



**Chandler Wolf, Lauren Tefft, Sydney York,
and Jacob Fechner**

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Copywriting and Creative Strategy



The Problem

- Older kids need become interested in Legos again
- Inform everyone that Lego is for everyone and there are lots of different themes for ALL ages
- Not just a little kid's toy



The Solution

- **Creating nostalgic themes from familiar TV shows to get teenagers excited**
- **Enforce the idea to “Feed Your Inner Child” and “Don’t Grow Up Too Fast” with Lego**
- **Remind teenager to make creativity with the familiar and ageless Lego Toy, there is something for everyone!**



Target Audience

Teenagers, aged 13-18, who still love Disney and Nickelodeon.



Key Insight

- You're never too old for Legos, it's the ageless toy
- To show the chosen demographic that they too can make creativity with Legos
- Legos are not just tailored to children
- Remind teenagers of their nostalgic childhood toys with themes and ideas they love now.



Big Idea

- Encourage teenager to feed their inner child with Lego
- Rebuild the world with Lego sets teenagers are interested in, not just little kids
- Lego is the ageless toy, 4-99+
- Promoting Lego sets that appeal to all ages
- Remind people to expand their minds and Lego is a creativity outlet for everyone.



Creative Process

Our big idea of Feed your Inner Child solves the problem of Lego wanting teenagers to get excited about Legos because it is nostalgic for older kids to play with familiar Lego sets from their childhood. This campaign sparked how we campaigned our nostalgic ads to teens around the world.



Static Ad #1

- Focuses on not growing up too fast
- Teens can grasp the last bit of their childhood



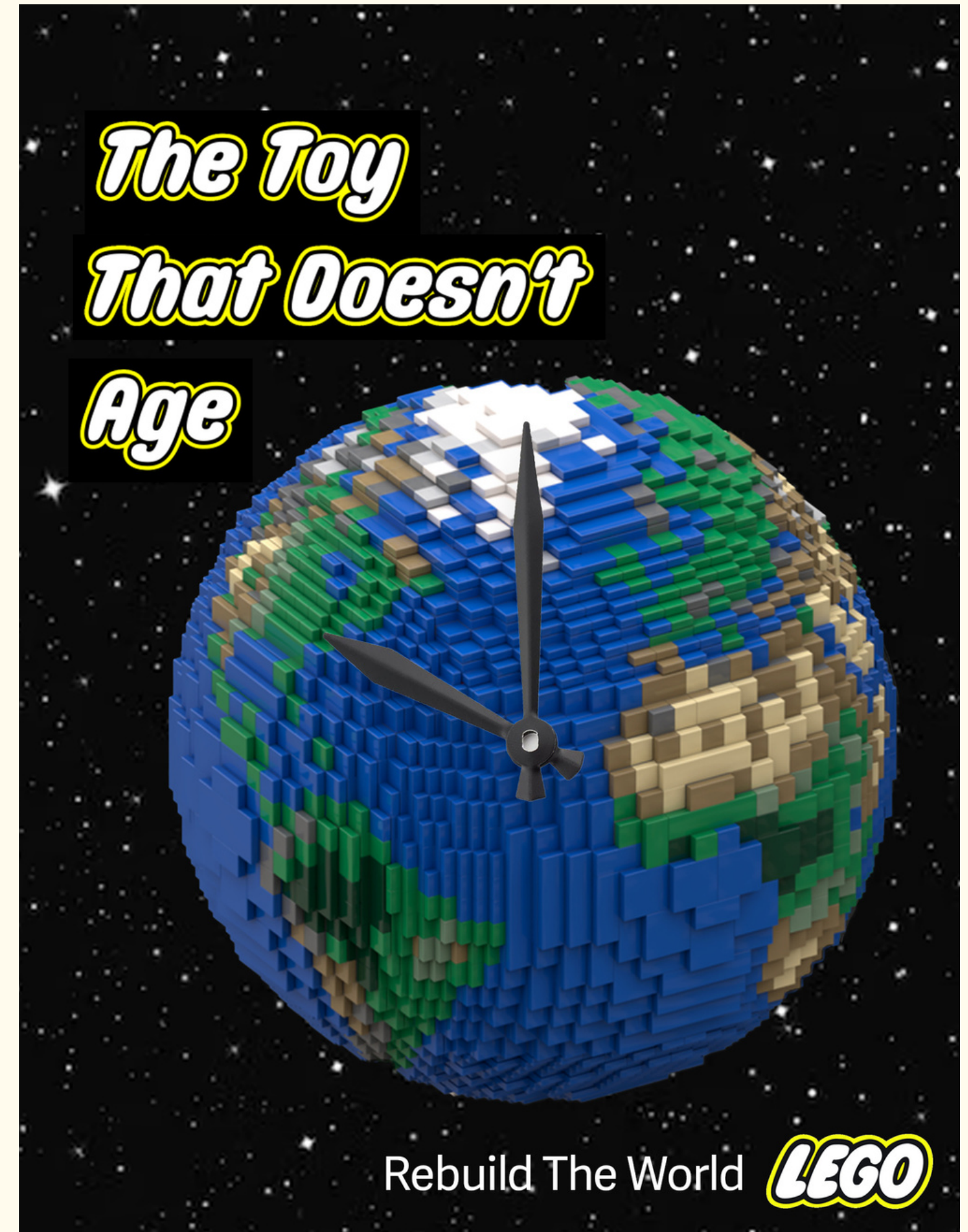
Static Ad #2

Different Lego sets
allow teens to either
reminisce or be
“trendy”



Static Ad #3

- Rebuild the World
- The clock represents an ageless toy
- Emphasizing the Ages 4-99+



Extentions

Social Media

Facebook Ads

and

Instagram Story Ads



LEGO  **Sponsored** · 

Feed your inner child by playing with Legos. Post a selfie of you and your teen building one of our sets. Together we can "Rebuild the World" one building block at a time. [#FeedYourInnerChild](#)

Feed Your Inner Child

www.lego.com
Buy Your Set Today! [Learn more](#)

  87 4 shares

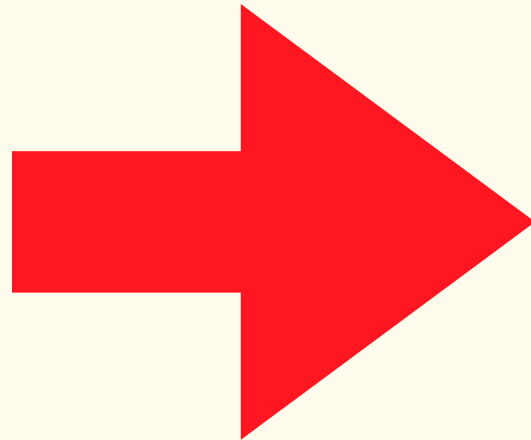
The image shows a Facebook advertisement for LEGO. At the top, the LEGO logo is followed by a verified badge and the word 'Sponsored' with a globe icon. The text of the ad encourages users to 'Feed their inner child' by playing with Legos and participating in a challenge to 'Rebuild the World' by posting a selfie of themselves and their teen building a LEGO set. Below the text is a large image of a family (a man, a woman, and two children) sitting on a couch and building with LEGO bricks. The image has a red banner at the top that says 'Feed Your Inner Child' in a stylized font. At the bottom of the ad, there is a link to 'www.lego.com' with the text 'Buy Your Set Today!' and a 'Learn more' button. Below the ad, there are icons for likes and loves, followed by the number '87', and an icon for shares followed by the number '4 shares'.



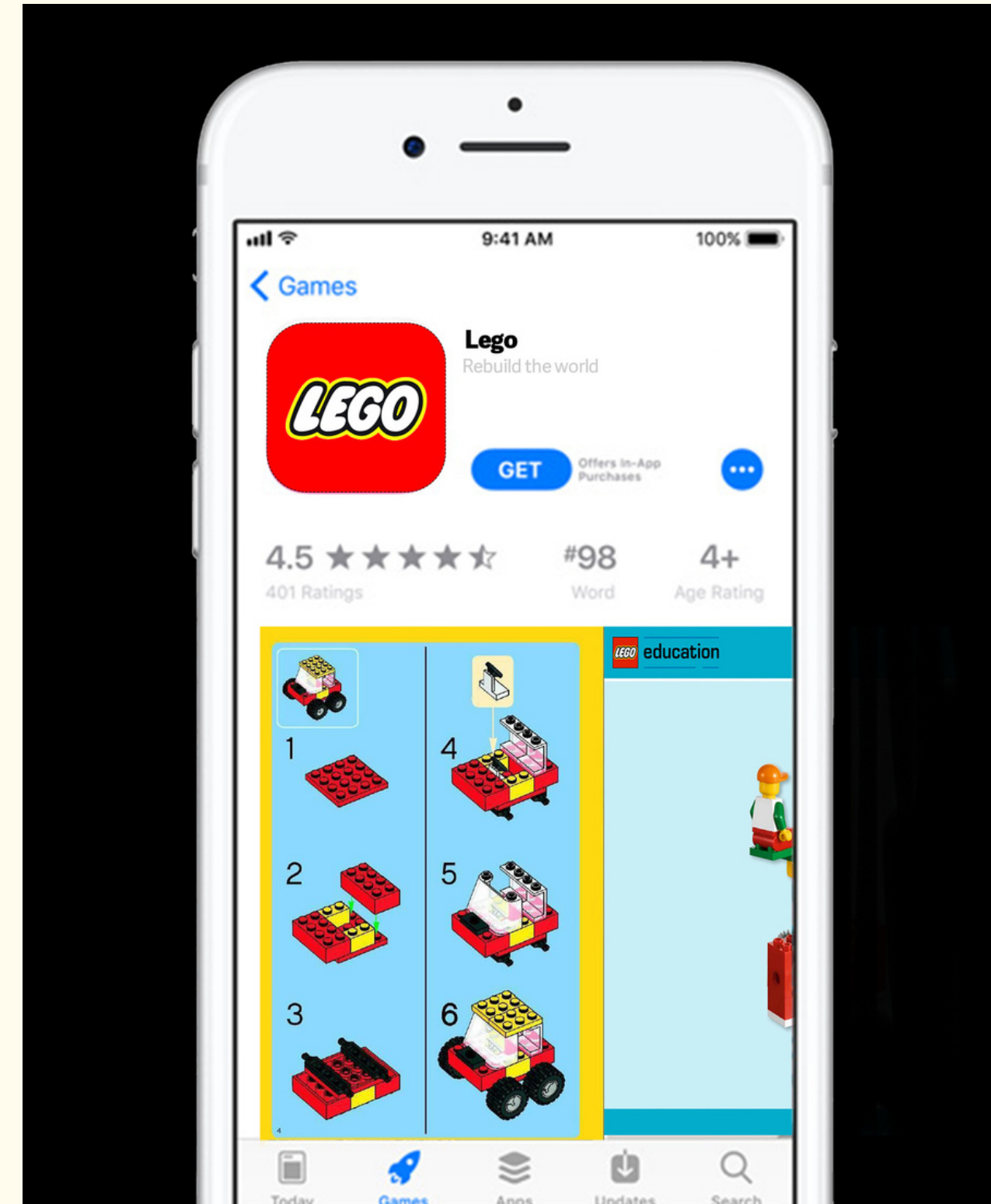
Extentions

Search Engine Marketing

- Google Ads
- Amazon Advertising
- Paid Search
- Bing Ads
- Yahoo



Lego App



Summary

Problem: Get Teens to buy legos

Target Audience: Teenagers

Solution Campaign: “Feed Your Inner Child”



Thank You!

