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Campaign Plan

COMM 326

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**Goals**

* Increase sales
* Varying posts on different platforms
* Work against the perception of LEGO’s being very expensive
* Work on breaking gender and age stereotypes with social media content
* Reorganize YouTube channel layout

**How We Plan to Meet Our Goals**

* We plan to meet these goals by tracking how sales are doing before we start the campaign and comparing them to the end of the campaign. Sales will be increased by increasing posting that differs on the various platforms. We will be making content that is working towards breaking gender stereotypes by partnering with female-led groups (like Girls Make Games, for example). There will be a six-month time frame for reorganizing the YouTube channel as there are a large number of videos. Some of the content will include posts that work against the perception of LEGO’s being too expensive.

**Platforms**

* YouTube
  + Why YouTube? Our goal with YouTube is to reorganize the LEGO channel layout. They post great content, and plenty of it, but their channel could be easier (and more accessible) to navigate through!
* TikTok
  + Posting Times: Tuesday, Thursday and Friday 6am-10am and 7pm-11pm
  + Target Audience: Female users in the 18-24 age bracket
  + Why TikTok? LEGO currently does not have a TikTok account and it is an opportunity for them to reach this target audience. There are many LEGO influencers and creators already on TikTok. This would be an opportunity to collaborate with them and help broaden our reach worldwide, especially with the teen to mid 20-year-old demographic.
* Instagram
  + Posting Times: Monday to Friday 2am, 8am and 5pm
  + Target Audience: Millennials; those who maybe grew up with LEGOs, fell out of the hobby, and have gotten back into it because of kids/pandemic.
  + Why Instagram? Instagram is a huge platform for photo and video sharing that has a billion monthly active users. We see that it also has the most engagement and where people look the most for information. We really want to showcase what the LEGO community is doing, and not just posting canned content from LEGO’s own website.
* Facebook
  + Posting Times: weekdays 11am-3pm postings and 1pm-2pm on weekends
  + Target Audience: Millennials
  + Why Facebook? LEGO’s Facebook page has a large following of 14 million and we want to be able to capitalize on this huge following. With Facebook we can share our articles and they are more likely to be read by this audience.

**Content Ideas**

* For TikTok, we will be using short-form videos for our content.
* For Facebook and Instagram platforms, we will be using mainly graphics and videos as those grab attention more than just text.
* Videos collaborating with LEGO TikTok creators - increasing LEGO’s global reach
* Women in STEM videos: Short 5-10 minute videos featuring women in STEM, how they got there, and how building with LEGOs affected their childhood.
* Make the #ShowYourLEGOStash to build a relationship with our followers and get them involved in our content and grow the LEGO community. (Twitter/Instagram/TikTok)
* Following up with LEGO Masters pairs (in short-firm videos, articles)
* Article/Video Idea: Interviews with designers of the LEGO sets
* LEGO has some great in-house podcasts, but they’re *terrible* at promoting them. Could use audio and video posts to help promote them across social channels
* Videos/articles showcasing some LEGO sets under $100, as they don’t get as much attention as sets that are priced higher.

**References**

[Barnhart, B. (2021, March 9). *Social media demographics to inform your brand’s strategy in 2021*. Sprout Social. https://sproutsocial.com/insights/new-social-media-demographics/](https://www.zotero.org/google-docs/?QhDZjv)

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