

GRAND PRIX

SPONSORED BY



WE ARE
the changers

CLIENT
LEGO

CAMPAIGN
LEGO CITY GOES NITRO!

INITIATIVE AUSTRALIA

COLLABORATING PARTNERS
MEDIABRANDS CONTENT STUDIO,
THRILL ONE SPORTS & ENTERTAINMENT
(NITRO CIRCUS)

W I N N E R



CITY

GOES NITRO

CHALLENGE

Can through recharged campaign marketing work make a mark on the contest big brand in the category.

IDEA

We struck the ultimate fit locally, with leading partnerships between a LEGO City and Nitro Circus. From bringing external energy into LEGO City with its recharged focus to drive sales, to using LEGO to create a unique and engaging content strategy to be prepared to meet the needs of the world, this partnership became the talk of playgrounds across the country.

Initiative

MFA GRAND PRIX WINNER 2023

FROM BRICKS TO TRICKS

16 FEBRUARY 2024

9 CREDITS 10 AWARDS 3 WINNERS +3.4M SALES +326 DELIVERIES +146M REACH +85,500 LEADS +71M SOCIAL IMPRESSIONS +12% NEW FOLLOWERS



mfa
awards
#MFAAwards



Initiative

MEDIABRANDS
Content Studio



CITY



LEGO CITY GOES NITRO



#1
RECRUITMENT
DRIVER

-13%
DOUBLE DIGIT
DECLINES



LEGO'S PORTFOLIO IS BOTH A BLESSING AND A CURSE.

**FINITE KIDS'
MEDIA INVENTORY
IN AUNZ**

**STRICT CHILD
COMPLIANCE
LAWS**

**INTRICATE
AGE
TARGETING**

**RISK-AVERSE
FAMILY
BUSINESS**

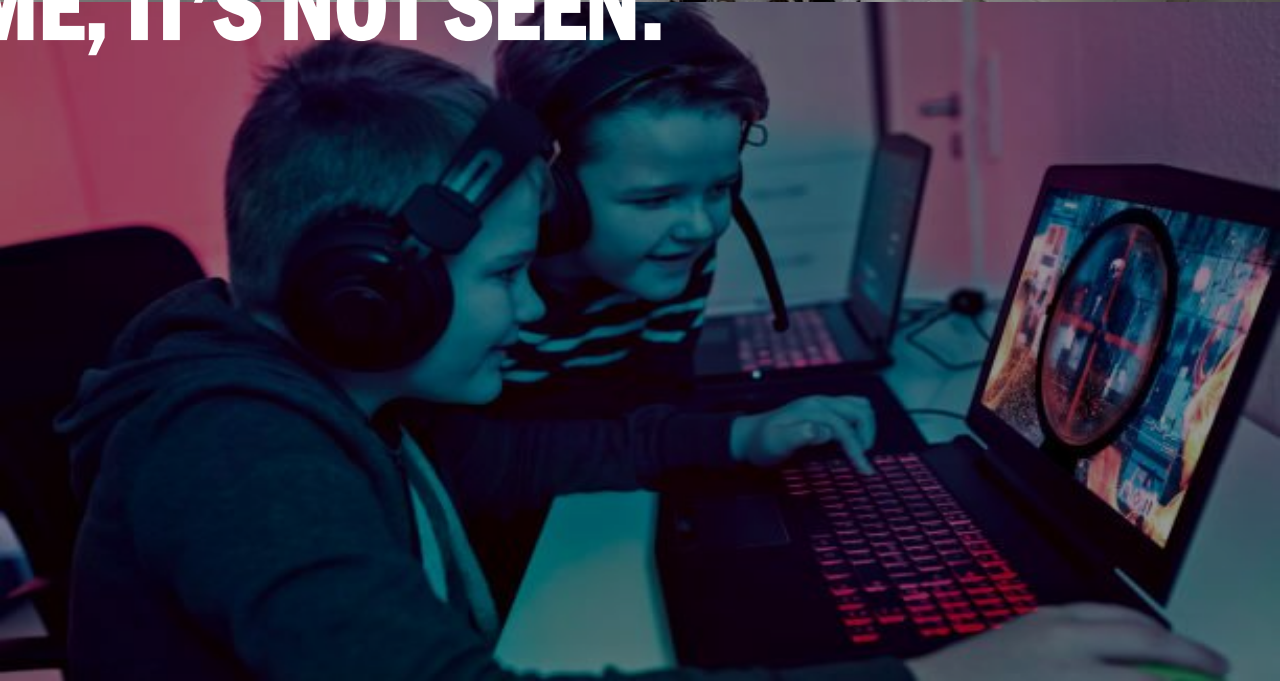


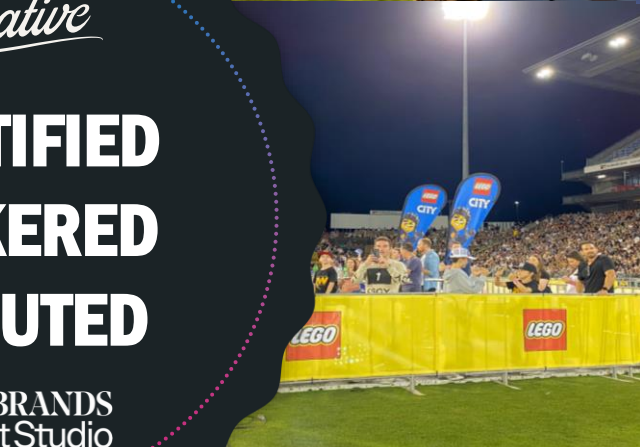
INSIGHT

IF IT'S NOT EXTREME, IT'S NOT SEEN.



SCOOTER TRICKS!





Initiative

- ✓ IDENTIFIED
- ✓ BROKERED
- ✓ EXECUTED

MEDIABRANDS
Content Studio



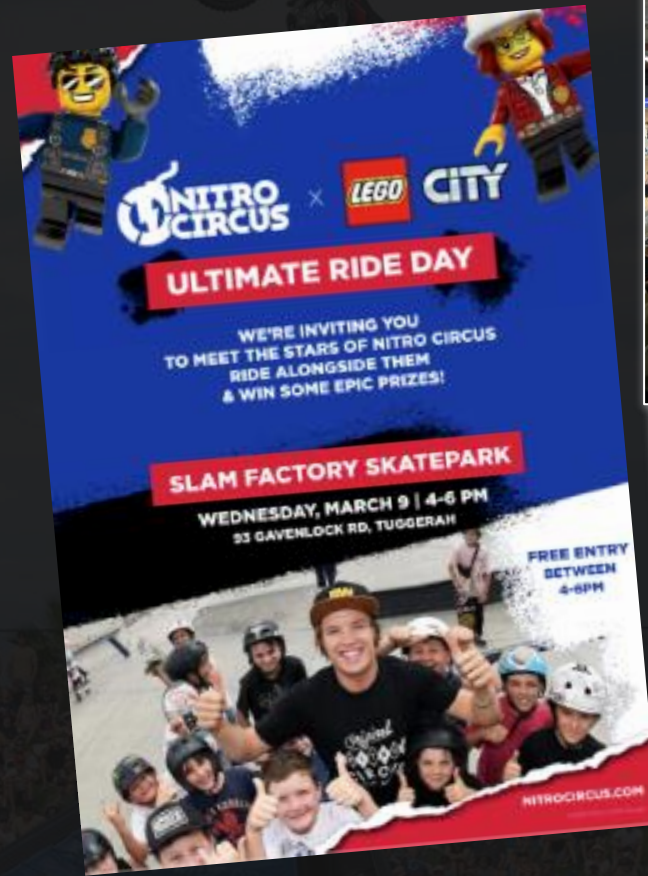
RAMP UP THE HYPE



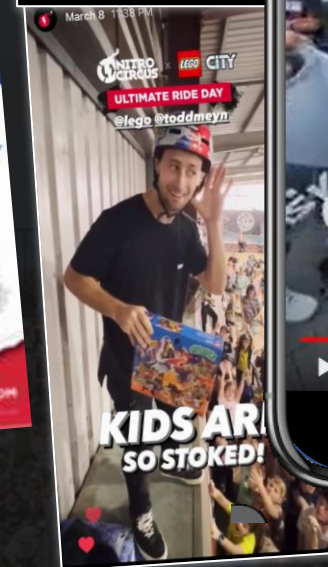
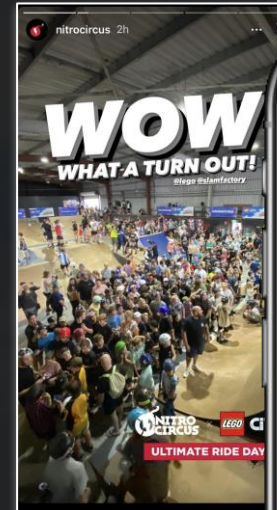
NITRO-INSPIRED TV STUNT AD



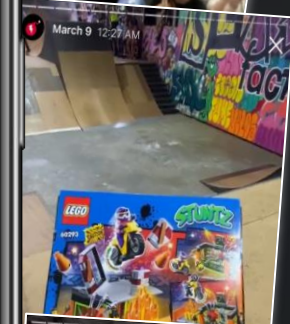
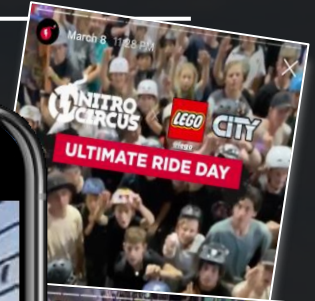
NITRO AMBASSADOR SOCIAL CONTENT SERIES
RE-ENACTING TRICKS USING LEGO CITY



ULTIMATE RIDE DAY



RIDE DAY AMPLIFICATION



WOW THE CROWDS



BRANDED RAMPS



STADIUM SCREENS



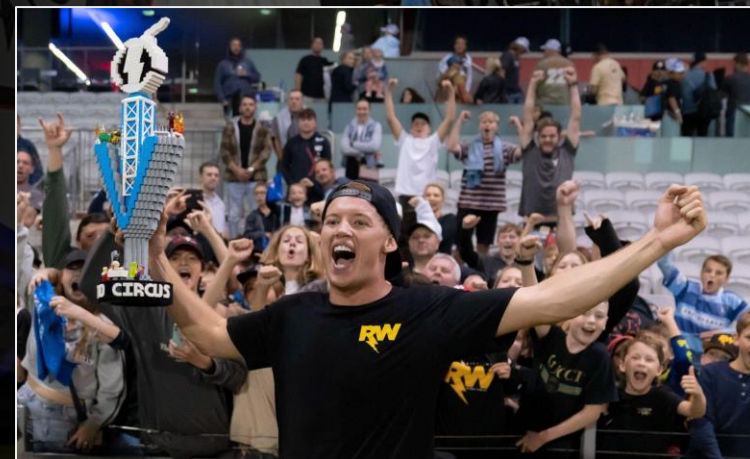
LEGO VIP ZONE



BIG BUILDS x BRICK IN HAND EXPERIENCES



MINIFIGURE MASCOTS



STUNT OF THE NIGHT TROPHY

TAKEOVER - STUNT OF THE NIGHT



STUNT OF THE NIGHT

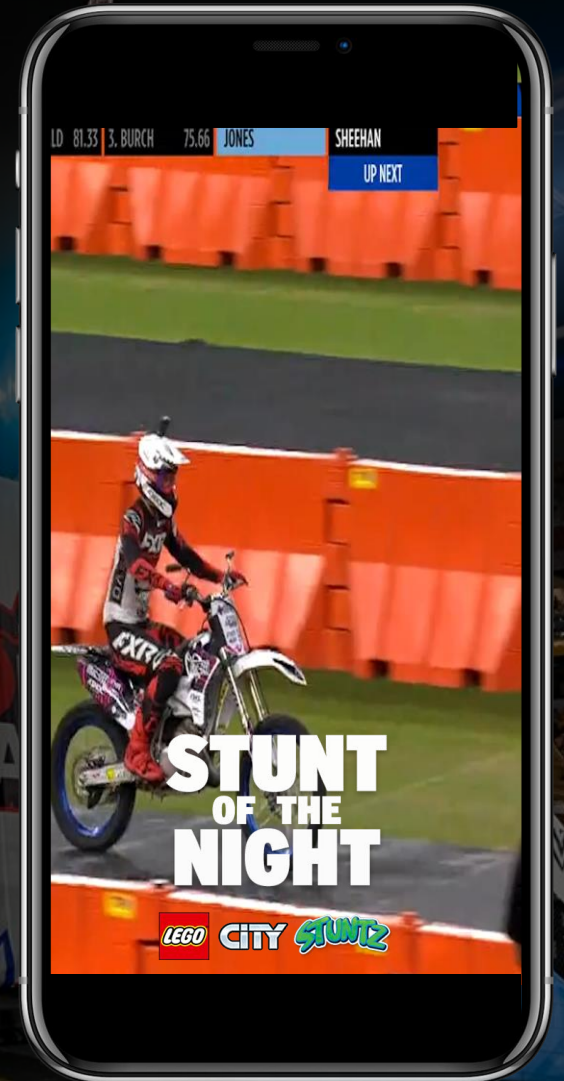


LEGO CITY STUNTZ STICKER INTEGRATED INTO SERIES
SOCIAL CONTENT & BROADCAST

TOTAL IMPRESSIONS
FROM NITRO CIRCUS CHANNELS ONLY

1,434,200

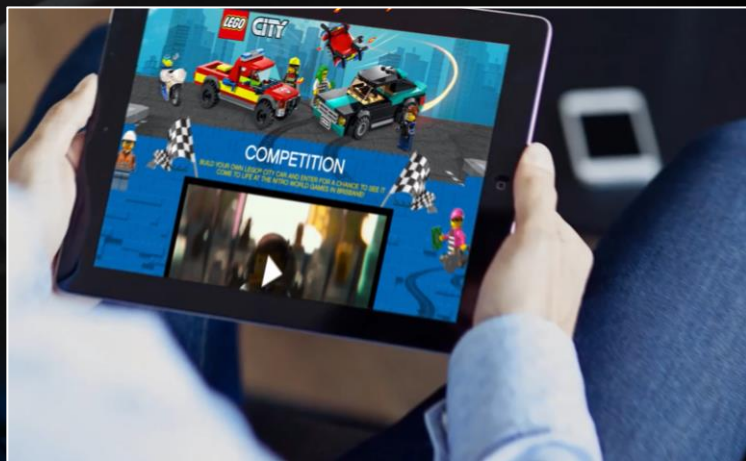
LEGO 'Stunt of the Night' featured on
Nitro Circus social stories following each show



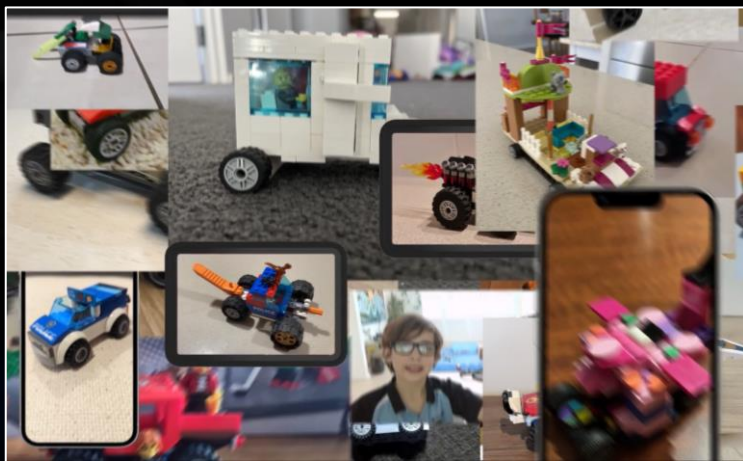
The image is a large-scale grid of small, square images. Each small image shows a different perspective or detail of a crowd of people, likely at a public event or festival. The overall effect is a mosaic that, when viewed from a distance, forms a larger, more coherent scene of a dense crowd. The colors are varied, reflecting the clothing and environment of the people in the crowd.

TURNING IT UP TO 11

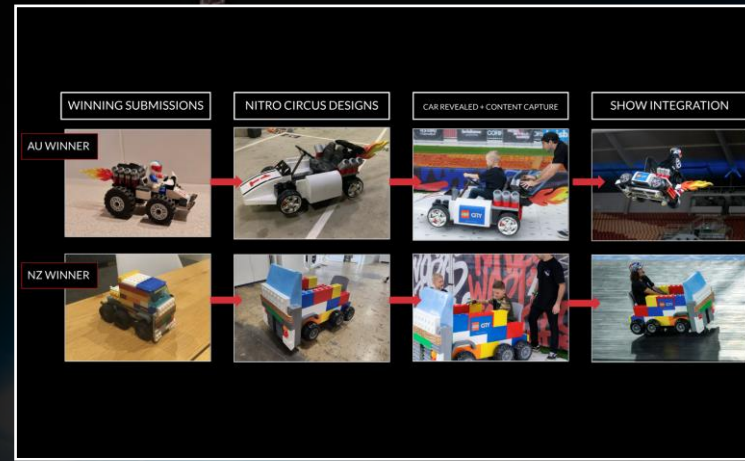
CREATE A SHOWSTOPPER



CROSS-PLATFORM COMPETITION



SOCIAL AMPLIFICATION OF BUILDS



WINNER DESIGNS TURNED INTO CUSTOM CREATIONS



WINNER VIP TREATMENT & BROADCAST FEATURE



CREATION SHOWSTOPPER STUNT
+6MIN GLOBAL BROADCAST INCLUSION



LIVE WINNER REACTION CROSS POST-JUMP



266.4M

EARNED IMPACTS

+71M Social Impressions

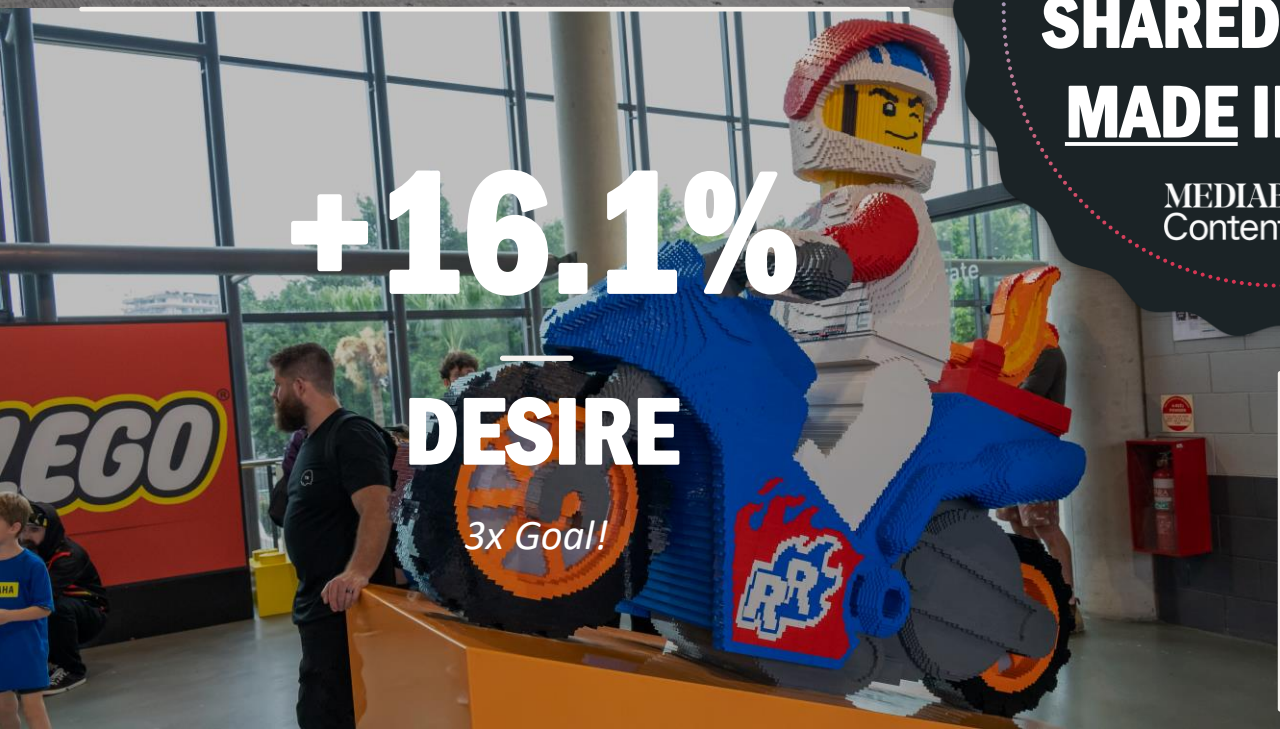


85,500

EVENT ATTENDANCE

Context: Average NRL Game is 15,000

Initiative
**OWNED, EARNED
SHARED, PAID &
MADE IMPACT.**
MEDIABRANDS
Content Studio



+16.1%

DESIRE

3x Goal!

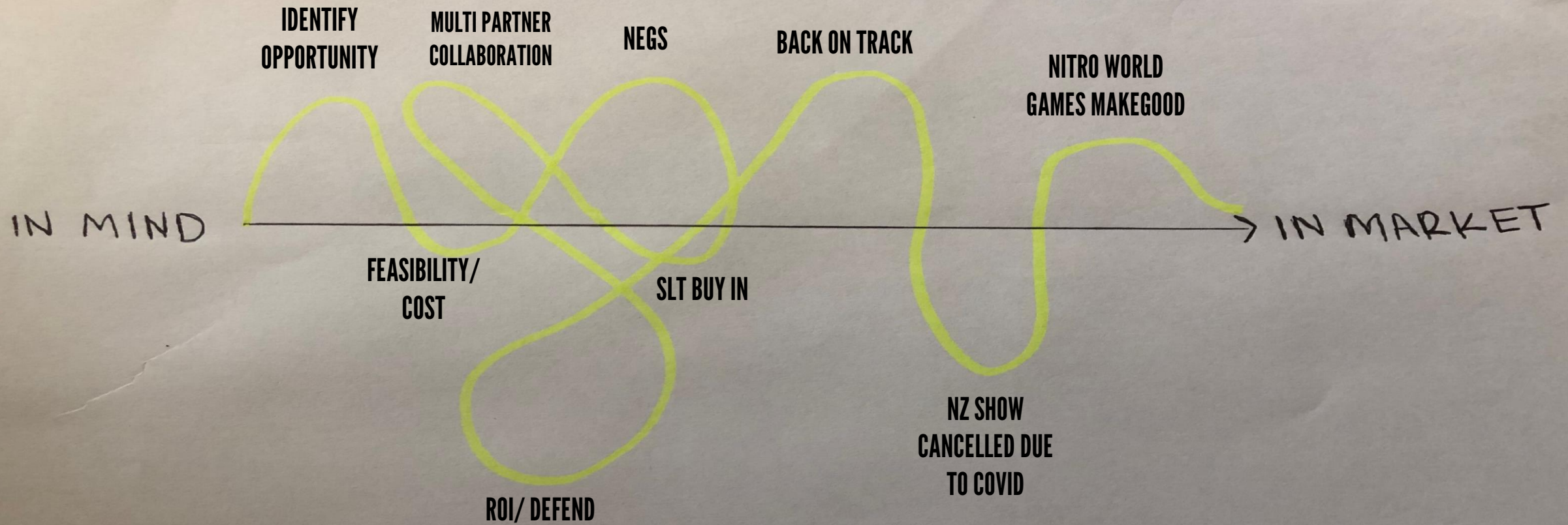


+12%

SALES

2X Goal! "Double Cool"

THE PROCESS



THE PROCESS

IDENTIFY
OPPORTUNITY

12 WEEKS

STANDARD SLA'S FROM
STRATEGY TO SIGNOFF

FEASIBILITY/
COST

NEGS

BACK ON TRACK



NWG
8 MONTHS

TIME TAKEN FROM
STRATEGY TO SIGN OFF

MARKET

WHAT ABOUT
NZ?

ROI/ DEFEND

THE LEARNINGS

1

THINK BEYOND THE TRADITIONAL.

Look for opportunities for white space and unconventional formats to stand out from the crowd.

2

PROCESS CAN BE UNPREDICTABLE.

The journey to award-winning work isn't always linear, make room for flexibility.

3

USE VOICES OTHER THAN YOUR OWN.

Leverage UGC to drive fan engagement, positive word of mouth and shared media.



Initiative