

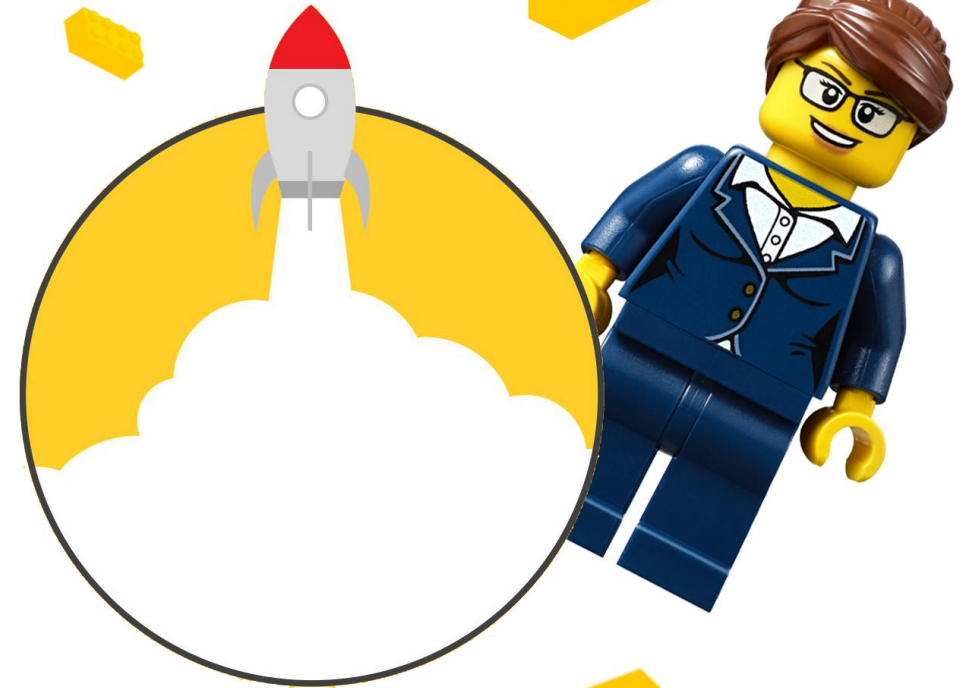
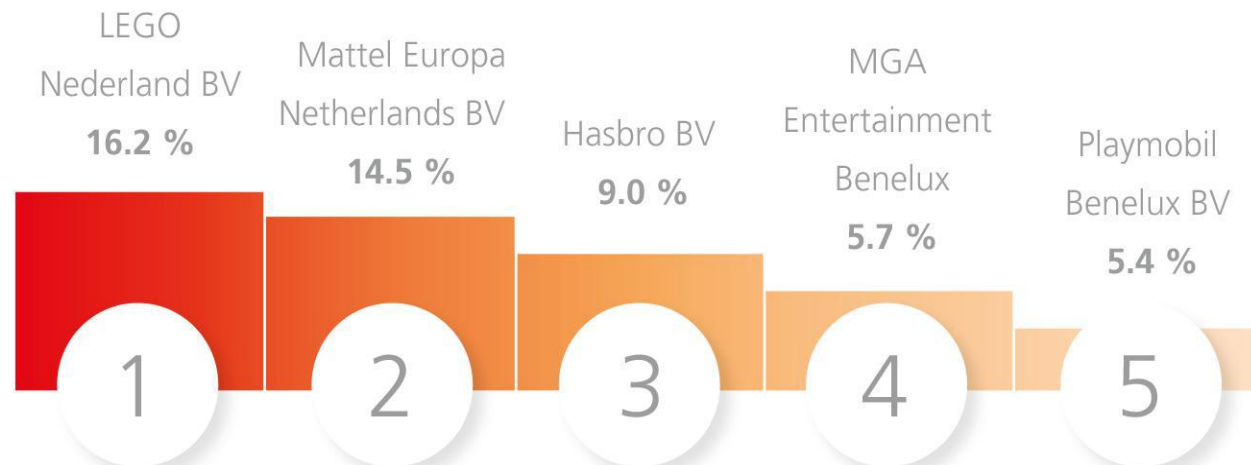
Group Marketing Strategy Plan: Brand Extension LEGO Children's Wear

Wenyi Chen



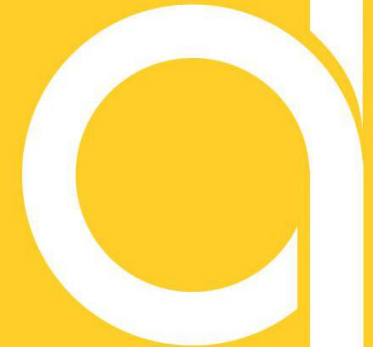
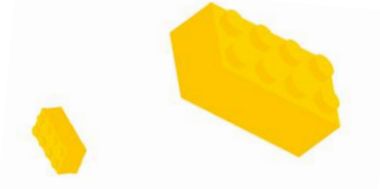
Why LEGO?

- The Largest in Construction Toys
- One of The World's Largest Toy Manufacturers
- The headquarter in Billund, Denmark.
- Private Company
- Revenue: 37.9 billion KR. (2016)
- Market Share:

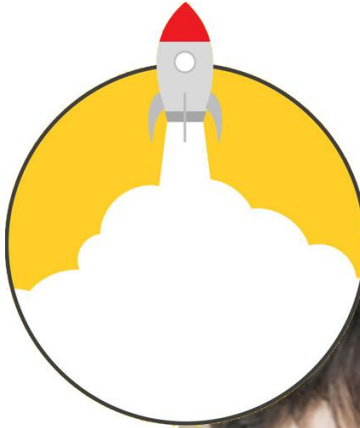


Why Children's wear?

- LEGO's Vantage – Children's Toy
- Accelerating Market



- Age: 26 - 50 Years Old
- Education: College & Upper
- Income: \$80K Annually
- Metropolitans & Suburban



Target
Customer

Target Customer

Primary

LEGO Brand Enthusiasts, Focus on Children



Secondary

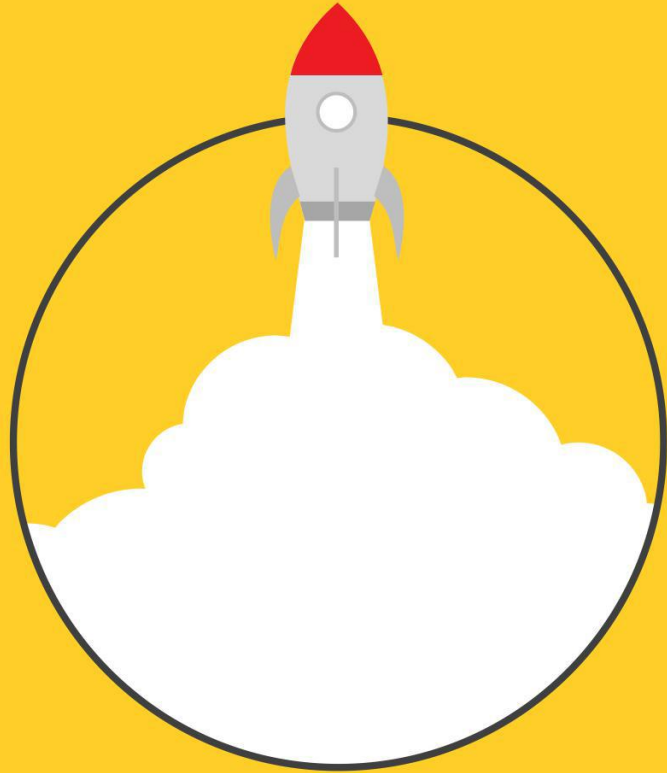
Parents Who Are Busy in Working



Tertiary

Adults Who Want to Buy Gifts

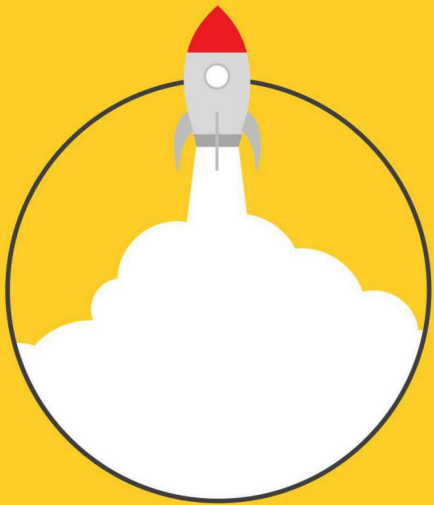
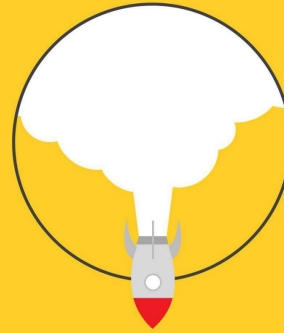




Unique Selling Point

- Utilizing High Reputation of Existing Products(Toys)
- Product Bonding
- Customization
- Integrated Store





Brand Concept

- DNA/Concept Statement:
Better Wear Better Play

Brand Logo



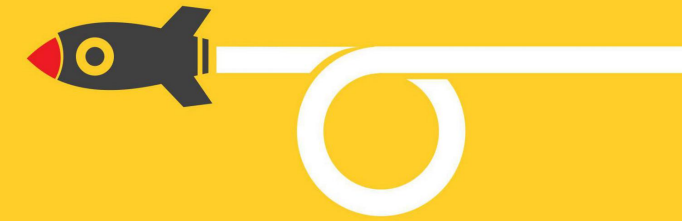
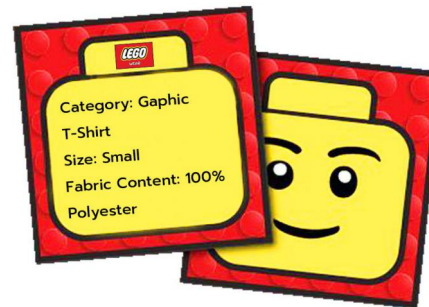
Catalog



Packaging



Hangtag



Brand Concept

- Applying LEGO' s Signature Colors (Red & Yellow), and Playful Style into Products and Packaging



Concept Board



Store Concept



Brand Concept

- Threading LEGO Culture to Customers Based on Families
- The Main Concept of Store - The Combination of Toys, Clothing, and Other Product's Experience Zone



Product Strategy



- Parent-Child Outfits
 - High-Quality Cotton
 - Four Collections - Spring, Summer, Fall, and Winter
- Products Category
 - T-Shirt
 - Hoodie
 - Sweatshirt
 - Pants & Leggings



T-Shirt

\$25-\$45



Hoodie

\$39-\$59



Sweater Shirt

\$25-\$45



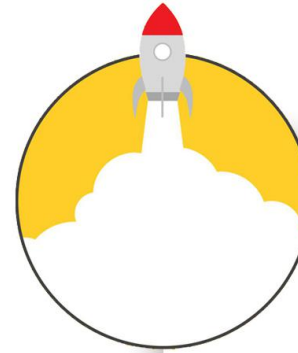
Knit Pants

\$20-\$45



Price Strategy

- Reasonable
- Status-Quo Pricing



Pure Brainfood.



Distribution

Direct Channel

- Flagship stores
- Stores of bricks



Indirect Channel

- Big offline retailers (Costco, Walmart, etc)
- Online retailers (Amazon)



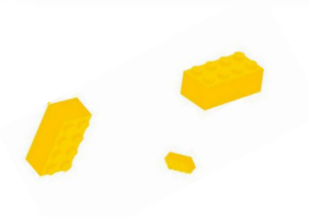
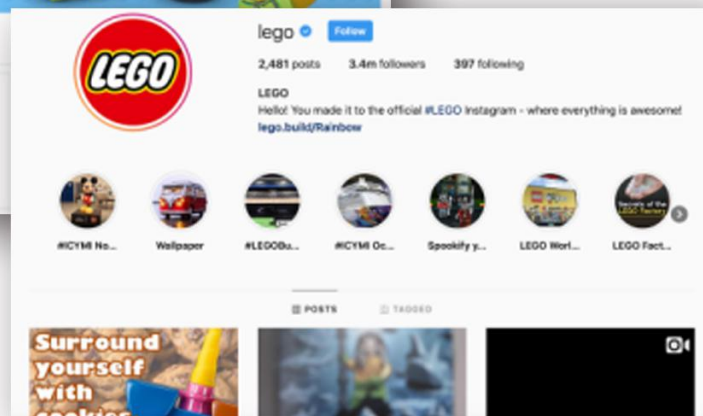
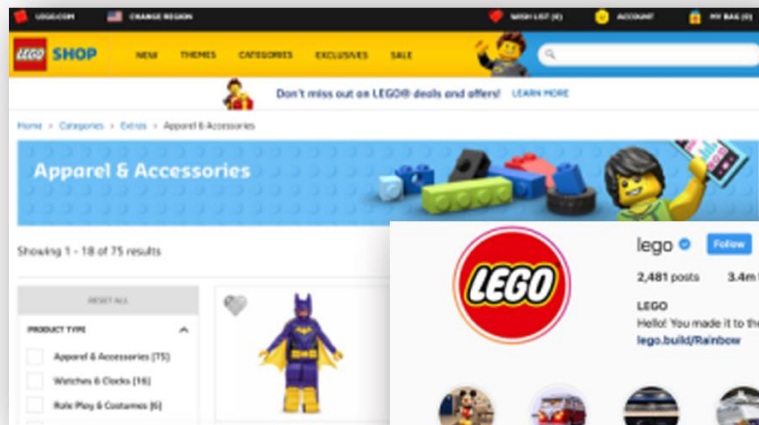
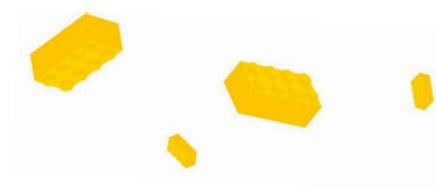
Distribution

E-commerce

- Online store
- Social Network

Flagship Store Location

- First flagship store in New York
- Los Angeles, Tokyo, London and Shanghai



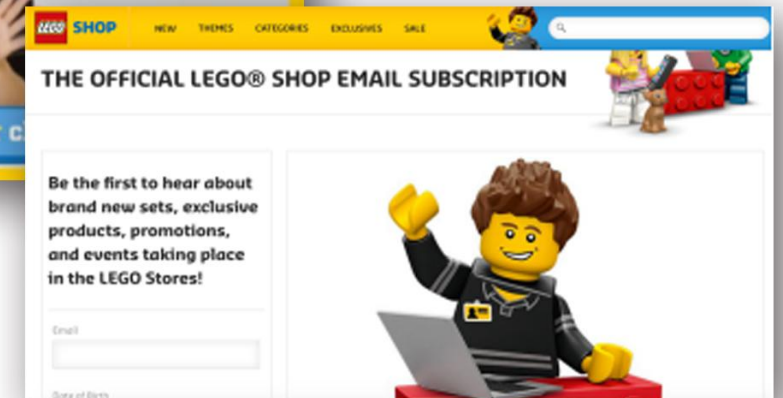
Promotion

Channels

- Direct marketing
- Social media marketing
- Personal selling
- Special events
- Application
- Charity activities

Media Mix

- Advertisement
- Direct Marketing
- Social Media
- Special Event
- PR Charity
- Emails



Financial Plan

| KPI/YEAR | 2019 | 2020 | 2021 |
|--------------------------------------|-------------|-------------|-------------|
| STYLES OFFERED | 5 | 10 | 14 |
| UNITS SOLD | 20,000 | 50,000 | 70,000 |
| GROSS SALES | \$1,530,000 | \$3,825,000 | \$5,355,000 |
| PERCENT OF OVERALL GROSS SALES | 50% | 50% | 50% |
| GROWTH PERCENT | Baseline | 136% | 200% |

Measurement: sales data, media mention, activities, brand recognition

Future: Become important in world's kids' apparels market.