

LEGO®



Lego Portfolio

By Tshepo Molefe



Summary

Brief: In the digital age, children aren't playing with toys as they used to. Your task is to entice young parents between the ages of 25 and 35 to consider and buy Lego building blocks for their children.

Insights: Parents think toys these days entertain their children, but don't teach them anything.

Big Idea: One figure, Many Interpretations.

Campaign Line: "More Possibilities."

Background

Lego is a legendary toy brand and a staple in toy culture for generations.

Despite their iconic status they want to tap into the minds of the new young urban parent.

Their goal is to be a cool brand in these young parent's minds and entice them to Lego, for their kids.

Brief

Your task is to entice young parents between the ages of 25 and 35 to consider and buy Lego building blocks for their children. They don't want to just appeal to the nostalgia in these parents minds but, they would rather position themselves as the toy of the present and future for their modern families.

Insight

Toys, these days, don't let children use their creativity

Insight Story

Say

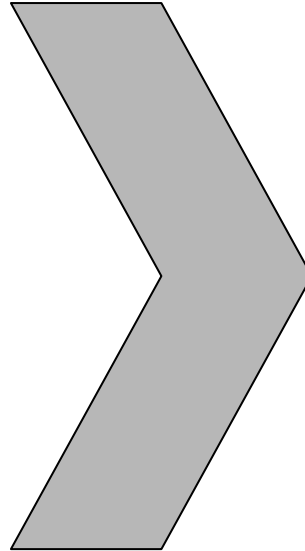
“Toys, these days, don’t let children to use their creativity.”

Think

They think toys only entertain their kids, but don’t teach them anything

Feel

Discontent about the stimulation of their kids’ toys



Say

“My child is building amazing figurines”

Think

Lego is the one toy brand that inspires creativity and teaches kids something worthwhile

Feel

Encouraged to buy Lego toys

Problem Statement

How can Lego help young parents think that Lego is the only toy brand that inspires creativity and teaches their kids something worthwhile because they feel discontent about the stimulation their kids get by playing with toys?

Big Idea

Show the young parents that Lego is the only toy brand that stimulates creativity by jogging their imagination.

Concept

One figure. Many Interpretations.

Pay Off Line

“Many Possibilities.”

List of Deliverables

1. Cinema
2. Radio Ad
3. TV Ad
4. Street Poles

Cinema Descriptions

Client: Lego

Element: Cinema

Length: 60"

Writer: Tshepo Molefe

Title: More Possibilities

Cinema

Visuals	Audio
<p>Medieval scenery, in the forest. We see a boy is on a horse. He is chasing someone who is also on a horse. Boy is carrying a mid range weapon on its holster. Boy removes the weapon from its holster and as he is about to take aim, the scene changes.</p>	
<p>Scenery is of space. Starry night. Boy is a pilot of a fighter jet and there are lasers flying everywhere. Camera slowly zooms out of the pilot's cockpit and before we see the the boy's spaceship, the scene changes.</p>	
<p>Scenery is of a serene sky. Camera zooms out to capture the boy is wearing a captain's hat and uniform. Camera further zooms out to show signs that the boy is on a ship. The boy is the captain of this said ship. As the camera zooms out, the scene changes.</p>	

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Cinema

Visuals	Audio
<p>Camera goes back to the medieval scene, at the moment the boy was aiming. We see that the mid range weapon he was holding was a crossbow made of Lego blocks. Camera zooms into the crossbow until scene changes.</p>	
<p>Camera zooms out. The audience now see the crossbow made of Lego blocks is floating in space and is shooting laser beams at other space ships while dodging the lasers approaching it. In the cockpit, we find that the kid on the horse, in the previous scene is the pilot. Camera zooms into the cockpit until only the kid is in focus. Scene changes.</p>	

Cinema

Visuals	Audio
<p>Camera goes back to the sailor scene when the boy was the said captain of a ship. As the camera slowly zooms out and the viewer sees that the ship the boy is on, is a ship made of Lego blocks, and looks exactly like the crossbow and the fighter jet from the previous scenes.</p>	
<p>Boy is now in the living room, pushing the Lego figurine, that looks like the Lego crossbow, space fighter jet and the ship we saw earlier, across the mat</p> <p>Words flash across the screen.</p> <p>“Lego. More Possibilities”</p>	<p>MVO: Lego. More Possibilities.</p>

Radio Ad - Description

Client: Lego

Element: Radio Ad

Type: Conceptual

Length: 30"

Writer: Tshepo Molefe

Title: More Possibilities

Radio Ad

MVO (kid): What if this was a plane...or a guitar? Or both? What if this transformed into a walkie-talkie? Or the walkie-talkie was a giant crossbow that shoots laser beams?

What if this was a priest's cross that can grant people mmmmaaannny wishes?

Announcer: These are all the possibilities a young mind sees... What do you see?
Lego. More Possibilities.

TV Ad Description

Client: Lego

Element: TV Advert

Length: 60"

Writer: Tshepo Molefe

Title: More Possibilities


TV Ad

Visuals	Audio
A teenage girl and her mother are in a heated argument. Argument ends with the girl mouthing the words "I hate you!" Then slams her bedroom door.	SFX: No sound is coming from both the characters mouth.
Screen splits into two. One: Visuals showing the mother going to the lounge and throwing herself on a couch. She looks sad and agitated	FVO: She is still there...
Two: Visuals show the girl who throws herself onto her bed, buries herself in her pillow, punches the pillow. Moments later, she turns to face the ceiling. She looks regretful	FVO: Your angel. The light that brightens your day...

TV Ad

Visuals	Audio
<p>One: Mother gets up and starts pacing up and down before deciding to go to her daughter's bedroom, but stops halfway to her destination.</p> <p>Two: Girl gets up from her bed and just as she is about to open the door, she pauses and goes back to lying on her bed.</p>	<p>FVO: She will grow... and arguments will occur...</p>
<p>One: Mother decides to get the Lego block in the living room and attempts to build something on a Lego platform.</p> <p>Two: The girl decides to get the Lego block in her bedroom and attempts to build something on a Lego platform.</p>	<p>FVO: But that is when you will build together... you grow together ... and learn from each other</p>

TV Ad

Visuals	Audio
<p>One: After building the Lego figure on the Lego platform, the mother goes to the girl's bedroom</p> <p>Two: After building the Lego figure on the Lego platform, the girl goes to her bedroom door and opens it</p>	
<p>Split screen becomes one as soon as the girl opens the door to find her mother standing there. The girl shows her mother her Lego figure on the Lego platform which spells "Sorry".</p>	
<p>Mother shows the girl her Lego figure which spells:</p> <p>“I  U”</p>	

TV Ad

Visuals	Audio
Screen fades to black and the writing in white appears “Lego. More Possibilities”	FVO: “Lego. More Possibilities”

Street Poles - Description

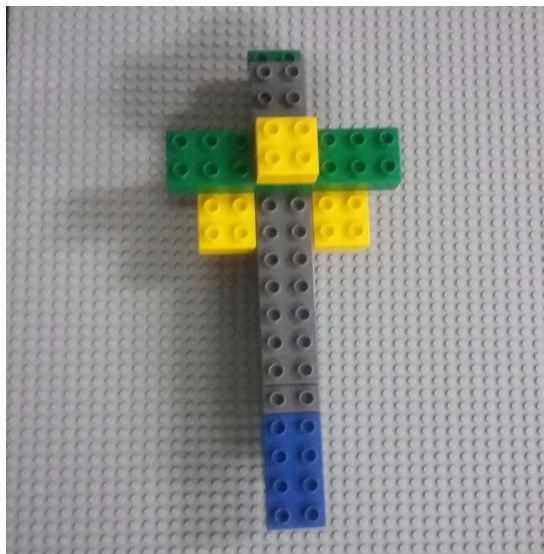
Client: Lego

Element: Street Pole

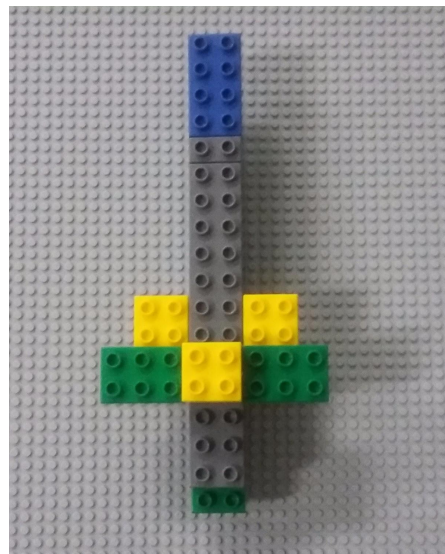
Writer: Tshepo Molefe

Title: More Possibilities

Street Pole

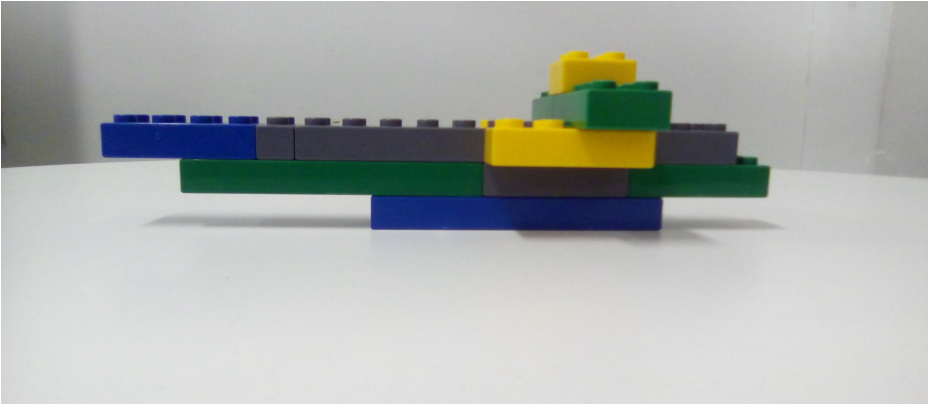


Pole #1



Pole #2

Street Pole (Cont.)



Pole #3



Pole #4

Street Pole (Cont.)



Lego
More Possibilities

Pole #5