

LEGO EXPERIENCE

CASE STUDY



**MOBILE
MEDIA**

CAMPAIGN SUMMARY

ALL WORK AND NO PLAY? DON'T WORRY,
WE CONNECT THEM TOGETHER.

In celebration of World Play Day, Lego wanted an immersive slide experience within Bluewater shopping centre. We made it happen.

Our dedicated brand ambassadors encouraged visitors partake in the interactive slide and reconnect with their inner child.

The strategic location not only provided entertainment but also drove increased foot traffic to the Lego store in the shopping centre. We created a dynamic space for positive brand interactions and reinforced Lego's position as a brand that embraces the joy of play. That's what they stand for, so we stand for it too.





377%

INCREASED SOCIAL
ENGAGEMENT

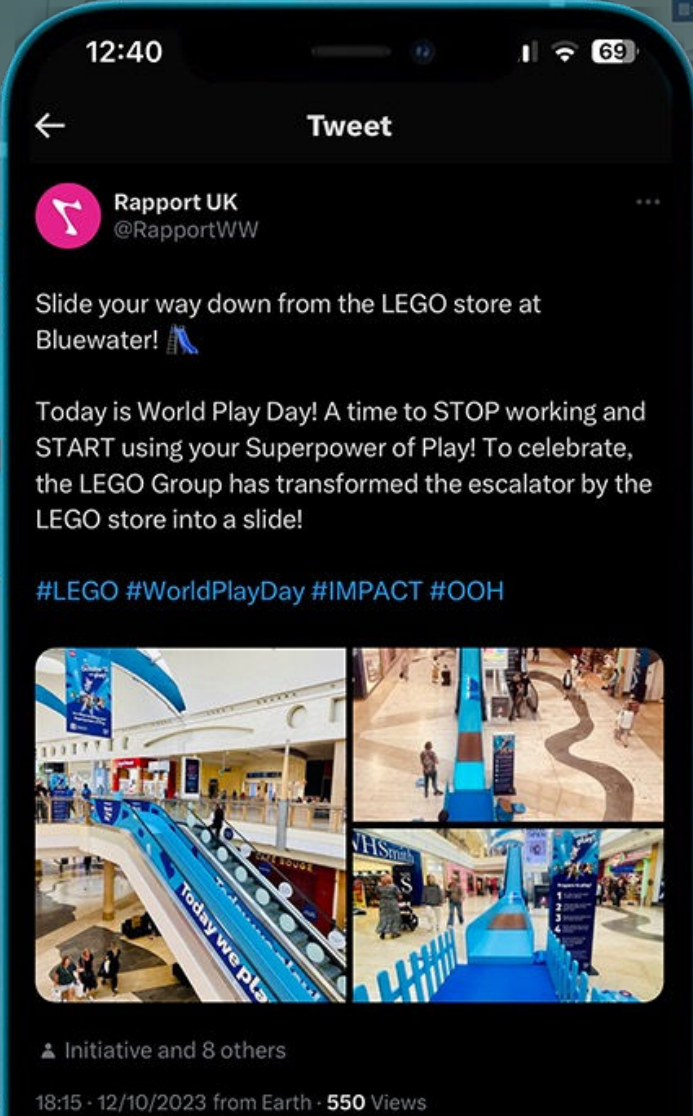
3,787

PEOPLE PARTICIPATING
PER WEEK

25%

YOY INCREASED IN
FOOT TRAFFIC

+2M
ACCUMULATED
TIKTOK VIEWS



MOBILE MEDIA

THANK YOU