



**The LEGO Group**

555 Taylor Road  
PO Box 1138  
Enfield, CT 06082  
(800) 835-4386  
www.lego.com

**Strategic Brief: Infographic**

Prepared by Noelle LeVee

**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 on LEGO’s environmental partnership with World Wildlife Fund to the company’s publics through the usage of an infographic.

**Target Audience**

- Consumers
  - Parents
  - Children
  - Teachers
- Community concerned with environment and animals
- Environmental Partners
  - World Wildlife Fund

**Distribution Plan**

- Printed in Magazines
- Shared on Website
- Shared on Social Media
  - Facebook
  - Twitter
  - Instagram
  - Pinterest

**Evaluation Plan**

In order to evaluate the effectiveness of the infographic, we will monitor the views, likes, shares, re-posts, etc. of the infographic on social media. Also, the amount of magazines purchased and the number of visitors to the website can provide an estimation of how many people viewed the publication. 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.