



The LEGO Group

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Strategic Brief: Newsletter

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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. Though not accomplished yet, LEGO plans to become carbon positive by the end of 2016 and produce 100 percent renewable energy by 2050.

Project Purpose Statement

Provide information to LEGO's external publics on the 60th anniversary of the LEGO brick through a newsletter.

Target Audience

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

Distribution Plan

- Traditional Media
 - Mailed paper copy
- Website
 - Link to PDF
 - Shared on blog
- Email
 - E-newsletter
- Social Media
 - Link on Facebook
 - Link on Twitter

Evaluation Plan

In order to evaluate the effectiveness of the newsletter, we will calculate the number of paper copies distributed and monitor the activity of the link on social media. Also, 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 the success of the anniversary party.