

Excellence Awards - 2025 Entry  
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Entry ID: 15684

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* Yes

*If yes, please tick here to confirm you have the third party's permission to submit this entry:* Checked

### Basic Information

*Category:* 03. Consumer Relations Campaign

### Entry Information

*Entrant company name (To be used in all awards materials/ presentation):* Mischief

*Entry title:*

LEGO: Message to Space

*Entry Upload:*

Brief, objectives and budget

In 2024 the LEGO Group launched its first ever passion led product range, bringing together almost 100 sets under the badge of 'Space'. The curated range fueled the UK's love of space exploration, from entry level DUPLO sets, to a 3,600 piece highly detailed replica of the NASA Artemis Space launch system.

Our job was to deliver a fully integrated launch campaign aimed primarily at kids (and their shopper parents).

Specifically to:

Engage kids with the LEGO Space range, driving positive brand perception uplift amidst kids 6-12

Showcase the LEGO Group as a brand that understands children's interests and extends their passions through play

Showcase the full LEGO space range, as a support mechanic to sales driving activity

The total campaign budget was £300k.

## Research, planning & strategy

This was a campaign about fuelling kids' imagination through the wonders of space, and LEGO play.

But all too often with a kid-focussed brief, the response is shaped by a boardroom full of people in their thirties and forties - we knew we had to tap into kids' imaginations directly for this one.

So, we conducted focus groups with 20 children aged 6-12, plus a quant survey to find out more about what got this group excited about space.

We quickly realised we'd been asking the wrong questions, splitting space into science or fantasy (how adult!). In the magical imagination of youngsters and a play-first mindset, we understood a different perspective. There is no either/or... space is black holes and shooting stars, rocket races and alien playdates and an enormous amount of 'floating about'!

We look at space as the unknown. To kids, it's the biggest playground in the universe. So, we had to find a way to connect their love of space with the limitless possibilities with LEGO.

We set to work bringing to life their vision: Invite the universe to play.

## The idea, creativity and innovation

### A big idea

This led us to our big idea: Message to space\*, where we invited kids to broadcast their ideal play date to the universe.

In partnership with the Goonhilly Satellite Earth Station, a fully-operational scientific base that can broadcast into deep space, we gave kids the opportunity to actually communicate with the cosmos.

### A big star

We needed someone to be universally loved by kids; have an authentic connection to space and really importantly they needed to be fun, playful and wholly relatable to 6-12 year olds and have a genuine love for LEGO: It could only be Sam Ryder.

To co-pilot Sam and add some wisdom to the whimsey: space scientist and CBBC presenter, Dr Maggie Pockock partnered with us on this mission.

This dynamic duo seamlessly blended fact and fantasy, indulging kids fantasies AND answering their questions.

## An epic launch show

The final piece of the creative puzzle was how we would show the messages going to space, the 'lift off' moment for something you can't actually 'see'?

Star-studded theatre, striking visuals and science-based insights all played a part. After each message was sent, a visual representation with VFX would show how far the messages had travelled. After 1.3 seconds they had passed The Moon; after 12 seconds The Sun, only 323 years to wait for them to pass the North Star!

## Delivery/implementation of tactics

There were two stages to the campaign:

Phase 1 to launch the competition and earn as much attention as possible and Phase 2, an epic co-viewing experience as we sent the messages into space.

### Phase 1:

Goonhilly shoot - Capturing LEGO big builds at the home of space in the UK, including a LEGO astronaut helmet to create engaging and strong campaign assets

Video - A stop motion video captured LEGO Mini-Fig Sam acting out his dream playdate - showing a creative space play and integrating the product in an authentic way.

Media strategy - research uncovered key proof points for media on kids love for space, including "half of UK kids dream of going to space" and "astronaut voted the #1 dream job"). Authentic talent also enabled us to tell the story of LEGO and space.

### Phase 2:

Sending the messages into space!

Live stream launch show - Hosts Maggie and Sam kept audiences engaged with fun facts and an interactive Q&A as well as reading out the winners messages

Lift off - After each message was beamed off, attendees would see a visual representation of how far the messages had travelled

Star dust - to keep people watching until the end, Sam sang us out (Spaceman - what else!) to everyone there and the 21,000 people viewing at home

Paid integration - supporting paid plan drove traffic pre-stream and subsequently served cut downs to those who couldn't join in real time

## Measurement, evaluation and impact

In addition to 188 pieces of coverage (vs KPI 45), 631K earned social impressions (NB paid boosting drove an additional 322k impressions) with an average 5.3% ER (vs KPI 4%), 21K launch party views (vs KPI 10K) and 10 messages going deep into space, the campaign outperformed against all objectives.

Engage kids with the LEGO Space range; Driving positive brand perception uplift amidst kids 6-12:

203 entries (vs KPI 100)

+6% increase in overall desire for the LEGO brand amongst kids 6-12 during campaign period

+7% increase in product desire amongst kids 6-12 during campaign period

Showcase the LEGO Group as a brand that extends kids passions through play:  
(Qualitative research conducted pre & post campaign showed:)

+10% increase in parents who agree "the LEGO Group understands my child's interest in

outer space”

+5% increase in parents who agree: “the LEGO Group brought the wonders of outer space to life in a way that’s relative to my child”

Showcase the full LEGO space range, as a support mechanic to sales driving activity:

Product featured in all campaign content and 30% of editorial coverage

98% of coverage contained a backlink to Lego.com

4 focus SKUs that featured in the campaign made it into top 10 bestsellers

Overperformed sales uplift target by 11%

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## Supporting Information

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*Additional supporting information (images, artwork, clippings and other media)  
Please note that the maximum size of any document should be less than 10 MB.:*

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Provided

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*Campaign image (if entering individual/team awards, upload headshot/team photo here):*

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Provided

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*Company logo:*

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Provided

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*Please write a 30 word entry summary in the third person:*

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We screen-loving 6-12 year olds’ imaginations, turning the universe into their playground. We invited kids to broadcast their ideal playdate into space - smashing KPIs and changing brand perceptions.

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