



The LEGO Group

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Strategic Brief: Blog

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Client Bio

The LEGO Group is a privately held, family-owned company and one of the world’s leading manufacturers of play materials. LEGO believes in “good quality play” as a key element of children’s growth and development, laying the foundation for adult life. When children play, it lays an important foundation for adulthood in developing social, emotional and intellectual skills. The LEGO Group dedicates time and money towards a better environment for its young builders. Although, LEGO is just in the beginning stages of this environmental initiative and still has a long way to go.

Project Purpose Statement

Provide information to LEGO’s publics on its environmental initiative with World Wildlife Fund and the steps towards a better future for the young builders of tomorrow.

Target Audience

- Consumers
 - Parents
 - Children
 - Teachers
- Community interested in LEGO
- Environmental Partners
 - World Wildlife Fund

Distribution Plan

- Website
 - Link to blog
 - Shared on blog
- Social Media
 - Link on Facebook
 - Link on Twitter

Evaluation Plan

In order to evaluate the effectiveness of this blog post, we will monitor the number of visitors to the blog and the activity of the link on social media. Also, the number of visitors to the website can provide an estimation on how many people viewed the blog. An increase in sales of the may also signify that a large amount of people are aware of our environmental initiative and dedication to a healthier planet.