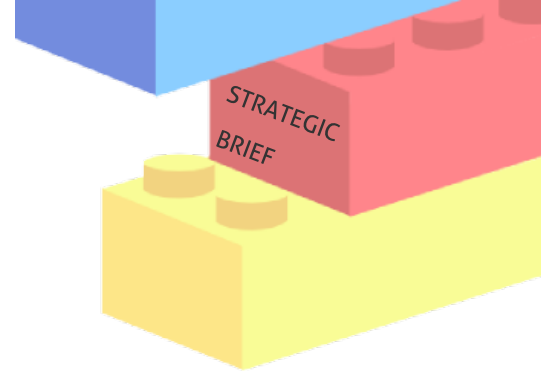




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## **STRATEGIC BRIEF: Media Kit**

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. The company believes in "good quality play" as a key element of children's growth and development, laying the foundation for adult life. The LEGO Group not only commits to child development and safety, but also to caring for the environment. LEGO focuses on leaving a positive impact to the wider community and the builders of tomorrow.

### **Project Purpose Statement**

Provide information on The LEGO Group's 60th anniversary of the LEGO brick through various components of a media kit.

### **Target Audience**

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

### **Distribution Plan**

- Traditional media
  - Magazines
  - Newspapers
  - Television
- Website
  - Home page
  - Blog
- Social media
  - Facebook
  - Twitter

- Instagram
- Pinterest

## **Evaluation Plan**

In order to evaluate the effectiveness of the media kit, we will monitor the views, shares, likes, re-posts, etc. of the event on social media. Additionally, the amount of magazines and newspapers containing information on the event and the number of visitors to the website can provide an estimation on how many people viewed information on the event. Of course, the turnout for the event itself will determine how many people were reached and who was interested. An increase in sales may also signify that a large amount of people are aware of the anniversary.