

OLA

Our
LEGO®
Agency



Emma Perkins



welcome
to OUR
House

From Play to Purpose: How the LEGO agency team connects with Kids, Culture and Creativity



campaign
IN-HOUSING
SUMMIT



**How many
combinations can
be made from
6 2x4 bricks?**





COMBINATIONS



OUR PURPOSE

Belief	Children are our role models			
Mission	Inspire and develop the builders of tomorrow			
Vision	A global force for Learning-through-Play			
Idea	System-in-Play			
Values	Imagination • Fun • Creativity • Caring • Learning • Quality			
Promises	Play Promise Play Well	People Promise Succeed and Grow Together	Planet Promise Positive Impact	Partner Promise Mutual Value Creation
Spirit	Only the best is good enough			

420
people

BOSTON
USA

LONDON
UK

BILLUND
DENMARK

SINGAPORE

Lead agency
in-house
model

Strategic
& creative
excellence



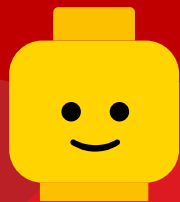


+4% consumer sales
in 2023, growing market share

+2% revenue
in 2023, following consecutive years of
double-digit growth



+147 new
LEGO Branded stores in 2023
(now over 1000!)



#1 BRAND
FOR FAMILIES
WITH KIDS

TalkWalker 2020

★ ★ ★
MOST REPUTABLE
BRAND

#1

2024
Reprtrak

TIME
BEST
INVENTIONS

2023



B:aille
B:icks



Secret Sauce

Brand
strength

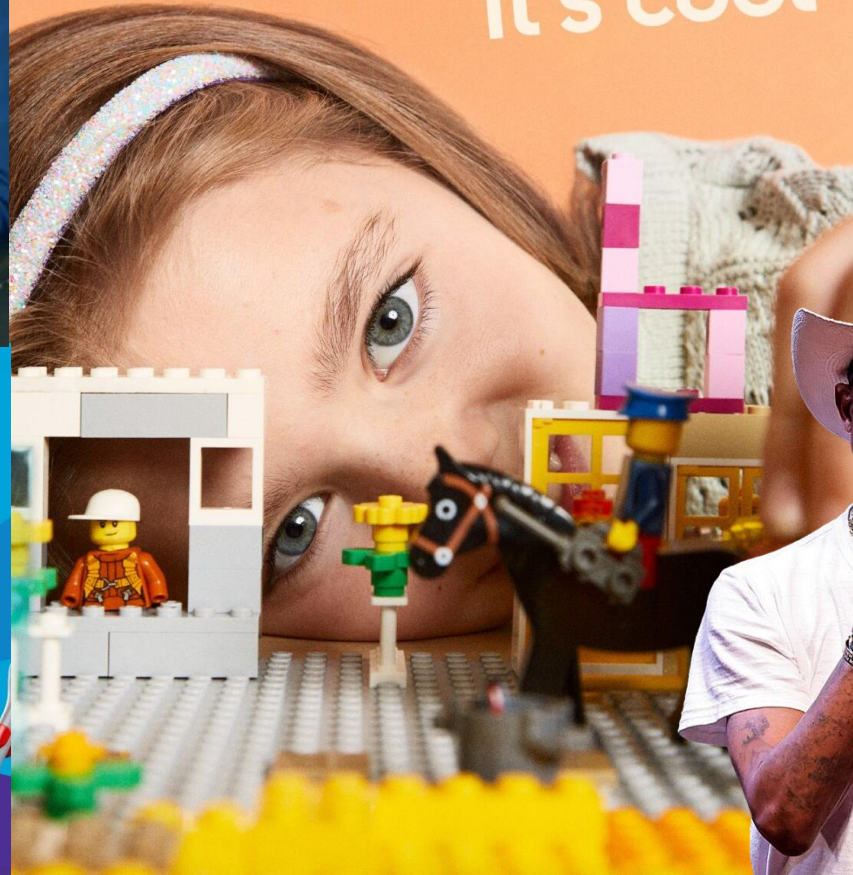


World
Play
Day



Powerful
storytelling

More than beautiful
it's cool

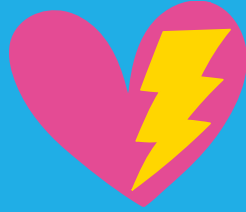


LOUIS VUITTON



Cultural resonance &
impact





THE LEADERSHIP PLAYGROUND

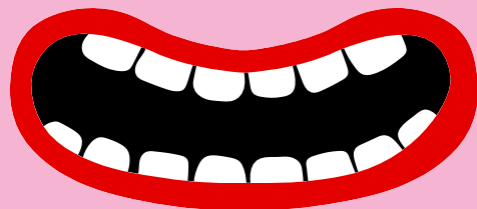
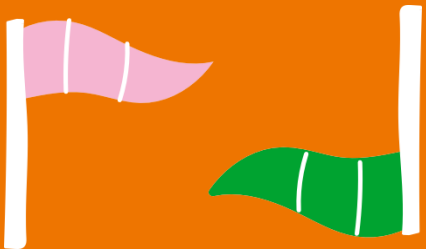


CURIOUS

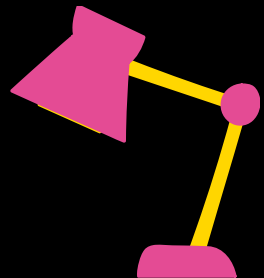
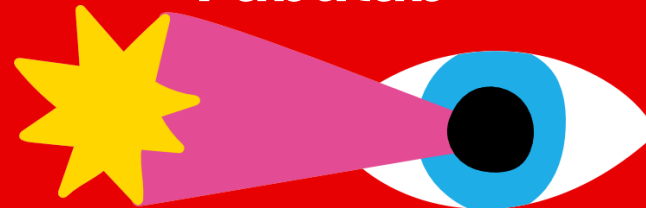
BRAVE

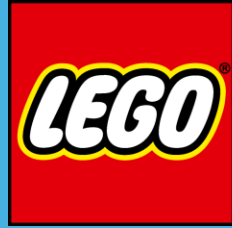


FOCUS



Fabulab





ADULTS WELCOME





THE ORIGINAL CREATOR BRAND, FUELLED BY FANDOM



**COLLABORATING, BEFORE IT
WAS COOL...**



25

**YEARS OF
LEGO® STAR WARS™**

THE CAMPAIGN 'BIG IDEA'

25TH ANNIVERSARY OF LEGO STAR WARS: A CELEBRATION OF FAN CREATIVITY

We put out the sets, but fan creativity is what makes LEGO Star Wars. Hope
builds rebellions, but imagination builds galaxies.

2024 has been the 25th anniversary of LEGO Star Wars.
We've spent it celebrating fan creativity.



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The 25-Second Film Festival: ALL the LEGO...

LEGO by LEGO

Playlist • 356 videos • 446,454 views

Got your popcorn 🍿? Here's every film featured in The 25-Second Film Festival, all made by the best fans in the...more

▶ Play all



1



Stormtrooper Face-off | LEGO® STAR WARS™ 25-Second Film Festival

LEGO • 38K views • 6 months ago



2



Ahsoka: Order 66 FLASHING IMAGES | LEGO® STAR WARS™ 25-Second Film Festival

LEGO • 28K views • 5 months ago



3



Going Somewhere, Solo? | LEGO® STAR WARS™ 25-Second Film Festival

LEGO • 17K views • 5 months ago



4



BB-8 Chase | LEGO® STAR WARS™ 25-Second Film Festival

LEGO • 15K views • 5 months ago



5



Inspection of troops | LEGO® STAR WARS™ 25-Second Film Festival

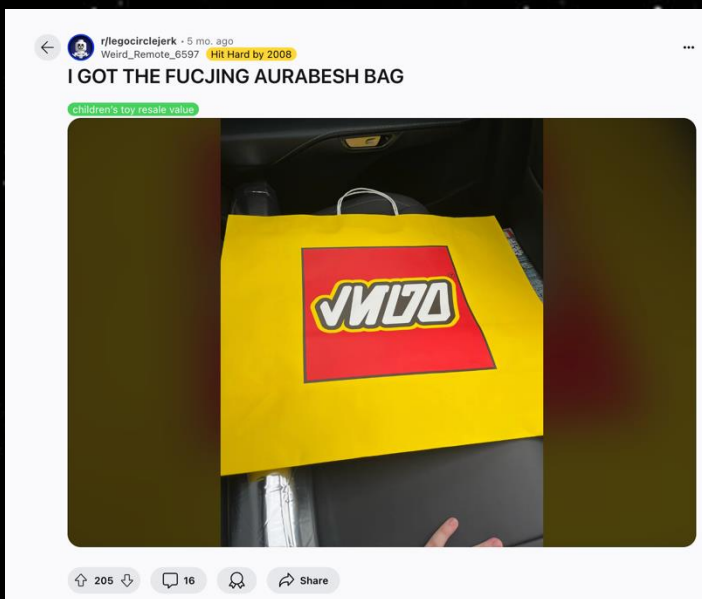
LEGO • 13K views • 5 months ago





STAR WARS DAY
MAY THE 4TH
BE WITH YOU







Sold 5 May 2024

LEGO 'Aurebesh' May 4th Special Bag 100 Per Store Very Rare

Brand new

£100.00

or Best Offer

+ £2.70 postage

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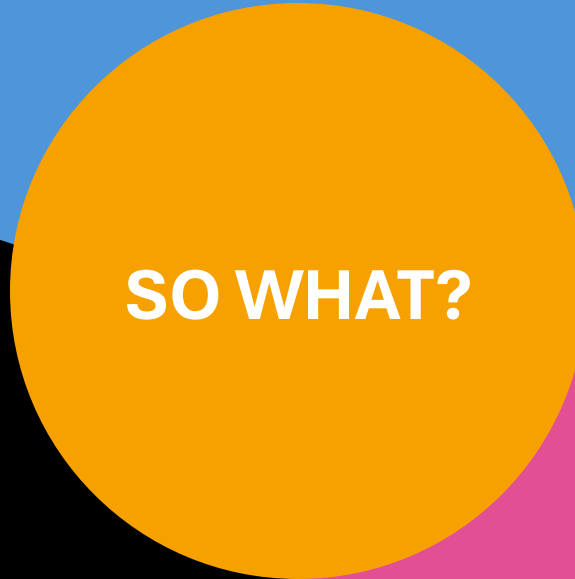
the-lost-bricks (1,064) 100%



Keep innovating,
experimenting
and learning
(And take chances!)



Work as one team –
cross functional,
create clarity, remove
duplication



Invest back into the
business – and think
long term



