

LEGO DOTS: GAME EXPERIENCE CASE STUDY



**MOBILE
MEDIA**

CAMPAIGN SUMMARY

LEGO DOTS WANTED TO BRING AN INTERACTIVE EXPERIENCE TO THEIR YOUNG TARGET DEMOGRAPHIC.

So we created a sampling and game experience to make audiences feel a part of the product release.

Participants received samples after taking part in the games, including LEGO Dots products like customisable bracelets or photo frames. The challenge of matching patterns inside the interactive area engaged with the target audience, generating brand trust and rapport. We call that building connections.

Across two bursts of gaming activity, LEGO Dots benefited from engagement results higher than any traditional advertising option could provide.

LEGO achieved a high interaction score with over 38 hours of gameplay recorded, resulting in increased product sales and awareness.





38+

HOURS OF
GAMEPLAY

1500+

INTERACTIONS

8000+

SAMPLES
DELIVERED

MOBILE MEDIA

THANK YOU