



AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS  
2023**



# Best Consumer Public Relations Campaign Over €50,000



Picture shows from left LEGO Store Associate, Mark Pearson; Natali Stojovic, Senior Vice President, LEGO Retail; Colette Burke, Chief Commercial Officer, The LEGO Group; Late Late Toy show star and LEGO super fan Finn Ryan; Isabel Graham, Head of Marketing UK, Ireland, The LEGO Group; and LEGO Store associate Nayra Rosales at the Grand Opening of the first ever Irish LEGO Group Store which has opened today Thursday 18th August. Located in the heart of Dublin at 41 Grafton Street, the LEGO Store will delight fans, both young and old, with an exciting collection of sets and experiences. Pic: Naoise Culhane

## Campaign

Launch of the LEGO® Store Dublin

## Description of Campaign

In summer 2022, the LEGO Group opened its first Irish Store on Grafton Street. With the creation and media amplification of an Irish-themed LEGO build and the store opening – this campaign created a non-stop buzz of excitement throughout the year, dominated the media and drove national consumer awareness nationwide.

# DRURY.

## Public Relations Consultant

Drury



## Client

The LEGO Group

## Background to the Campaign

On Thursday 18th August, the LEGO Group planned to open its first LEGO store in Ireland on Grafton St, Dublin. As an iconic global brand, it was important that the launch of the store was accompanied by creative news moments that would ensure it gained national attention and dominated national conversation.

The LEGO Group has a huge fanbase in Ireland, which provided a major opportunity to launch an impactful campaign for the company's first Irish store. While also an opportunity, it meant that we would have to be creative to ensure the key messages associated with the store launch were communicated at the right time to the right audience.

Irish LEGO fans span generations, including a strong community of AFOLs (Adult Fans of LEGO). Therefore we approached this campaign with an audience first mindset. Making sure all messaging (both external and internal) was culturally relevant.

We also focused on the key messages that we wanted to communicate, beyond just that this was Ireland's first LEGO Store and called out the immersive 'retailtainment' experience and the company's retail growth strategy.

Another important element of the campaign was to manage excitement and expectations of media and the general public, ensuring health and safety was prioritised. It was also vital to engage with key stakeholders such as Dublin City Council, An Garda Síochána and other retailers to ensure all associated elements of the opening were an enjoyable and safe experience.

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## Statement of Objectives

The launch campaign for the LEGO Store Dublin aimed to raise awareness of the first ever LEGO store coming to Ireland, while driving awareness of the new Retailtainment concept. In addition to generating excitement and engagement with both consumers and media, LEGO's core objectives included:

- Top media buzz around Ireland aiming for national and TV coverage of the store opening, including at least one national TV, one national radio and one broadsheet
- 15% of media coverage to include reference to the Retailtainment Concept
- Successful engagement of local media
- Drive high footfall for the opening week
- Host a VIP Preview Event, with at least 10 media and 50 Influencers
- Post event 'buzz' from attendees with positive sentiment and good feedback following the event experience, with at least 75 social mentions/shares
- Achieve 200+ social media sharing of #LEGOSToreDublin
- Run a smooth opening day ceremony in partnership with the city council and neighbouring stores

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## Programme Planning and Strategy

The LEGO Group is one of the most well-known and beloved toy companies in the world, inspiring the builders of tomorrow. We wanted to use this ethos as a platform for our campaign and challenged ourselves to create an innovative communications strategy. Through market research and audience insights, we developed an integrated campaign centred around hardworking media relations, an Irish-centric activation, an engaging media partnership, and an immersive and inspiring store opening with events for different audiences- media, influencers, AFOLs and stakeholders.

Over the course of six months, celebrating countdown calendar moments, we expertly created mass awareness and built considerable excitement amongst consumers and media, ensuring all of Ireland knew a LEGO store was coming to Dublin. We identified strategic dates, drafted key messages and managed ongoing media enquiries to ensure a consistent drumbeat of coverage from the initial announcement to the opening day itself.

To ensure the initial activity of the campaign was a success, we conducted considerable market research, an in-depth review of the media and stakeholder landscape, and an audience analysis including Irish families, the AFOL community, and tourists visiting Dublin in late summer/early autumn 2022.

### Building Momentum

Between announcement and store opening, we wanted to continue to engage LEGO fans and make them part of the journey. We organised an Irish-themed giant LEGO build. To decide which landmark to create, we conducted national research with Amarách of 1,000 respondents on with a variety of options including the Giant's Causeway, the Cliffs of Moher, Molly Malone statue, Ha'penny Bridge, and the Poolbeg Towers. This resulted in us creating the Poolbeg Towers in brick form, via our LEGO Certified Builder.

With our core audience in mind, we selected 30 June as the day to unveil the LEGO Poolbeg Towers, as this was the last day of school and kick off to summer. We featured the LEGO Poolbeg Towers in two notable locations – Sandymount Strand, home of the actual Poolbeg Towers, and South King Street, around the corner from the LEGO Store itself. We had heart-warming photography and videography commissioned to capture the LEGO creation and seeded these to media along with an informative press release which detailed the LEGO Build creation, reinforced our key messages and reminded media of the countdown to the store opening. Ahead of the photocall, there were significant challenges to consider such as the time of day to ensure the best shots and strategic measures to ensure the build was protected. We had aimed to conduct the first photography at Sandymount Strand at sunrise to capture



the sun rising over the Poolbeg Towers, however the weather proved uncooperative with rain due. After closely monitoring the weather before the shoot, we delayed the photography by a few hours to allow for the best chance of dry weather. Furthermore, we needed to ensure the structure was protected from both the rain and sand, as contact with either would ruin the integrity of the build. We sourced a protective branded tent as well as a plinth to provide protection against the elements, while keeping the photography eye-catching.

As we did not have local social channels to amplify the on-street activation, we organised an engaging media partnership with Today FM's Dermot and Dave, well-known LEGO lovers. We utilised this partnership to drive pedestrian views and interactions with the LEGO Build, encouraging social sharing with #LEGOSToreDublin.

Our LEGO Build resulted in wall-to-wall coverage across national and regional print, online and broadcast media, with strong pick up across social amongst everyday consumers. Our initial campaign stunt resulted in 74 pieces of coverage with 5,011,758 impressions. Our media coverage was overwhelmingly positive across national and regional, with our social coverage reinforcing our hunch that Irish people are true LEGO-lovers.

## **Event Planning**

Throughout the summer we continued to liaise with media, encouraging continuous coverage and building anticipation for the opening. We worked tirelessly with the LEGO team to ensure the store was ready for opening. With the excitement and interest in the store at an all-time high, we were thorough in our safety planning, contingency plans, and crowd control management. We worked with events management company Miller and Lamb to ensure the safety of all while creating a well-planned flow of activity that would keep crowds entertained and build the theatre of the LEGO store launch. We worked with Miller and Lamb to manage crowds and queues throughout the opening weekend as excitement continued for days following the opening. This took careful negotiations with multiple stakeholders and the client to ensure everyone appreciated the nuances of the Irish market and Grafton St, including Garda, DCC and neighbours to ensure there was no negativity or crowd issues.

## **Rewarding Fans**

With a large LEGO fan base in Ireland, we strategically planned to give them access to the store first. We created a LEGO VIP campaign which included four events held the day before the store opening. We segmented the VIP Day into four to accurately target each audience. The first event was for media, the second and third events were for stakeholders, influencers and their children, and the fourth event was for AFOL's. Each of these events required a tailored approach to ensure our audiences were communicated to properly and experienced the very best of the LEGO Store Dublin.

Our Media Event kicked off with a press briefing, followed by a Q&A and individual interviews with the LEGO Group's executives. We had multiple LEGO executives attend the event, including Colette Burke (Chief Commercial Officer), Natalie Stojovic (Head of LEGO Retail), and Isabel Graham (Head of Marketing UK & IRE). We relied on our media relations skills to ensure key media received interviews with the most fitting LEGO spokesperson. Each spokesperson was expertly briefed on the campaign's key messaging, Irish-specific facts relating to the brand's investment, and the overall media landscape. In total we had 20 media attendees and secured 15 interviews.

The Stakeholder and Influencer Events saw over 140 attendees and their children get a sneak preview of the store. To ensure our guests had an amazing Retailtainment experience, we were limited to 75 guests per group, adding the extra hurdle of managing RSVPs to welcome as many as possible. Guests were provided refreshments and branded goodies and given the chance to explore the store before the doors opened to the public. Our LEGO store associates were encouraged to engage with the children, explain the store's interactive elements and help them create their own personalised LEGO Minifigure to take home.

Finally, the AFOL Event was held at the end of the day and saw 77 attendees. We provided each of our attendees with refreshments and goodie bags to offer a comprehensive experience while they explored the store. This event allowed the AFOLs to engage with the interactive elements, appreciate the Irish themed décor and get first sight of the exclusive LEGO sets available.

## **Open to all**

The final phase of the campaign was the store opening itself, held on 18 August, which saw the LEGO Group dominate conversations across all media and social channels. We managed interactions with media from the early hours of the morning until late in the afternoon, resulting in blanket coverage across print, online and broadcast. In addition to our

extensive media relations, we also organised a momentous ribbon cutting – which featured LEGO fan and cancer survivor Finn Ryan cutting the ribbon in front of a crowd of fans and media alike. The opening ceremony created an immersive LEGO experience that brought the brand to life with an Irish twist including Irish dancers and a giant LEGO brick mascot. The theatre created at the store opening provided incredible shareable content for social, with ‘LEGO’ trending as the number 1 topic on Twitter in Ireland on the morning of the store opening– with 21,000 tweets mentioning the brand.

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## Measurement

Consumer interest continued far past the initial opening day and the store continues to see incredible success in the Irish market. The overall results of the campaign included 152 pieces of coverage across broadcast, print and online channels, 195 pieces of social coverage from key stakeholder, media and influencers, as well as insurmountable coverage from everyday consumers.

The LEGO campaign delivered extremely strong results, as outlined:

- The total impressions from the campaign came to 17,134,500 for the store opening and 5,011,758 for the Poolbeg Tower Activation – with a combined total impression of 22,146,258
- LEGO was the number 1 trending topic on Twitter in Ireland on the morning of the store opening – with 21,000 tweets mentioning the brand
- We secured blanket media buzz around Ireland with national and regional coverage across print, online and broadcast – including 15 print features, 67 online features and 32 broadcast features on the store opening.
- The key messages around LEGO’s Retailtainment concept was noted in 43% of all media coverage as well as across social.
- Throughout the campaign we engaged with a number of key stakeholders, a variety of media focused on business, tourism, parenting and family, and features, and a host of well-known influencers in the lifestyle, entertainment and parenting space.
- We created an incredibly successful launch built on increased public awareness and excitement around the brand, with an overwhelmingly positive response from all audiences.
- We hosted a very successful VIP preview for both media and KOLs – with attendance of 20 media and 217 KOLs.
- A huge amount of footfall was driven to the store in the opening weekend, with crowd control and queue management required and provided for the entire weekend
- The queue management system proved incredibly efficient and undoubtably essential for the store opening as well as the initial weekend. Our queueing system meant the store was never over-crowded, the queue wasn’t lined down the street blocking neighbouring shops and no guests were left queueing for hours and disappointed they didn’t get in.

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