

Case Study



REBUILD THE WORLD - Part B: MEASURING THE CAMPAIGN PERFORMANCE

This case focuses on how the LEGO Group should measure the performance of its 2019 global brand campaign, “Rebuild the World,” and translate the results into board-level insights. The campaign marks a strategic shift: it is LEGO’s first global parent-targeted brand effort (rather than a decentralized, child-focused approach), requiring evaluation in more cluttered adult media environments where the creative concept may face greater skepticism and misunderstanding.

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As one of the largest toy companies in the world, the LEGO Group certainly understands the importance of using data and analytics to evaluate the effectiveness of marketing campaigns. Measuring the performance of the “Rebuild the World” campaign is particularly important for two additional reasons: firstly, it represents the LEGO Group’s first global brand campaign targeted directly at parents, diverging from its traditionally decentralized marketing approach. Secondly, this campaign shifts the company’s focus from targeting children by broadcasting advertisements on children’s television networks to targeting adults in more cluttered media environments. This significant change requires creative ideas that might be challenging for some to follow and understand, potentially causing internal reservations about its unconventional approach.

to rigorously measure the performance of the “Rebuild the World” campaign, the LEGO Group engaged Kantar, a leading marketing data and analytics company. Kantar conducted several studies covering both the period before and during the campaign. First, they conducted a tracking study to evaluate the effectiveness of the campaign. Tracking study is a longitudinal method involving periodic surveys of a specific panel of audience to assess changes in attitudes and behaviors. The key to a tracking study is maintaining the same questionnaire and interval to ensure accurate and consistent results. Tracking studies are crucial tools for large brands, consumer goods companies, retailers, and others to monitor consumer sentiment, evaluate marketing effectiveness, and measure responses to marketing strategies across different periods.

Exhibit 1 displays part of the actual questionnaire used by Kantar for the “Rebuild the World” campaign tracking study.[1] In the tracking study Kantar collected responses from LEGO Group’s top three markets—the U.S., Germany, and China—in two waves. The first wave was conducted in August 2019, prior to the campaign launch in early September 2019. The second wave occurred during the campaign launch month. All response data from both waves are included in the attached Excel file titled “Tracking_Study_Response_Data.xlsx”.

Kantar also leveraged the tracking study panel to evaluate the media effectiveness of the “Rebuild the World” campaign. In the second wave, alongside the questions repeated from the first wave, an additional question was introduced: “Have you ever seen any of these ads or others similar to them for LEGO on any of the following media channels?” The listed media channels included “TV/VOD,” “OOH,” “OLV (YouTube, online TV),” “Any social media,” and “Any digital (OLV or social media).” All response data for this specific question from the second wave are included in the attached Excel file titled “Media_Effectiveness_Evaluation_Data.xlsx.”

[1] The complete questionnaire is extensive and includes additional questions beyond the scope of this case.



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To further evaluate the impact of the campaign on actual purchases—going beyond purchase motivation—Kantar conducted an additional study. Still focusing on the same three countries, this study surveyed two panels of participants in each country. Each panel was surveyed twice: once before the campaign launch in August 2019 and again during the campaign in November 2019. The key difference between the two panels was that participants in the first panel (Treatment Group) were exposed to the campaign advertisement at least once between the campaign launch and the second survey, while participants in the second panel (Control Group) were not exposed to any campaign advertisements before the second survey. Among the various questions, the key question central to evaluating the campaign’s impact on actual purchases was: “Still thinking about the child who you answered this survey about. Has he/she received any new LEGO sets within the last 2 months?” This metric, referred to as LEGO P2M (Prior 2 Months), was designed to capture actual purchases made by survey participants within the past two months. All response data from this study are included in the attached Excel file titled “Actual_Purchase_Evaluation_Data.xlsx”.

Now it’s December 2019. With all the data that’s available from the Kantar, Julia Goldin, the Chief Marketing Officer of the LEGO Group, is contemplating what insights the data could generate to help her present to the group board. The board meeting is scheduled for next month, where reviewing the performance of the “Rebuild the World” campaign is one of the main agenda items. Among the various aspects of the campaign, the board will be particularly interested in understanding its impact on different affinity groups, the most effective media channels for reaching parents in these groups, and whether the campaign has successfully increased actual purchases.

This teaching case study was developed in collaboration with:



Case Study, Teaching Notes, and Data files are available at
aef.com/lego