

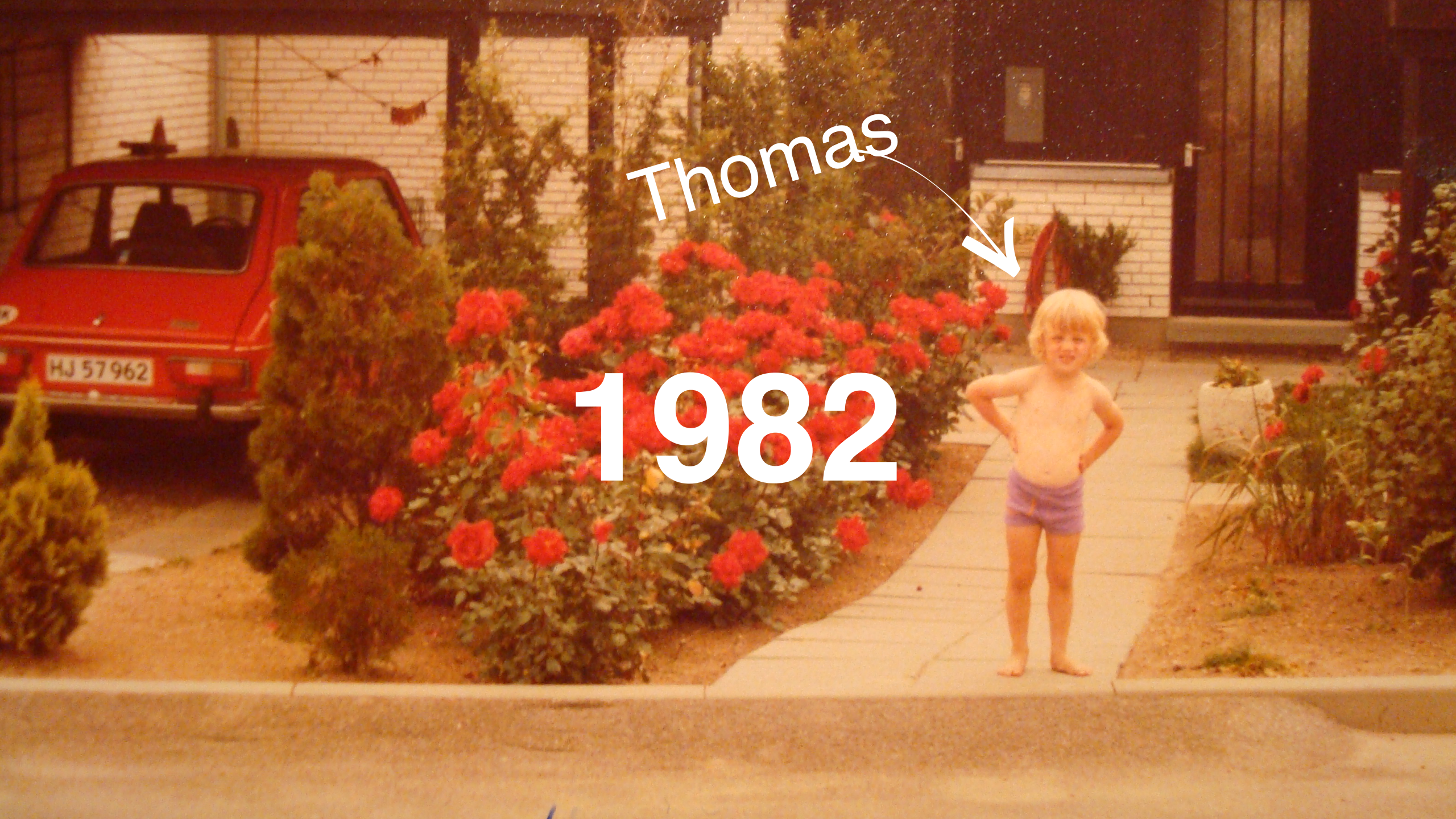


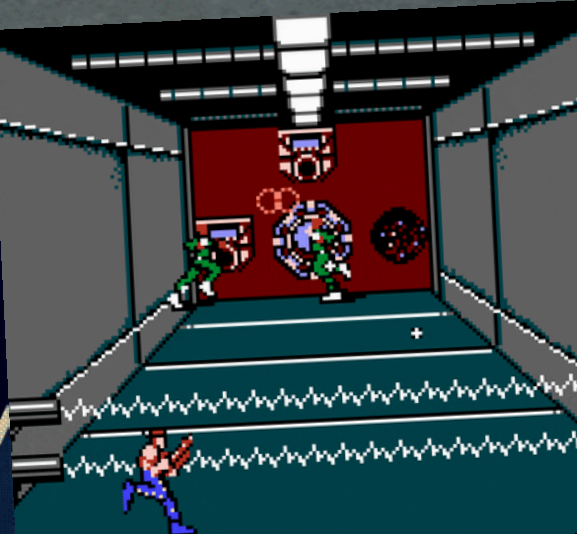
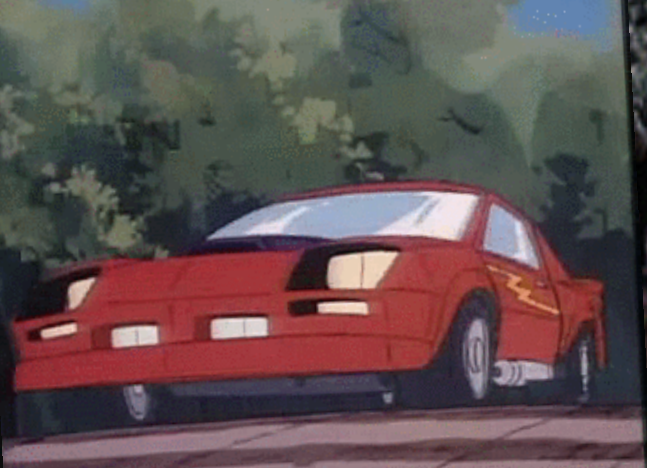
1982

Thomas



1982





A PLAYFUL
APPROACH
TO DESIGN FOR A
GROWN-UP
AUDIENCE.



ADULTS WELCOME



CONTEXT & INSIGHTS

The opportunity to target the grown-ups was not new to LEGO®

However results pointed to untapped potential to raise awareness, desire and sales with more focus and effort.

Right to us adults have economic interest and desire for LEGO for kids.

Beyond the potential for them to become a bigger target audience themselves, parents also play a key role as gatekeepers, influencers and opinion leaders in the public.

Values and priorities of this generation has a great fit with the beliefs and values of the LEGO Brand

More specifically Learning through Play, Systematic Creativity and System in Play, which are all key value, quality and experience platforms of our products and brand.

In the US alone this generation of adults have a spending power of USD 200 B.

6% of that is spent on toy hobbies and entertainment.



KEY INSIGHT #1



PASSION

A way to dive deeper into the things we love and are passionate about.

KEY INSIGHT #2



CREATE

Allowing ourselves to release our inner child/hidden creativity.

KEY INSIGHT #3



PRIDE

Take on challenges, experience successful problem solving and have a sense of accomplishment that we can proudly display.

KEY INSIGHT #4

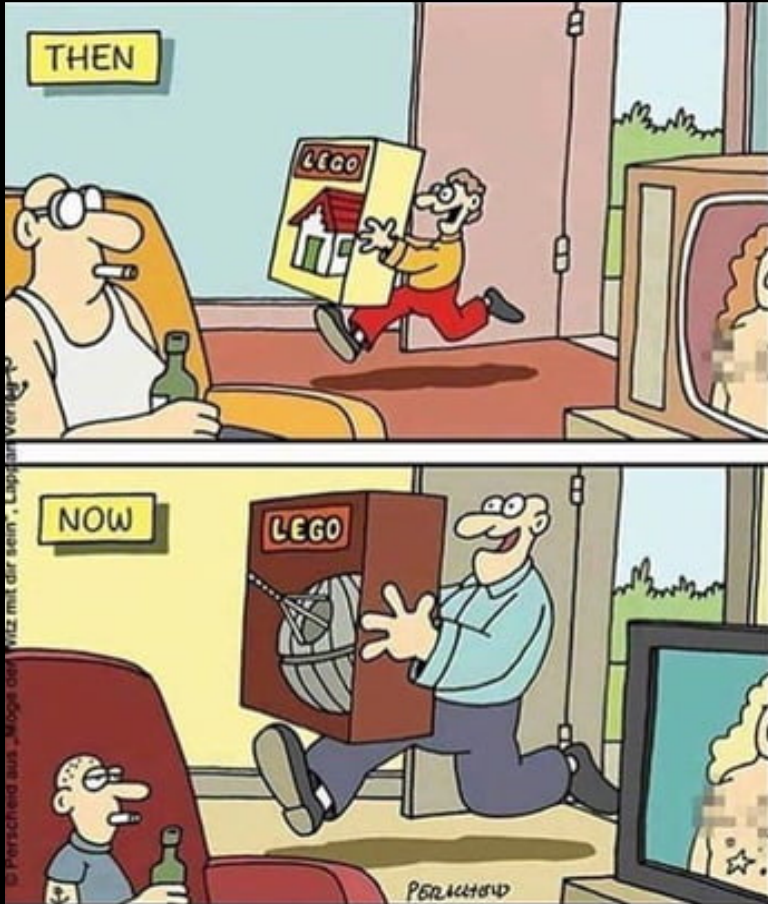


ESCAPE

Stress relief, unwind and relax.

Building with bricks is a healthy break to screen time for tech addicted.





KEY INSIGHT #5

NOSTALGIA

The things we loved as kids are the things we remember as being priced and cherished moments - they are still holding great value today.



BARRIER #1

AWARENESS & RELEVANCE

Many adults were not aware of the LEGO adult product offer or didn't find them to be relevant.

BARRIER #2

EMBARRASSMENT

Shame of been seen as childish – building with LEGO bricks was usually a private hobby.



BRIEF

Clearly tell through visual identity that LEGO has cool products and offer valuable experiences to the grown-up target audience.

The barrier of embarrassment/shame needs to be removed
– the visual identity should signal that they are not buying a kids toy.

Visual Identity needs to be able to travel across franchises
– a consistent and distinct expression of our adult offering within the portfolio.



DESIGN.....
BRIEF

INTERPRETATION
+ RESEARCH

DESIGN
VISION

DESIGN
DIRECTION

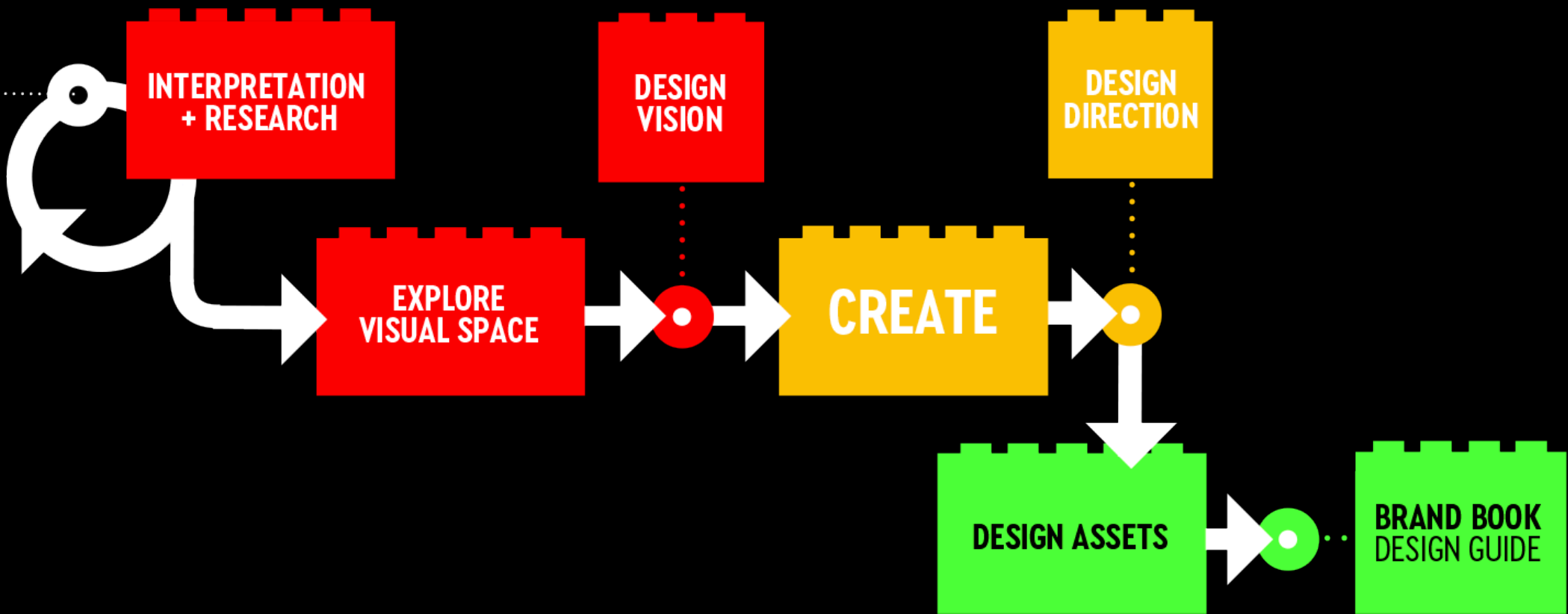
EXPLORE
VISUAL SPACE

CREATE

DESIGN ASSETS

BRAND BOOK
DESIGN GUIDE

LEGO



50 ANIVERSARI
ESPAÑA





CREATOR

Ages/edades

16+

10260

Downtown

Diner

2480 pcs/pzs

Building toy
Jouet de construction
Juguete para Construir



EXPERT

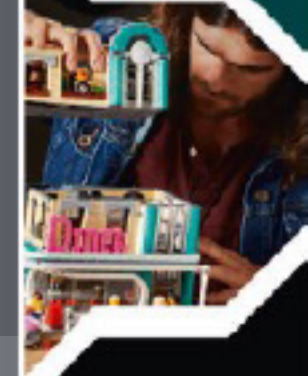


Adam Knight
Adam Knight, Lead Designer
LEGO Creator Expert

Signature
Collection



EXPERT

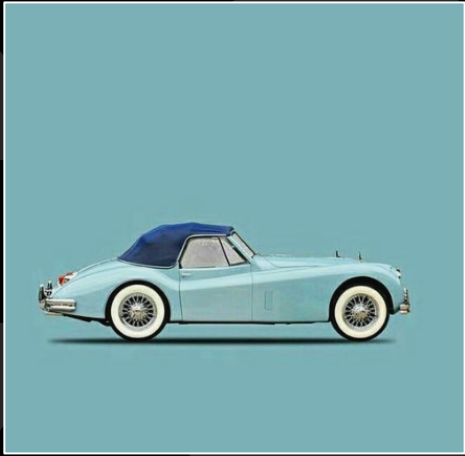


Adam Knight
Adam Knight, Lead Designer
LEGO Creator Expert

Signature
Collection



**TOYS IN REAL LIFE
SETTINGS
/ TOY
PHOTOGRAPHY
/ DEPTH OF FIELD**



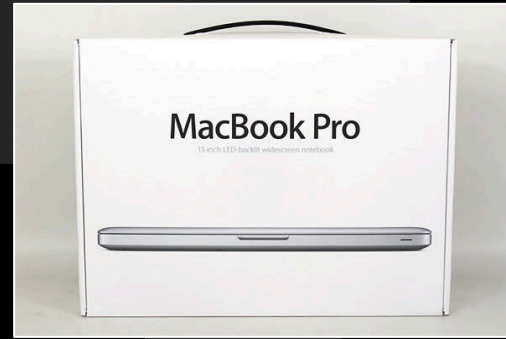
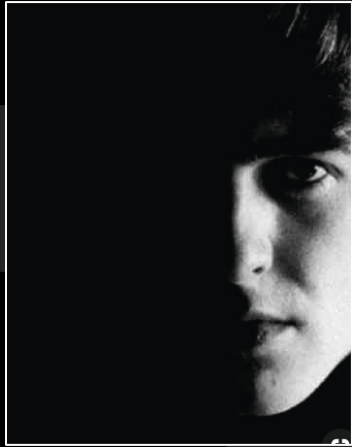
**SIMPLE
FOCUS
/
COLOURFUL
/
ARTISTIC**



**LIFESTYLE
ASSETS
/ DISPLAY @
HOME**



**SIMPLICITY
/
STRUCTURE
/
FOCUS**



**BLACK
/
CONTRAST
/
SHADOW**





TECHNIC

Ages/edades

10+

42096

Porsche 911 RSR

1580 pcs/pzs

Building Toy
Jouet de construction
Juguete para Construir



PORSCHE

Adam Amphill
Adam Amphill, Lead Designer
LEGO Creator Expert

Signature
Collection

EXPERT

BY

TECHNIC



16+ | 42096 | Porsche 911 RSR | 1580 pcs/pzs | Building for
adults only. Not
suitable for children.



PORSCHE





TECHNIC



16+ 42186 | Porsche 911 GT3 RS | 1500 pcs/pzs | 2022





TECHNIC



Porsche 911 RSR
Construction Model
1560 pcs/pzs
P42099



TECHNIC



16+ 42096 | Porsche 911 RSR | 1580 pcs/pzs | [LEGO.com](#)

LEGO **TECHNIC**

Agas/edades
10+

42096
Porsche 911 RSR
1580 pcs/pzs

Stefan Janke
Senior Designer Lead Designer
LEGO Creator Expert

Signature Collection

EXPERT
BY
TECHNIC

16+ | 42096 | Porsche 911 RSR | 1580 pcs/pzs

LEGO

LEGO **TECHNIC**

Porsche 911 RSR
Construction Model
1580 pcs/pzs
42096

LEGO

LEGO **TECHNIC**

16+ | 42096 | Porsche 911 RSR | 1580 pcs/pzs

TECHNIC

16+ | 42096 | Porsche 911 RSR | 1580 pcs/pzs

LEGO

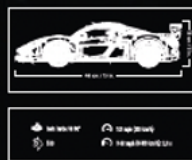
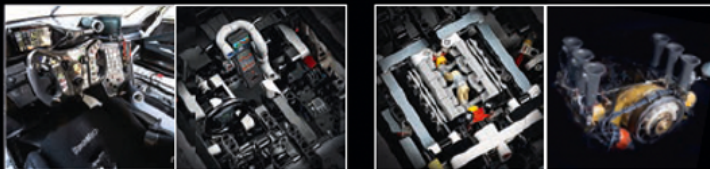
PACKAGING



BACK



PORSCHE
MOTORSPORT



The back can be tailored to the specific SKU and its passion point. Different SKUs have different photographs and information to work with which acquires some flexibility in design rules. However, make sure to always keep the design elegant and clean – and LEGO® logo in the top left corner.

Showing the LEGO® product next to the original car like the first Porsche example, is a great solution for the back. It shows both scale and the impressive translation. However, due to budget or timing this won't always be possible. Alternatively, show the two in separate photos like the red Porsche example, to still illustrate the translation.

Partner logos should go in the top right corner of the back if possible or alternatively underneath the LEGO® in the left corner. If the logos are centred or left aligned depends on the shape of the partner logo and how it works best with the LEGO® logo above it.

Packaging text goes on the bottom panel and on the right side panel according to rules for packaging text.

PRODUCT PHOTO

The LEGO® translation of a passion point is especially fascinating to the adult audience. Therefore, product photos have to hero the LEGO® models and highlight details using lighting and camera angles to show the model in the best possible way for display.

The rules are:

- Product photos are shot in black surroundings.
- ALWAYS on a reflective surface as per examples.
- Include lighting behind the models to make it stand out. The lighting can have different colors depending on what suits the model and theme.





Front



Inside

THE RULES FOR INBOX DESIGNS ARE:

- Black background.
- Thin white frames – 0,5 pt (when using frames)
- Vectorbased grebble in white outline can be used where it makes sense and doesn't conflict with IP graphics.
- Primarily white text.
- PRIORITIZE what to show to keep a clean and simple look.

See examples...



Front



Inside



Back

Can be with product photos, LEGO logo/IP logo or just the grebble – depending on what fits the product best.

RETAIL



Consider adding a separate area with only LEGO® for adults. The area could highlight novelty or popular models in glass cases.

Shelves are impactful in black but can also work in existing shelf color.

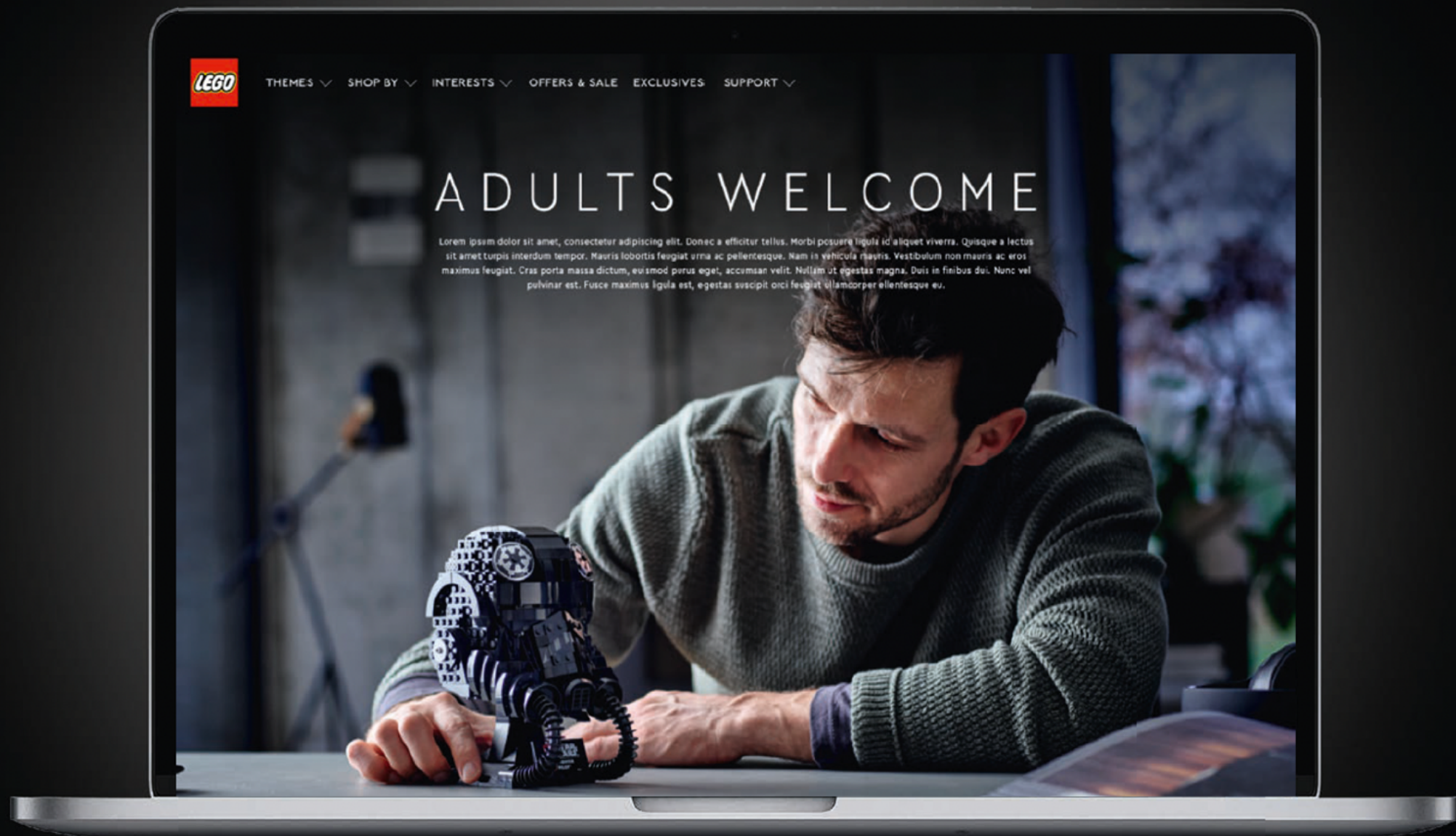
A window display can also be very simple with just the product title on a black back-drop and then dressed up with banners. The banners can show cool details of a model, reference images or even adults building if specific markets needs to underline that this is LEGO® for adults.

007™

ASTON MARTIN DB5
THE GOLDFINGER ORIGINAL



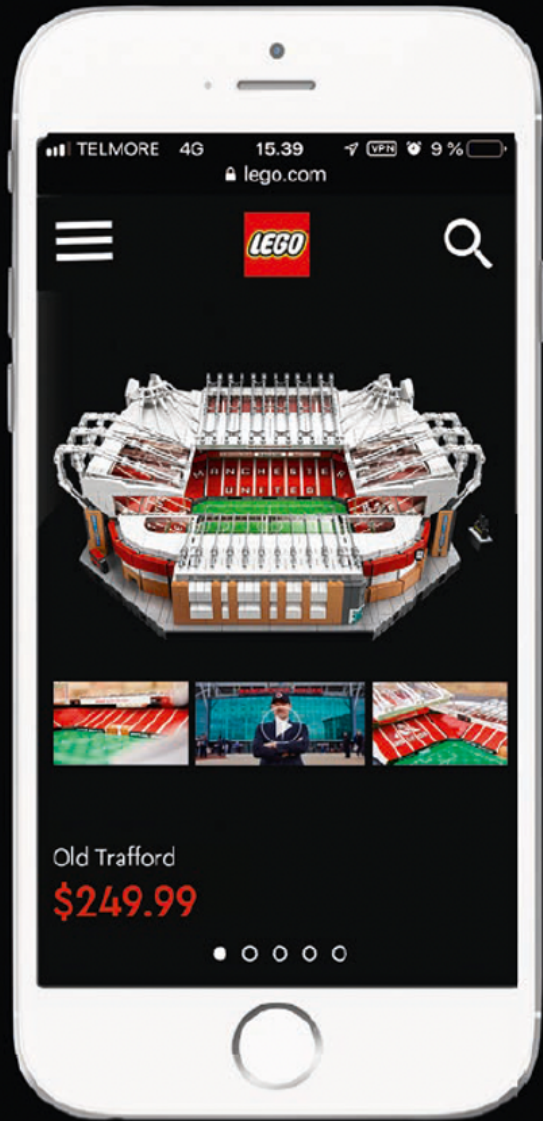
Alternative slim banner with build.



The current LEGO.com site is white with a yellow bar at the top. The ideal situation is splitting up the experience for kids and adults so the adult section looks significantly different.

The following pages are inspiration for how the adult section could look.

MOBILE



Product page

Make sure the web design is responsive and optimized for mobile view as the target audience is most likely to buy via mobile device.

LEGO

Old Trafford

\$249.99

38 Reviews ★★★★★

Product Details

Features

LOREM ipsum dolor sit amet, consectetur adipiscing elit. Duis rhoncus metus quis orci tempor, sed fermentum orci consequat. Phasellus euismod ante vitae facilis malesuada. Nullam ullamcorper imperdiet odio id ultricies. Aenean accumsan lectus nulla, nec facilis ex congue nec. Cras id sem a odio sodales commodo. Donec efficitur sapien a tortor blandit, ac maximus justo commodo. Ut in leo tincidunt, maximus

LOREM

LOREM ipsum dolor sit amet, consectetur adipiscing elit. Duis rhoncus metus quis orci tempor, sed fermentum orci consequat. Phasellus euismod ante vitae facilis malesuada. Nullam ullamcorper imperdiet odio id ultricies. Aenean accumsan lectus nulla, nec facilis ex congue nec. Cras id sem a odio sodales commodo. Donec efficitur sapien a tortor blandit, ac maximus justo commodo. Ut in leo tincidunt, maximus

Recommended For You

Mickey and Minnie

\$89.99

38 Reviews

Colosseum

\$249.99

38 Reviews

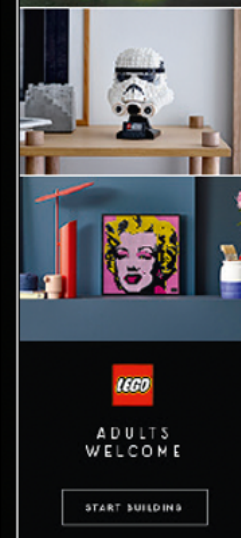
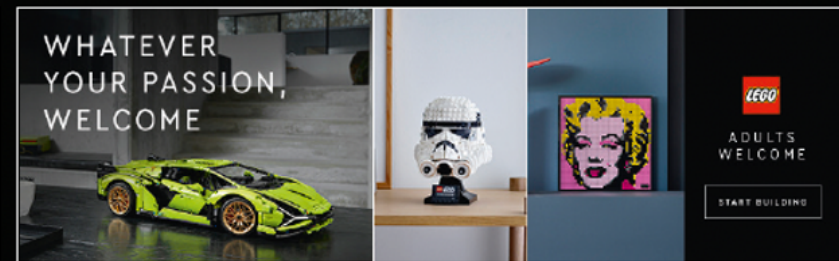
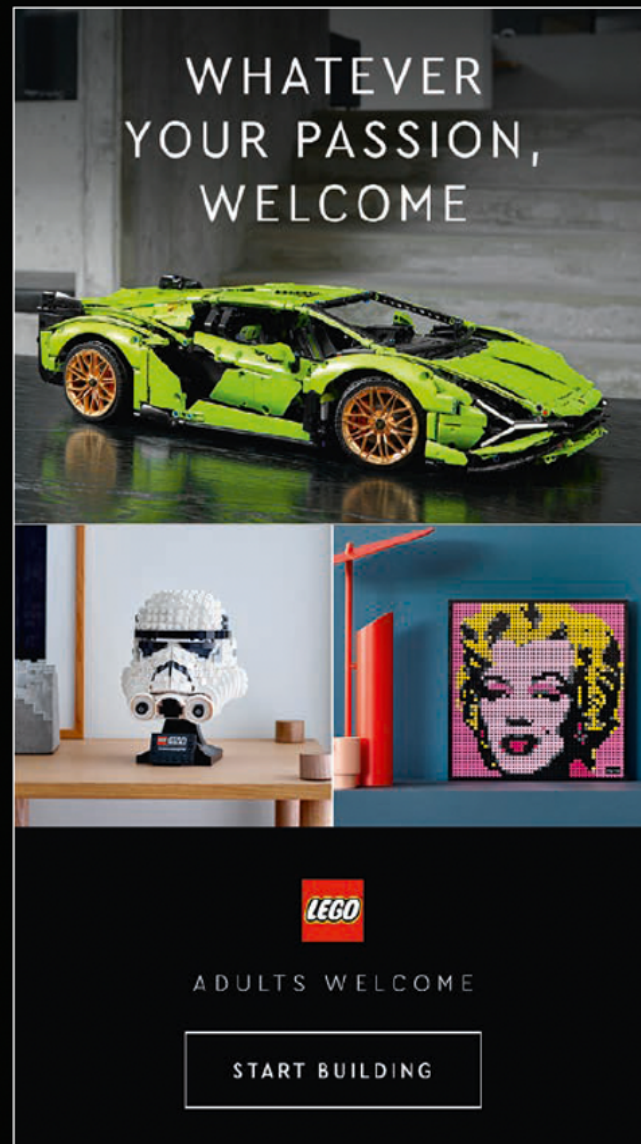
E-COM BANNERS

CROSS PASSION POINT

E-com banners produced with lifestyle images from Core Product Asset pack.

These are all cross passion point banners aiming to show a variety of available products from the adult portfolio. Cross passion point banners are always made with 3 product images – one main product image and two secondary.

See full category overview for banner production page 63.



VIDEO



LEGO Technic
PASSION FOR RACING
With Christina Nielsen

0:01 / 3:02





GROWN-UPS



GROWN-UPS

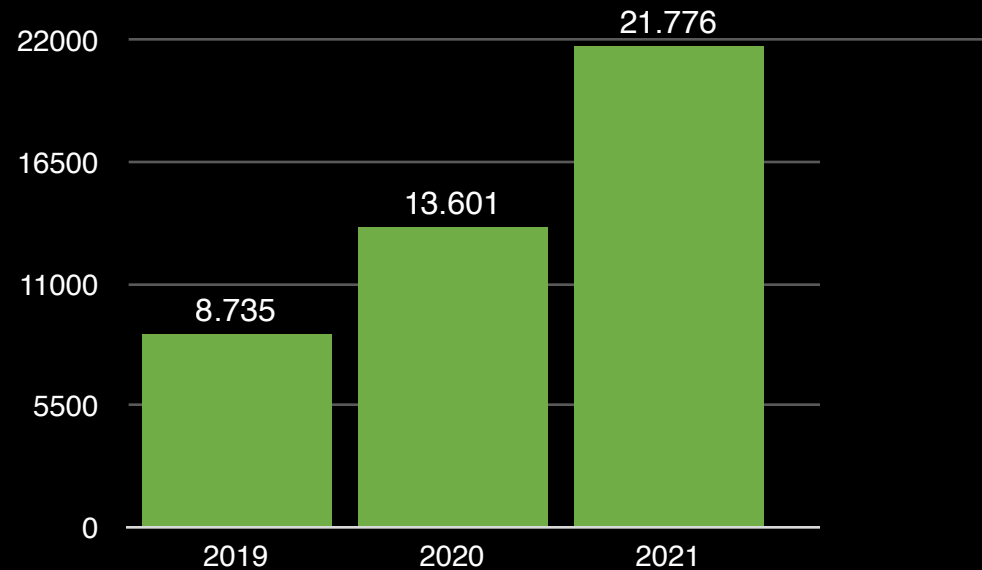
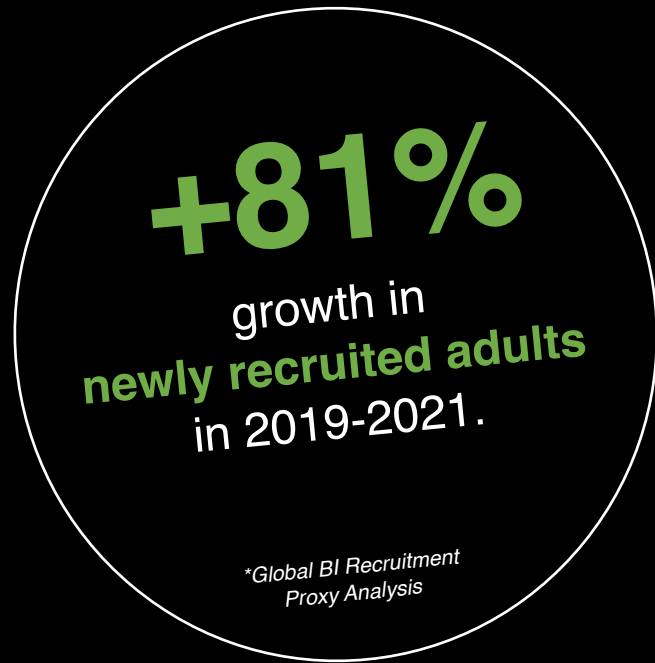


BUS STATION

GROWN-UPS



GREAT SUCCESSES



VISUAL IDENTITY,
PACKAGING
AND CAMPAIGN COMMS
ALL
MADE BY THE LEGO
AGENCY.





