



# DREAMZZZ™

*Step into the world of your wildest dreams.*

*Launch of LEGO® DREAMZZZ™ in Belgium May –*





## ***OUR MISSION***

**LEGO® DREAMZzz™ helps children dream big again and believe that CREATIVITY is a SUPERPOWER!**

# THE CAMPAIGN STRATEGY

## 2023 PHASE 1

## PHASE 2



APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

**CONTENT  
LAUNCH  
MAY 15th!**

**PRODUCT  
LAUNCH  
(10 SKU's!)**

### OUR FOCUS

#### INTRODUCTION

Drive awareness for the world of LEGO® DREAMZzz, primarily through the TV series.

#### IMMERSE

Drive engagement in the LEGO® DREAMZzz world, with LEGO sets as the primary tool.

### KEY MESSAG E

Consumer CTA:

**Discover the world of your wildest dreams!**

Shopper CTA:

**Discover the world of their wildest dreams!**

Consumer CTA:

**Create the world of the wildest dreams!**

Shopper CTA:

**Inspire the creativity of your children!**



# THE CAMPAIGN EXECUTION 2023



**Phase 1: INTRODUCTION**  
Drive Awareness

**Phase 2: IMMERSE**  
Drive Awareness, engagement and conversion

**PRE-LAUNCH**

**LAUNCH**

**IMMERSE**

**PRODUCT LAUNCH**





# WHY DOES THE CASE DESERVES TO WIN AN AMMA?



AMAZING RESULTS THAT  
MAKES LEGO DREAMZZZ

THE BEST LAUNCH EVER

AWARENES

90

DESIRE

91% REACH  
CAMPAGNE



Target: 80%

LIKES THE  
SHOW

9%

+ 1.9 MIO YT  
streams

Target: 1M

95 (+3)  
LEGO help my  
kids to be  
creative



Target:  
Growth

360° CAMPAIGN  
INCLUDING A FULL OES  
APPROACH

80,2 NPS



#1 thema in the LEGO  
Portfolio  
(+5 pt. vs. n°2)

vs.  
Target 70

+1%  
Brand Awareness  
during  
product launch

AND MOST IMPORTANT : KIDS ARE PLAYING  
AGAIN!

WE MOTIVATED 2% MORE KIDS TO DREAM &





# DREAMZZZ™