

Lego

ABOUT

Category:

Kids products – toys; Media & entertainment – theme parks & attractions

Owner of the brand:

The Lego Group

Key competitors:

Mega Bloks, Mattel, Hasbro

BRAND STRATEGY ANALYSIS

Brand essence

To inspire and develop the builders of tomorrow.

Brand values

Imagination, creativity, fun, learning, care, highest quality.

Brand character

Imaginative, creative, fun, inspirational, inclusive, positive.

Dominating archetype



The Creator



<https://brandstruck.co/lego>

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Comments

1

Lego's roots date back to 1932, when Ole Kirk Christiansen, a carpenter from Billund, Denmark, began making wooden toys. In 1934, his company adopted the name "Lego", derived from the Danish phrase "leg godt", meaning "play well". This focus on playfulness became a core part of the brand's identity for years to come. Lego began manufacturing its iconic interlocking toy bricks in 1949 and, over time, introduced several sub-brands, including Duplo, designed for younger children; Technic, which appeals to older kids and adults with more complex, functional builds; and Friends, aimed primarily at young girls by focusing on storytelling with mini-dolls and sets centred around friendships and adventures. Since its early days, Lego's motto has been "only the best is good enough" – a guiding principle that remains in place today¹. This dedication to excellence is reflected in the precision of Lego's manufacturing process, where bricks are produced with a margin of error of just 2 microns (0.002mm)², ensuring that every piece fits perfectly.

2

In the 1990s and early 2000s, Lego attempted to extend its brand by entering non-core categories, including video games, theme parks and other toys. This over-diversification made it more challenging for the company to maintain its promise of the highest quality standards. To refocus, Lego sold off some of its non-essential businesses, including its video game division and a majority stake in the Legoland parks, streamlined operations and returned to its core strength – creating its iconic colourful bricks.

In 2008, the company introduced a brand framework that encapsulates its overall brand strategy³. The philosophy embedded in this framework continues to form the foundation of everything Lego does, from product development to marketing, digital strategy and licensing partnerships, ensuring consistency between the brand's message and actions.

3

Lego's brand framework⁴ consists of several key elements that together define the brand's positioning and identity. While the framework might seem complex with its many components, at its core, Lego's philosophy is rooted in the belief that children are our role models. This aligns with the company's mission "to inspire and develop the builders of tomorrow" by being "a global force for Learning-through-Play". This approach focuses on providing opportunities for imaginative play that foster both learning and personal growth. The framework is underpinned by Lego's core values: "imagination, creativity, fun, learning, and caring", as well as the brand's promises, which are structured around four pillars: Play, People, Planet, and Partners. These pillars ensure that Lego not only stays committed to stimulating children's creativity and imagination but that it also makes a positive contribution to society and the environment.

4

Lego, like Disney, is a brand admired by both kids and their parents. While Disney evokes nostalgia among parents, Lego appeals to them by making them feel good about their role as caregivers. The brand not only helps children develop essential skills such as manual dexterity, spatial intelligence, creativity, and social interaction, but it also provides a sense of fulfilment for parents, knowing that Lego supports their child's development through fun and engaging play. Additionally, Lego recognises that adults enjoy engaging with its sets and it has developed products and communications specifically targeted at them. Adult-focused lines such as Icons and Botanicals have since become some of the brand's best sellers globally.

Another reason why parents trust Lego – and a major factor in its commercial success – is the company's careful selection of licensing partners. Only properties that align with Lego's values and meet strict criteria are chosen for collaboration. These trusted partnerships with beloved franchises like Harry Potter, Star Wars, Super Mario and Pokémon enhance Lego's appeal to both children and adults, while maintaining its requisite standards of creativity and quality.

Lego is a textbook example of the Creator archetype as it promotes the themes of imagination and creativity, even within the structured confines of its sets. While many Lego sets are designed with specific models in mind, the process of building them fosters creative thinking and problem-solving, encouraging users to engage in a hands-on, imaginative experience.

Tagline

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Official brand statement

“The LEGOBrand Framework

Belief: Children are our role models

Mission: Inspire and develop the builders of tomorrow

Vision: A global force for Learning-through-Play

Idea: System-in-Play.

Values: Imagination • Fun • Creativity • Caring • Learning • Quality.

Promises:

- Play Promise: Play Well
- People Promise: Succeed and Grow Together
- Planet Promise: Positive Impact
- Partner Promise: Mutual Value Creation.

Spirit: Only the best is good enough.”⁵

Interesting facts

Lego is the largest tire manufacturer in the world. The company produces miniature tires as a key component of many Lego sets, surpassing major manufacturers like Michelin and Goodyear in terms of volume.⁶