

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 This human-led approach produced a unique, unpublished data point that became the foundation of the entire strategy.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

|                                                                                                              |                                                                                             |                                                                                        |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <p>Projected Incremental Revenue</p> <p><b>£66M</b></p> <p>from the £9M<br/>6-month omnichannel campaign</p> | <p>Kidult Market Share</p> <p><b>12%→17%</b></p> <p>+5 percentage points<br/>Ages 25-45</p> | <p>Net ROI</p> <p><b>633%</b></p> <p>7.3:1 return<br/>from the £9M campaign</p>        |
| <p><b>10%</b></p> <p>Increase in UK Revenue<br/>(by FY 2026/27)</p>                                          | <p><b>70%</b></p> <p>UK Adults Reached<br/>(aged 25-45)</p>                                 | <p><b>20%</b></p> <p>Repeat Purchase Rate Increase<br/>(long term, over 24 months)</p> |

CAMPAIGN MESSAGES

|                                                                                                      |                                                                                                              |                                                                                                     |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <p>01</p> <p><b>NEVER DONE BUILDING</b></p> <p>Building is not something<br/>adults grow out of.</p> | <p>02</p> <p><b>Work Hard, Play Hard</b></p> <p>LEGO as a rewarding creative<br/>outlet for busy adults.</p> | <p>03</p> <p><b>Build Your Escape</b></p> <p>LEGO as mindfulness, focus,<br/>and stress relief.</p> |
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**DISTINCTION** *Proposal awarded Distinction. Faculty used it as a class example and praised its strategic insight and creative brand reflection. Full dissertation completed August 2026.*