

THE BRIEF

Grow LEGO’s UK revenue and market share in the £4.1B toys & games market while protecting its children-first brand ethos, by targeting an **underleveraged adult consumer segment referred to as kidult**.

THE KEY INSIGHT

12%

- LEGO’s current share of the UK kidult market
- An underleveraged opportunity
- Hobbyists & collectors aged 25-45

£1.37B

Total UK kidult market size: Ages 25-45

WHY IT MATTERS

- The kidult segment grew 10% in 2025 vs 4% for children’s toys.
- LEGO has no dedicated UK kidult campaign. Current adult sales are mostly organic.

AI-AUGMENTED RESEARCH

HOW I UNCOVERED A FIRST-OF-ITS-KIND BENCHMARK

No published report contained LEGO’s exact UK kidult market share. I used Claude AI strategically to analyse and combine fragmented peer-reviewed data sources — cross-referencing UK toy market revenue, kidult segment ratios, and LEGO’s reported UK sales. Through targeted prompting, verification, and my own independent calculation, I derived the 12% figure. Other AI tools returned only surface-level articles. This human-led approach produced a unique, unpublished data point that became the foundation of the entire strategy.

STRATEGIC DIRECTION

- ➔ Target kidults as a growth segment without compromising LEGO’s children-first positioning
- ➔ Leverage nostalgia, creativity and stress relief as powerful adult brand associations
- ➔ Deepen lifelong engagement by expanding brand relevance across life stages
- ➔ A market-development strategy: grow adult share through the existing portfolio, with no new product development

THE CAMPAIGN

NEVER DONE BUILDING: £9M Omnichannel Campaign • September - March, timed to capture peak holiday & gifting periods

£9M
Campaign Budget

6 mo
Campaign Duration

25-45
Target Age Range

CAMPAIGN TACTICS

Experiential Marketing

LEGO After Hours and “take a break and build” pop-ups for adult hobbyists

Partnership & Events

Creator collaborations and partner-store activations

Community Spotlights

AFOL spotlights and Featured Builder stories that turn existing fans into campaign voices

Social Media & UGC

Hashtag campaigns across Instagram, TikTok, and YouTube

Out of Home

London Underground takeovers and city-wide adult-hobby messaging

LEGO Insiders

Personalised emails and app alerts based on purchase history and build preferences

SMART OBJECTIVES

Objective	Target
Corporate	Grow LEGO UK revenue 10% by FY 2026/27
Marketing	Grow UK kidult market share from 12% to 17% by the end of the 6-month campaign
IMC	Reach 70% of UK adults aged 25–45 with at least 3 exposures
Advertising	Increase adults 25–45 who perceive LEGO as an adult hobby by 15%
Promotional	Increase repeat purchase / loyalty among UK adult consumers by 10%

KEY RESULTS

Projected Incremental Revenue

£66M

from the £9M
6-month omnichannel campaign

Kidult Market Share

12% → 17%

+5 percentage points
Ages 25-45

10%

Increase in UK Revenue
(by FY 2026/27)

70%

UK Adults Reached
(aged 25-45)

20%

Repeat Purchase Rate Increase
(long term, over 24 months)

CAMPAIGN MESSAGES

01

NEVER DONE BUILDING

Building is not something
adults grow out of.

02

Work Hard, Play Hard

LEGO as a rewarding creative
outlet for busy adults.

03

Build Your Escape

LEGO as mindfulness, focus,
and stress relief.

Awarded Distinction. Faculty used the proposal as a class example and praised its strategic insight and creative brand reflection. Full dissertation completed August 2026.