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.
Our Core Values

Creativity

Quality

Imagination

Fun

Learning
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.
Six 2x4 LEGO bricks can be combined in more than 915 million ways
7 LEGO sets are sold per second around the world
Our Fun Stuff

LEGO is the Top 3 Video Game property
LEGO is the world’s largest tire manufacturer
Minifigures are the world’s largest population
Why LEGO Joined CIMM

C - Coalition
I - Innovative
M - Media
M - Measurement
Media Types

PAID

TVC

Print

Online

传媒合作伙伴

PARTNER

Legoland Discovery

Media Partners

OWNED

TV Series

Brand Retail

Video Games

EARNED

PR

User Generated

Print

Online
Media Types - Video
LEGO Performance vs. Industry

Index 2004 = 100

Source: US NPD Consumer Panels
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.