



The LEGO Group

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Strategic Brief: Brochure

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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 that “good quality play” is 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 is dedicated to promoting children’s rights, safety and overall well-being.

Project Purpose Statement

Provide information to LEGO’s publics on the Children’s Miracle Network, how LEGO is contributing to CMN and the donation associated with the “Build a Miracle” set available for purchase.

Target Audience

- Consumers
 - Parents
 - Children
 - Teachers
 - Therapists
 - Doctors
- Community interested in LEGO

Distribution Plan

- Retail Stores and kiosks
 - Paper copy
- Website
 - Link to PDF
 - Shared on blog
- Social Media
 - Link on Facebook
 - Link on Twitter

Evaluation Plan

In order to evaluate the effectiveness of the brochure, we will calculate the number of paper copies distributed on kiosks and stores and monitor activity of the link on social media. Additionally, the number of visitors to the website can provide an estimation on how many people viewed the brochure. An increase in sales of the “Build a Miracle” set may also signify that a large amount of people are aware of the contributions to CMN.