



Our Background

**Founded by a carpenter,
Ole Kirk Christiansen**

Family-owned, privately held since 1932

The word “LEGO” means “play well”

Global HQ in Denmark

Sold in 130+ countries

#1 construction toy brand!

Third largest toy company



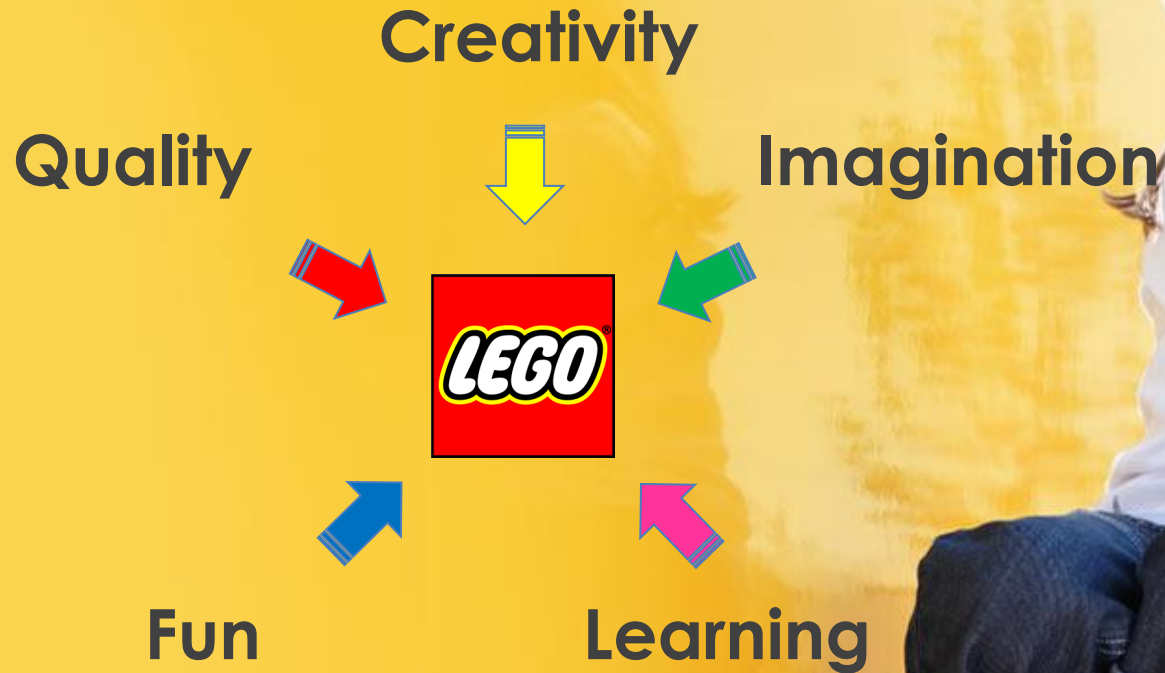
Our Mission

Inspire & develop the **BUILDERS OF TOMORROW.**



Confidential and Proprietary Information - DO NOT COPY - ©2013 LEGO Systems, Inc., All Rights Reserved

Our Core Values



Our Brand Essence

The **JOY** of building!

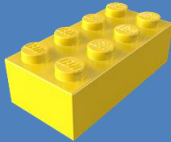
The **PRIDE** of creation!



Categories In Which We Operate



Preschool Construction



4+ Construction



Children's Games



Girls Play Sets



Video Games



Our Fun Stuff

Over 400 million
children play with
LEGO Products





Our Fun Stuff

**There are 75 LEGO
bricks for each
person in the
world**

Our Fun Stuff



**Six 2x4 LEGO bricks
can be combined
in more than
915 million ways**

Our Fun Stuff

7 LEGO sets are sold
per second around
the world



Our Fun Stuff

**LEGO is the Top 3
Video Game
property**



Our Fun Stuff



**LEGO is the
world's largest
tire
manufacturer**





Our Fun Stuff

**Minifigures
are the world's
largest population**



Why LEGO Joined CIMM

Coalition

Innovative

Media

Measurement



Media Types

PAID

TVC



Print



Online



PARTNER

Legoland Discovery



Media Partners



OWNED

TV Series



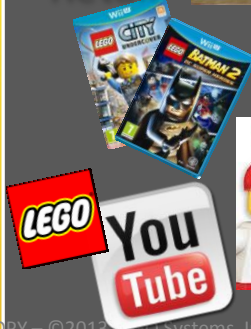
Club Magazine



Brand Retail



Video Games



EARNED

PR



User Generated



Media Types - Video



LEGO Performance vs. Industry



Source: US NPD Consumer Panels

Confidential and Proprietary Information - DO NOT COPY - ©2013 LEGO Systems, Inc., All Rights Reserved



BRAND ENGAGEMENT JOURNEY

Global/Oth
Merlin
D2C
M&P

Awareness

Interest

Desire

Wish List

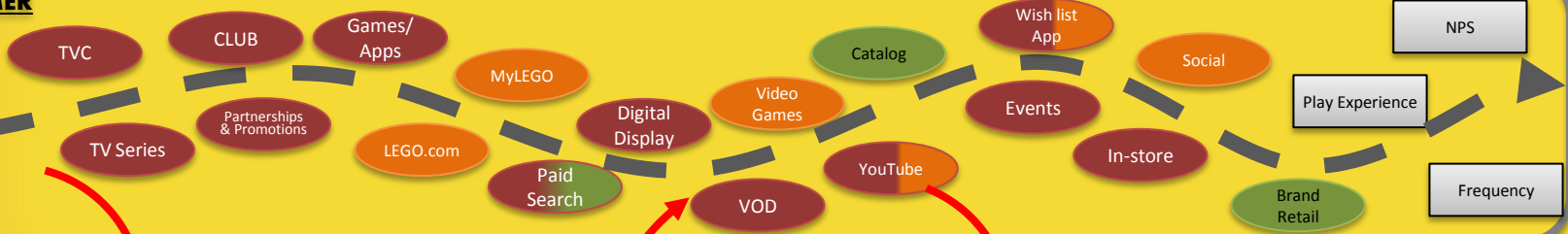
Shopping

Ownership

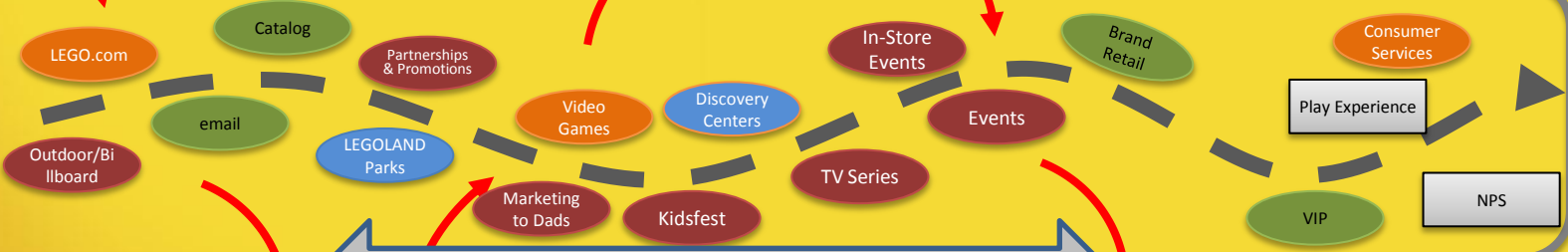
Post Purchase

Brand Messaging & Experiences

CONSUMER



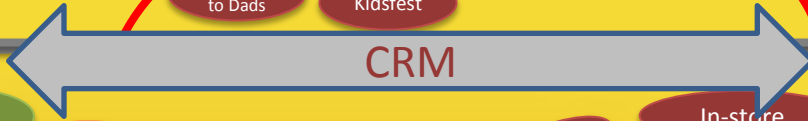
FAMILY



GIFT GIVER/SHOPPER



Occasion



Our experience so far....

- Marketing Mix Modeling
 - ✓ Return on Investment
 - ✓ Return on Objective
- Begun to instill a Mindset
- Exploring new ways to measure
- So much more to do...



Our Challenge

Develop and leverage new digital measurements to evolve our capabilities to understand, value and simulate the unique and complementary effects of each activity across our various consumer groups to better guide marketing planning & investments





Let's build
something
together.

