



Brief set by  
The LEGO Group

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## Unlock kids' potential through LEGO play

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Related Disciplines  
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Deadline  
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### THE BACK STORY

Creativity is in crisis today: while the world of tomorrow demands creative skills, we are spending less time in creative pursuits. LEGO Group believes that through play kids become creative learners, picking up the skills they need for this world.

Our mission is to inspire the builders of tomorrow, where the LEGO Group brick is the tool for endless creativity that unlocks their potential – to build and re-build is the metaphor for getting kids to continuously play.

Rebuild the World is the LEGO Group brand platform that shows the potential of creative play when you tap into the innate curiosity, imagination and creativity in kids.

### WHAT'S THE CHALLENGE?

Play is under threat. It has become a “nice to have” rather than a “need to have” where we are taking play away from kids: 2 in 10 kids say they have no time to play and parents struggle to see the value of it – packing kids full of extracurricular activities and traditional school learning.

We are in danger who raising a generation of kids who are less creative, curious and happy: at age 5, we engage in creative tasks 98 times, laugh 113, and ask 65 questions – by 44 it drops to 2 creative tasks, 11 laughs and 6 questions.

**The LEGO Group want you to create a powerful idea that puts creative play back on the agenda and show parents how kids can realize great things when they are left to play.**

Play is not seen for the benefits that it unlocks.  
**How do we get the message out and gets kids building and re-building?**

### WHAT'S THE RTB?

The humble LEGO Group brick – regardless of what set it comes from it can combine with any other LEGO Group brick (only a few breaks have thousands of possible combinations) - becomes the physical way to create from what is in our imagination.

### WHO ARE WE TALKING TO?

The parents of children who currently see kid's potential through the lens of school report cards and traditional markers of achievement; a black and white view where play time isn't productive time. Around the world you will find varying experiences of their own childhood which shapes what they think will set their children up for success.

### THINGS TO THINK ABOUT

- Link with the overarching creative platform of Rebuild the World.
- Think the whole owned LEGO Group ecosystem from retail stores to theme parks (LEGOLAND) to our owned platforms (LEGO Life, LEGO.com, Apps etc.)
- Think about the culture of creativity for kids today who lived in a wired world and how to take that down into the traditional toy: Online platforms from Minecraft to Tik Tok & Snapchat, where kids are already in constant play: building & re-building. They are already being creative in those spaces, how can we draw inspiration there to be creative, the LEGO Group way.
- Think of how to bring creative play out in to the world beyond the living room (where it's usually absent) – what the unexpected places to build & rebuild in?
- Think of unconventional ways to showcase case kids creations – executions like HSBC's Museum of Procrastination.

### The important stuff

Your idea must:

- Make use of the “Rebuild The World” brand strapline.
- Avoid **any** open social platforms (e.g. YouTube) and be conscious about the online child privacy regulations (COPPA) as well as restrictions on marketing to children.