

Question

Approach

Resources

Results



Assignment

LEGO

Objective

Inspire the target audience to explore LEGO for adults.

How

By publishing both podcasts and written text on a beautiful LEGO brand page, LEGO's proposition for adults is loaded with the target audience.

Target groups

- Men and women aged 18 - 45.
- Busy parents of young children.

How can The LEGO Group make busy parents relax with adult building kits?

Message

Everyone knows the LEGO building sets for children, but not everyone is familiar with the building sets for adults. The LEGO Group wants busy parents to relax by getting to work with LEGO building sets designed specifically for adults.

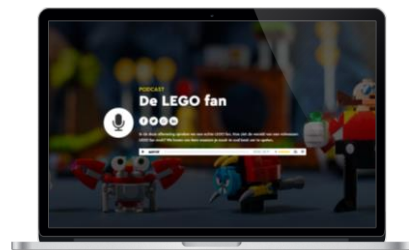


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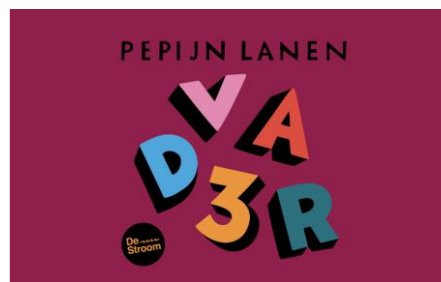
Results



Podcastseries

In conversation with:

A LEGO designer on the design process of a building set
A LEGO fan about his passion
A leisure expert on mindfulness



In-program branding

- LEGO is editorially loaded in the podcast series Vad3rs with Pepijn Lanen (De Stroom).
- Listen to the mid-roll here



Four written stories

- Building for adults: how does it work?
- Diary of a LEGO builder.
- From building set to artwork (art).
- Building sets for petrolheads (technical).

Content promise

In a life full of overflowing schedules, you would almost forget to include some me-time too. Special LEGO research shows that being creative is the way to get into your zen zone. In this content campaign, we discover why playing with LEGO is beneficial for your mind.

Approach branded content
LEGO brandpage

Impact measurements

Editorial advertorial insert, focusing on the product.

- 4 written stories and 3 podcasts bundled on one brand page.
- Focusing on the benefits of LEGO for adults, such as relaxing, having fun and feeling like a kid.
- Cross-pollination of stories.

XTR branded content

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Resources

Digital & print



6x ad in NRC
Doordeeweeks to promote
podcasts.



Online banner package
for stories.



Online banner package
for podcast series.



Pre-roll-campagne for
podcasts.



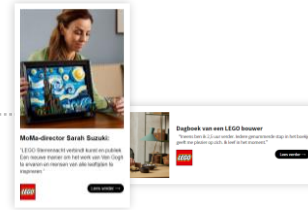
Pre-roll campaign for podcasts



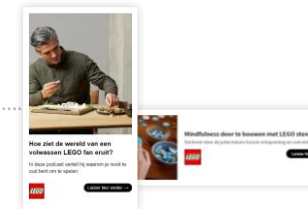
Advertisements in NRC
Doordeeweeks for podcasts



LEGO brandpage



Online banner package for
stories



Online banner package for
podcasts

Optimal contentflow

To connect as many people within the target audience as possible with the articles and podcasts, all-round boosting was chosen consisting of pre-rolls, online bannering and ads in the paper newspaper.



Banner package for written content

- 2,301,938 paid impressions
- 11,226 clicks on banners
- High average CTR of 0.49% (benchmark= 0.25%)
- Pre-roll campaign for podcasts

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Story 1

CTR of 0,45%



Mindfulness met LEGO?

Totale ontspanning dankzij de juiste balans tussen ontspanning en concentratie. En: een positieve impact op je stemming.



Lees verder →

Story 2

CTR of 0,71%

Best
scorende
banner



Dagboek van een LEGO bouwer

"Ineens ben ik 2,5 uur verder. Iedere genummerde stap in het boekje geeft me plezier op zich. Ik leef in het moment."



Lees verder →

Story 3

CTR of 0,60%



MoMa-director Sarah Suzuki:

"LEGO Sterrennacht verbindt kunst en publiek. Een nieuwe manier om het werk van Van Gogh te ervaren en mensen van alle leeftijden te inspireren."



Lees verder →

Effective banner package

We see good results on the different banners. Our research shows that driving story 2 is best across all formats (the halfpage, belowarticle and rectangle). Above, we have highlighted the 748x200 format.



Testimonial



Vincent Andries

Senior Brand Manager,
LEGO Group

Why did The LEGO Group choose to partner with XTR branded content?

'In an earlier phase, we had already used podcast advertising, including on NRC's editorial titles. Here we saw that the results were good. In addition, we knew that NRC's target audience and that of LEGO building sets for adults were very similar. We wanted to investigate whether we could do more with this.'

What did you think of the elaboration of the content?

'NRC's branded content team worked very independently with the research data we provided, which is definitely an added value. Experts were hooked in and the autonomy in elaboration resulted in a podcast series that is very authentic. The series was embedded in a LEGO communication campaign and supported with a brand page. This allowed us to reach the target audience in a consistent way through various touch points.'

Is The LEGO Group satisfied with the results of the campaign?

'The LEGO Group is definitely pleased with the results! That the listen-out rate is as high as editorial podcasts from NRC indicates that we created content that touched the target audience.'

Results

Audio

- To achieve a large reach among NRC podcast listeners, pre-rolls were deployed with NRC's various editorial podcasts. These invited listeners to start listening to the different episodes.
- This led to a nice result of 15,311 listens to the podcast series, evenly distributed over the 3 episodes. (measurement time: 29/03/2023)
- The podcast series has a very high listening rate of 75%. (benchmark 60%)
- It is expected that the nostalgic feelings people have with the LEGO brand contributed to these good results.
- The timing (the last part of the lockdowns) may also have contributed to the good results.

Tailor-made advice and inspiration

We look forward to inspiring and informing you so that you can discover the possibilities of NRC. Call or email us for a personal consultation.

We will be happy to give you tailored advice.



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