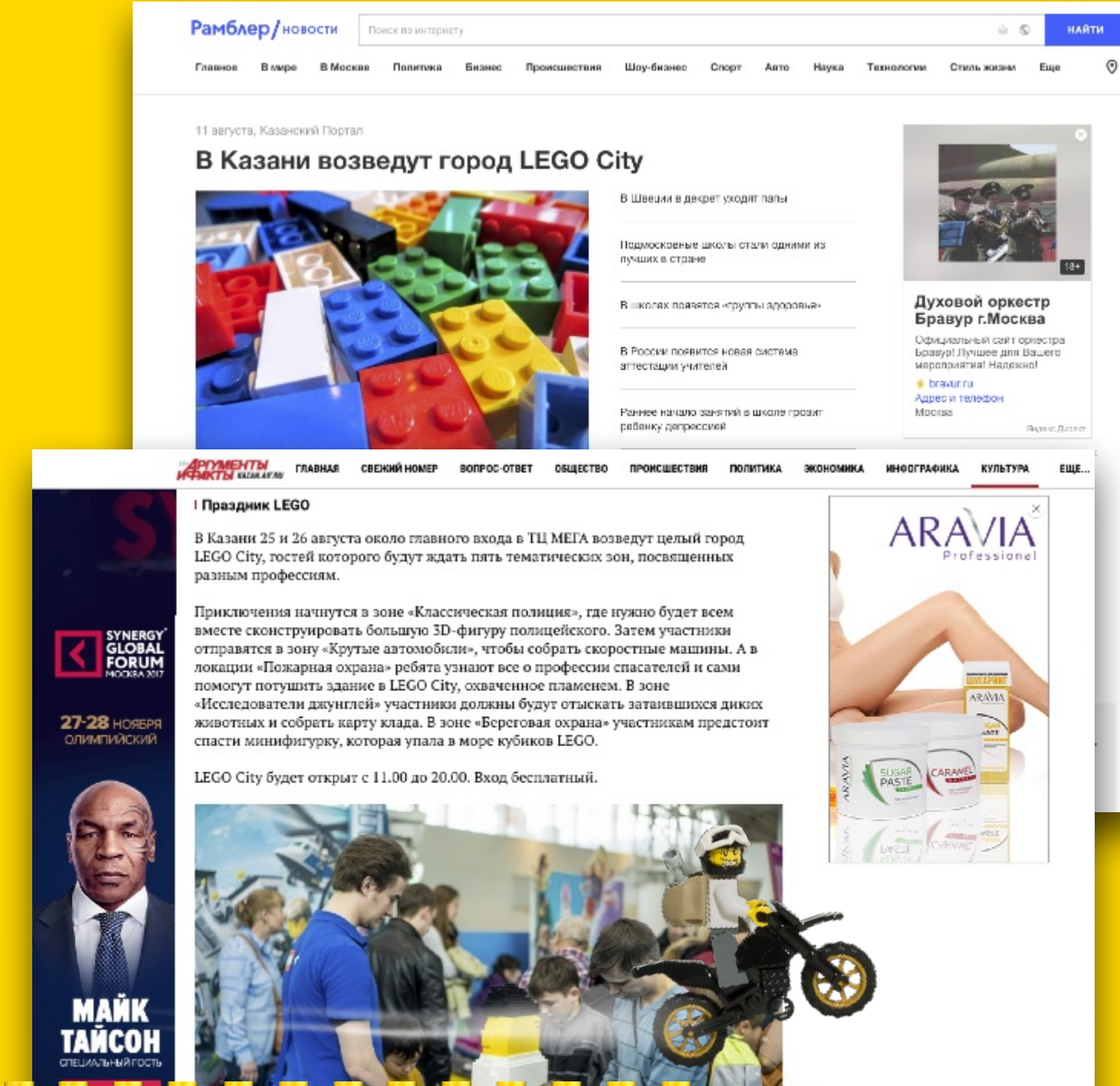
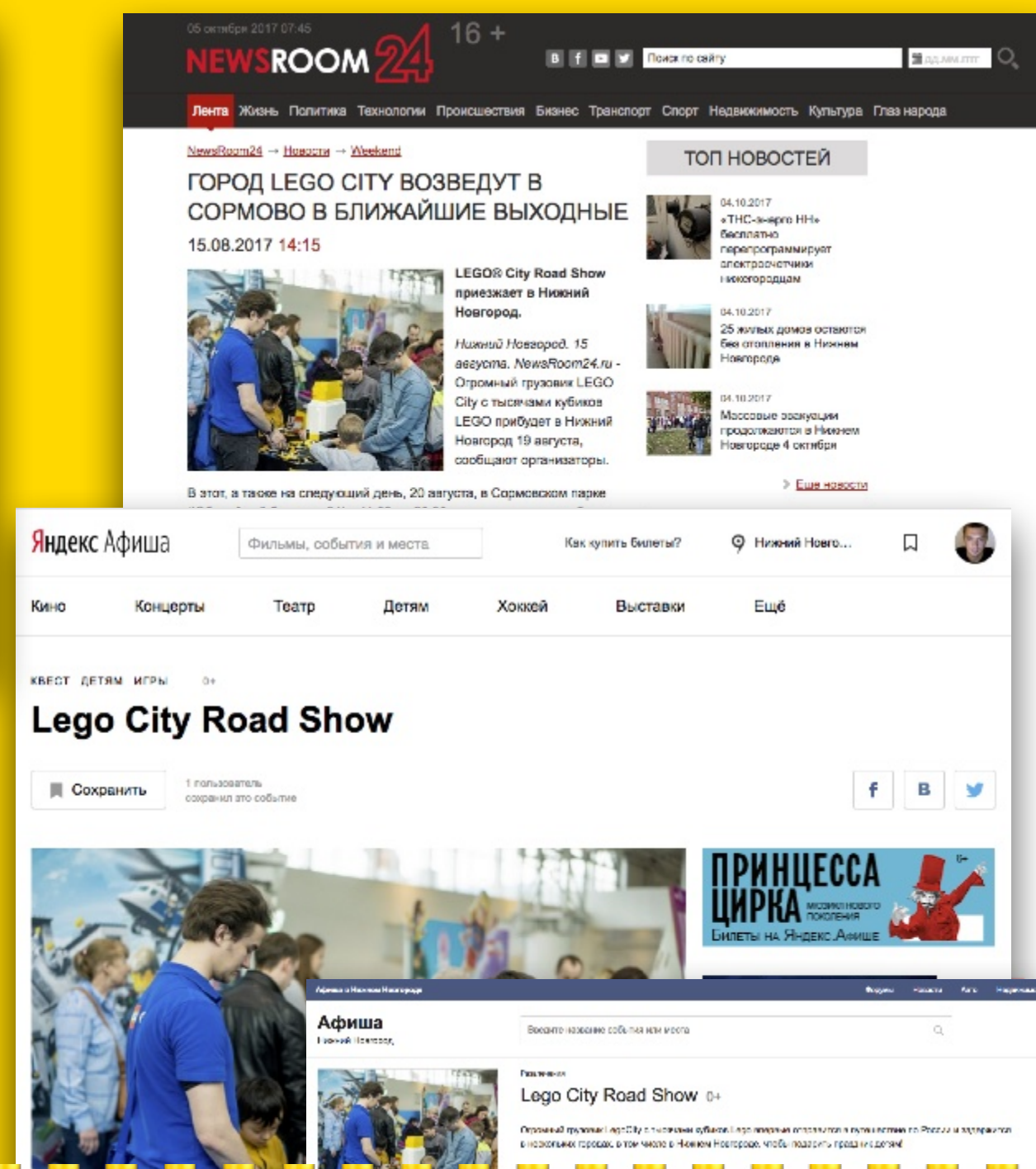
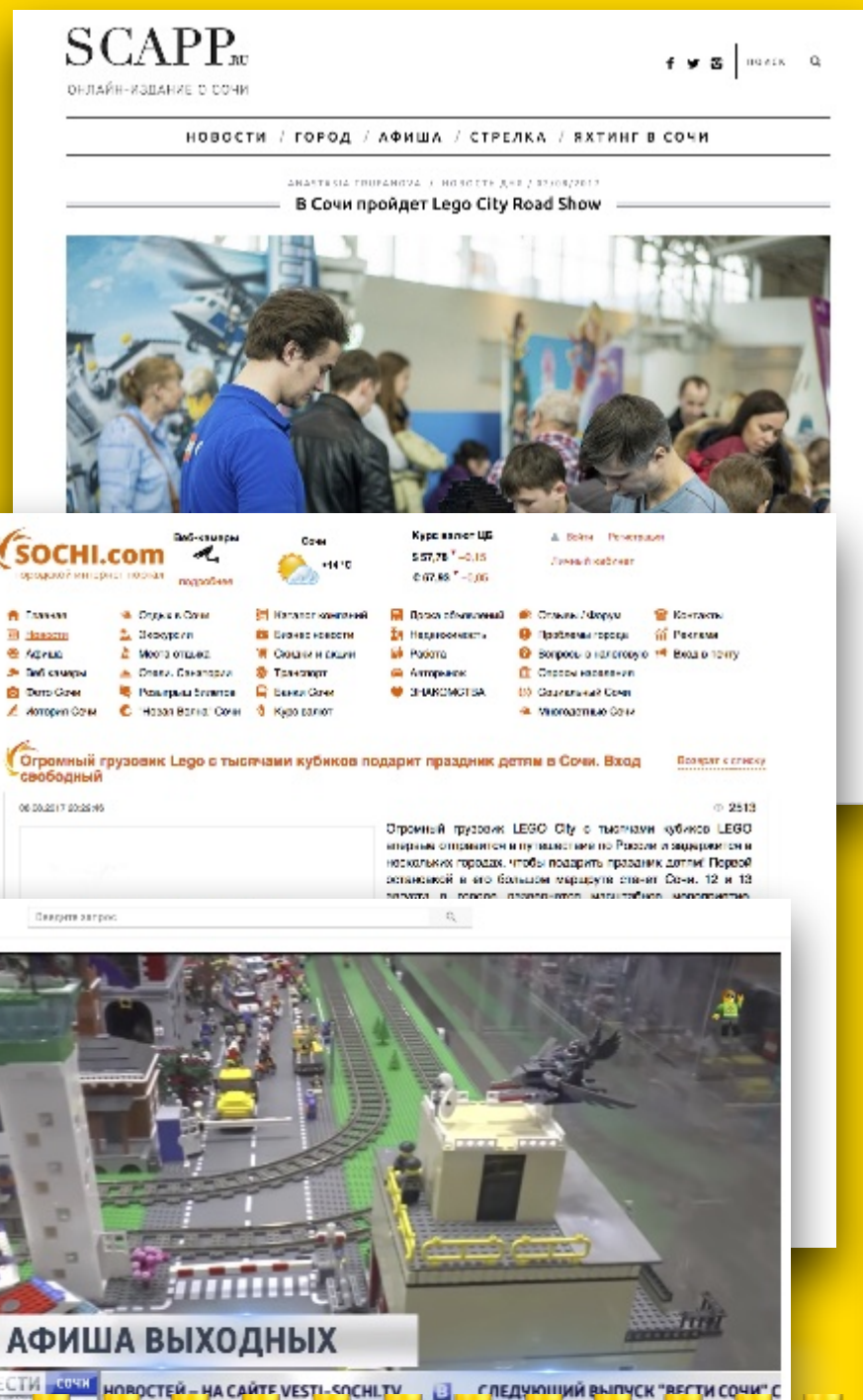
We got **25%** more publications than we expected

Sochi

Nizhny Novgorod

Kazan

St. Petersburg





***IN-STORE  
& E-COMMERCE***



# IN-STORE & E-COMMERCE: MARWIN CITY



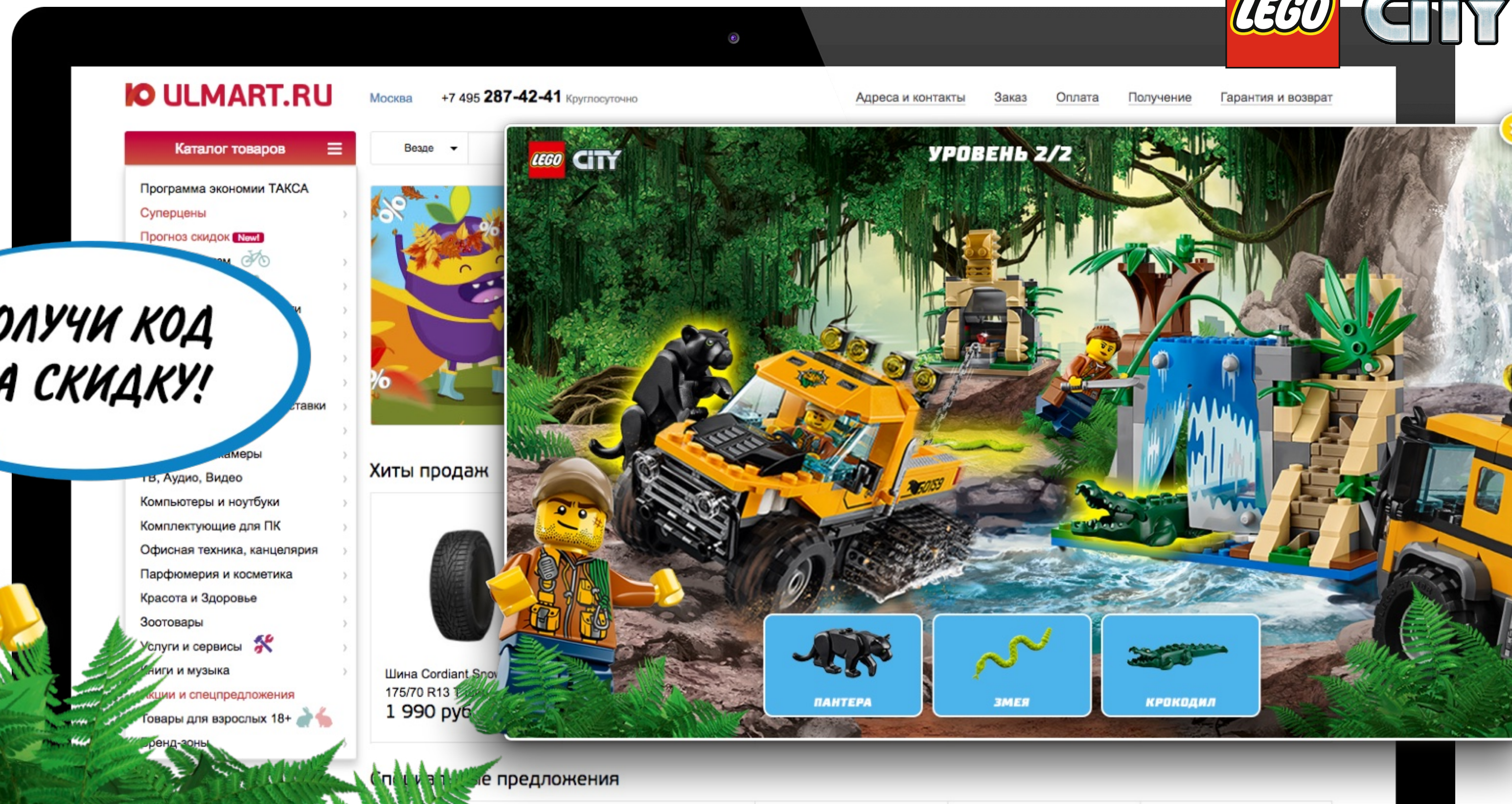
# E-COMMERCE:



We caught users' attention with non-standard banner, which involved users into a brief hidden objects game.



ПОЛУЧИ КОД  
НА СКИДКУ!



After passing 2 levels of the game & interacting with LEGO City Jungle products users got a unique promo code, which guaranteed a discount.



**TO BE  
CONTINUED**

