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Company Profile

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**Company Information**

* **Company Name:** The LEGO Group
* **Company Type:** Toy Production/Entertainment/Retail
* **Goods/Services:** Goods/Entertainment
* **Target Demographic:** The largest target audience is children; however, they have several product lines that appeal from young toddlers all the way up to adults.
* **Who buys the products:** Mainly adults for their kids or themselves.
* **What They Sell:** Building bricks that are sold in sets, merchandise, boxes of bricks and mini-figures, home decor, books, etc.
* **Other Notes:** They have many theme parks including LEGOLand, LEGOLand Discovery Centers and LEGO Waterparks.
* **LEGO’s Mission Statement:** “Inspire and develop the builders of tomorrow.” [(*The LEGO Brand - The LEGO Group - About Us - LEGO.Com US*, n.d.)](https://www.zotero.org/google-docs/?EAkIQl).
* **LEGO’s Values:** Imagination, fun, creativity, caring, learning, and quality [(*The LEGO Brand - The LEGO Group - About Us - LEGO.Com US*, n.d.)](https://www.zotero.org/google-docs/?hvOLZl)
* **LEGO’s Vision:** “A global force for Learning-through-Play.” [(*The LEGO Brand - The LEGO Group - About Us - LEGO.Com US*, n.d.)](https://www.zotero.org/google-docs/?WCyxgq)
* **LEGO’s Belief:** “Children are our role models.” [(*The LEGO Brand - The LEGO Group - About Us - LEGO.Com US*, n.d.)](https://www.zotero.org/google-docs/?5Duerf)

**Company History**

**Founder:** Ole Kirk Kristiansen

**Founded:** 1932

**Important Events:**

* ​​August 1932 – Ole Kirk Kristiansen started making wood toys
* 1947 – Begun to make plastic toys because of issues with getting wood after WWII
* 1949 – The first plastic bricks were made under the name of “Automatic Binding Bricks”
* Fall 1951 – Launched a small-scale model of a Ferguson tractor
* 1958 – The LEGO brick as we know it today was patented
* 1961 – Partnered with Samsonite to sell products in the United States and Canada
* 1968 – The first LEGOLAND opened in Denmark
* 1975 – Opened first North American facility in Connecticut
* 1975 – “Expert Series” sets released
* 1978 – The LEGO minifig (as we know today) was introduced
* 1980 – LEGO established the Educational Products Department to partner with teachers and other educators to harness the power of LEGO bricks in the classroom
* 1982 – The Expert Series was rebranded to LEGO Technic
* 1988 – The first LEGO World Cup building contest took place
* 1988 – LEGO Canada was established
* 1995 – First LEGO video game for the PC released; LEGO Island
* 1998 – The company posted its first ever loss and laid off 1,000 employees
* 1999 – Licensed properties were turned into LEGO sets with Star Wars among the first.
* 1999 – LEGOLAND opened in Carlsbad, CA
* 2000 – The first Harry Potter sets were released
* 2014 – The LEGO Movie was released and grossed nearly $470 million on a budget of $65 million
* 2019 – The LEGO Group acquired Bricklink, the largest LEGO fan group in the world

**Current Social Media Activity Overview**

**Facebook:**

* Daily posts
* Facebook posts are the same as the Instagram posts
* Repetitive posts
* 14,272,173 followers

**Instagram:**

* Daily posts
* System of posts
* Creates hashtags and encourages people to use them
* Community driven content posted
* Wide variety of posts
* Collaborations with movies such as Harry Potter and Eternals along with their actors
* 7.7 million followers

**Twitter:**

* Interactive - company responds to people on Twitter
* Posts consist of memes, images, videos
* 869.9K followers
* Twitter posts the same pictures and videos as Instagram

**YouTube:**

* New videos twice a day
* LEGO YouTube shows in multiple languages
* YouTube Shorts
* Tips and tricks videos
* They have several YouTube channel offshoots, dedicated to areas such as LEGOLAND content, LEGO Gaming, etc.
* 13.7 million subscribers

**Pinterest:**

* Shop for products
* 245.3K followers
* People can post what they build for everyone to see
* Have many saved boards that are perfect for parents and also can view LEGO creations from others across the world

**LinkedIn:**

* 883,114 followers
* Posts around twice a week
* Mainly photos and videos with some articles
* Posts primarily show LEGO’s company culture

**Improvements:**

* Some of their posts on different platforms are the exact same text and graphics. They could definitely use the same information but create different graphics for each platform. It discourages people from following them on multiple platforms. I think that maybe having a TikTok for this page would allow for some other young creators to post their works and ideas.

**Working:**

* What seems to be working for them is their Instagram. It has more followers than Facebook and Twitter. They are also posting frequently which keeps their company in their follower’s feed.

**Works Cited**

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