



University of Wales
Trinity Saint David

Marketing Management Assessment 1

Communication Channel and Brand marketing strategies - (The Lego Toys Group,
United Kingdom)

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Module Name: Marketing Management

Module code:LCMB7001

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Summary

The LEGO TOYS Group is world's one of large toy company. The Kirk Christian family of Bland, Denmark, owns and operates the enterprise. He collaborates with over 50 firms in a variety of nations. The main products of LEGO TOYS are bricks, which were originally sold in 1958. They are primarily intended to entertain and educate both youngsters and adults. The firm has been dubbed the "toy of the century" on two occasions. In 2018, however, the firm experienced some obstacles and problems. Since then, it has increased its growth pace to 2019 highs and lows. The global epidemic of COVID-19 has caused substantial obstacles for LEGO TOYS in recent years. Due to its commercial power and new technology, it has substantially altered the toy industry's landscape. Introduction, LEGO TOYS talents, and a review of the current product or service portfolio, market or environmental factors analysis, marketing plan, suggestions, and conclusions are all included in the search access. To enter new markets, the LEGO TOYS Group, for example, employs techniques like as licensing and collaborative partnerships. This has led to significant growth in the market. (Lambert & Cooper, 2000)

Over the next five years, there are potential proposals for LEGO TOYS to effectively manage its global operations. First, when implementing the Ansoff metrics, companies must explore and identify new products and markets in African countries, as well as market opportunities. Due to strong competition and high market growth, you also need to reach existing markets such as China through advertising. Companies also need to analyze and evaluate employment market situations to recruit clever and experienced people in recent markets.

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Background

The term "LEGO" is a condensed version of the Danish phrase "leg gud," which means "play well." It's both our name and our ideal.

The company was founded in 1932 by Ole Kirk Kristiansen, founder of the LEGO Group. The company has passed from father to son and is now owned by its founding grandson, Kjeld Kirk Kristiansen. Over the last 90 years, it has come a long way from a small artisan workshop to an all-India industry that is now one of the largest toy manufacturers in the world..

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Ole Kirk Kristiansen, the founder of the LEGO Group, founded the company in 1932. The company has been passed down from father to son, and is now owned by Kjeld Kirk Kristiansen, the founder's grandson. It has come a long way in the last 90 years, from a small craftsman's workshop to a cutting-edge, global enterprise that is now one of the world's largest toy manufacturers.

The LEGO block is our most significant item. We are glad to have been named "Toy of the Century" two times (LEGO group, 2021). Our items have gone through broad advancement throughout the long term – yet the establishment stays the customary LEGO block.

The block in its current structure was sent off in 1958. The interlocking rule with its cylinders makes it interesting and offers limitless structure prospects. It's simply a question of getting the creative mind rolling – and letting an abundance of inventive thoughts arise through play.

Values

We care profoundly for our kin who are important for making LEGO play encounters conceivable. At the point when youngsters play, they figure out how to tackle issues, to be innovative and to become tough. We need to have our influence in aiding assemble a feasible future and have a beneficial outcome on society and the planet, which kids will acquire (LEGO Group, 2021). We accept we have an obligation to limit the natural effect of our tasks and focus on no ecological effect in the world.

Review of Capability and Current Products

LEGO TOYS's Capability

To achieve results, the LEGO Toys Group made important decisions that have facilitated its growth in the global area (LEGO group, 2021).

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For the business to be successful, the administration has developed several strategies to ensure that high quality products and services are offered to customers. With the advent of LEGO Toys, from a small joinery to one of the largest modern toy manufacturers, better decisions have been made in recent years that have profoundly influenced its development. The company has developed corporate architecture skills in its management, which has resulted in increased sales in the global market. LEGO TOYS appreciates that children utilize their hand over to discover hidden abilities and skills while playing with LEGO Toys produces (LEGO group, 2021).

The idea of making wooden Toys stems from the company's main job, which is to stimulate children's imaginations through their creativity in exploring their world. As the core of the new concept, this important decision was made to start developing new products and improving the appearance of the toy. New product categories, such as the board game series, were launched. Products and services have also been expanded into educational formats that teachers can use as demonstrations for students.

A digital store has also developed here, where the LEGO Toys Company currently operates online via the LEGO Toys.com platform and video games (LEGO group, 2021). The digital business is growing exponentially, mainly due to the LEGO Toys universe, the first Massive Multiplayer Online Game from the LEGO Toys Group, which was released in 2010. In addition, LEGO Toys has expanded its direct consumer activities, with the LEGO Toys Group working closely with consumers through its distribution networks and community programs. The aim is to boost consumer contact through direct communication and various offers.

Current Product/Service Portfolio

According to BCG, LEGO Matrix offers its customers a wide range of products and services. They are divided into organized and strategic business units. Product and service analysis is based on market growth and market share in the UK. The matrix includes stars, question marks, even dogs and dairy cows.

Business unit matrices for this article are included. Lego tail ball, Lego a world of play instructions, Lego swing ball inventor Lego world. These are items with consistently

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high market share and moderate market growth. They are considered the best-selling Lego Toys products of all time.



The second category of LEGO Toys products is Star, which includes elements such as brick films and comics. Batman, Indiana, Spider-Man etc.



Another product offered on the LEGO Toys website is digital design services. LEGO Toys products have a fast-growing market but small market share in the question mark category. These include Discovery, LEGO Toys NBA Basketball, LEGO TOYS Soccer and NHL, among others.

Peer Dog, the main business entity, has low market share and limited market growth. Flicks and comic-based building blocks are two examples of things that can lose popularity over time.

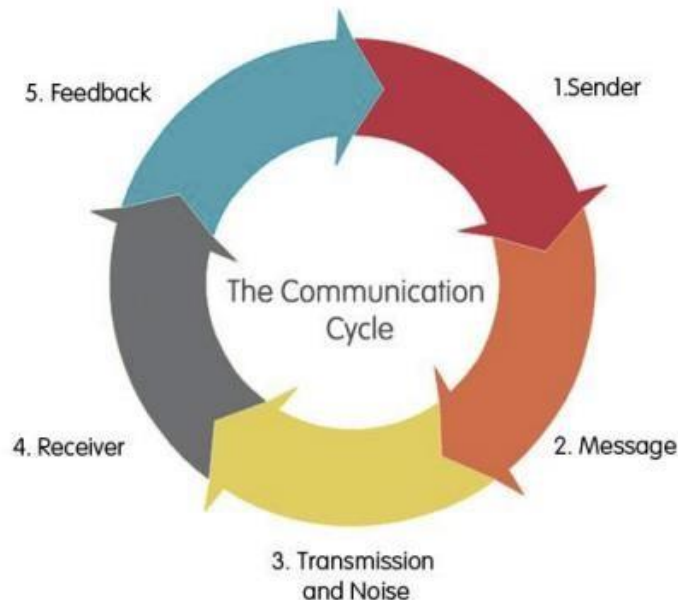
Communication

Communication is the thing that makes life as we know it possible. Assuming you can't convey adequately in the business world. Having issues speaking with customers is not a good excuse to surrender; however, we would rather not see you postpone your white banner (Mitchell, 2016). We're here to assist you with connecting and make associations.

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The model is a visual portrayal of how a message goes from shipper to beneficiary.

Communication Structure



- **Sender**

The shipper is the individual who needs to convey a message. Obvious, isn't that so?

- **Encode**

For a shipper to move a message, they should initially make an interpretation of the message into images for the recipient (the person who gets the message). This implies taking contemplations, feelings and pictures and making an interpretation of them into something the recipient can comprehend.

- **Message Channel**

In the wake of encoding the message, it's an ideal opportunity to convey the message to a beneficiary. To do this, we should pick a channel for the message to go through. The channel is the sort of medium used to communicate messages among shippers and recipients.

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- **Decoding**

When the message is gotten by somebody, it's the ideal opportunity for the unraveling system. Very much like a source should encode messages to convey, collectors should detect and decipher the images to completely comprehend the message. They then, at that point, interpret the images once more into pictures, feelings and musings to sort out them.

- **Receiver**

The collector is the individual who gets the message.

Communication models

There are several models of communication, but according to my concern following are best match with the organization

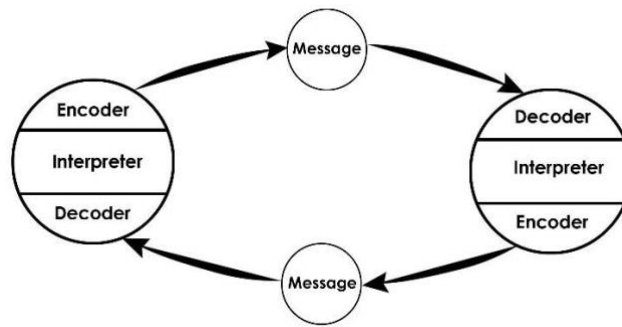
SMCR MODEL AND SHANNON WEAVER COMMUNICATION MODEL

Communication models are efficient portrayals of the cycle which helps in seeing how Communication functions should be possible. Models show the interaction figuratively and in images (Businesstopia.ne, 2014). They structure general viewpoints on Communication by breaking Communication from complex to basic and maintains the parts in control.

SMCR model

The SMCR model examines the interaction and Communication specificity. The acronym stands for source, message, channel and receiver, and this hypothesis divides the various parts that structure the net impact of Communication (BERLO'S SMCR MODEL OF COMMUNICATION, 2019). The communication model consists of four parts that describe the Communication interactions. Different parts of the model are influenced by different elements, such as sender, communication skills, attitude, knowledge, social framework, culture, message.

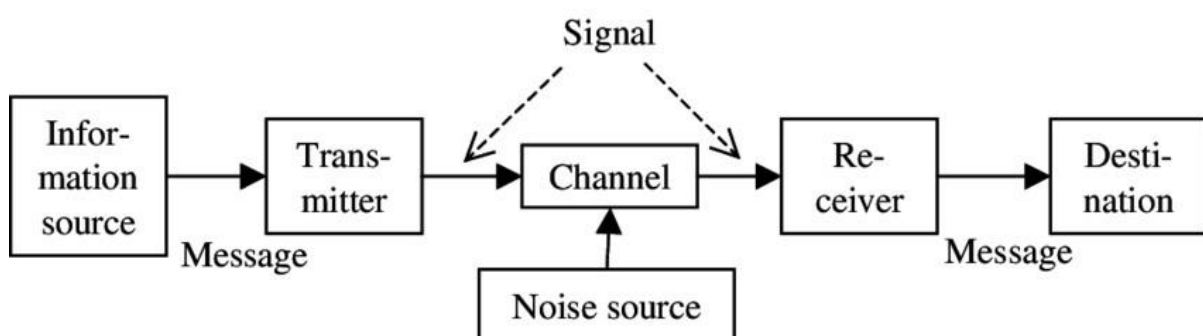
Communication Channel and Brand marketing strategies



To summarize the SMCR communication model, it presents the Communication cycle in the most difficult structure. The model consists of four parts, each of which is affected by different elements. To ensure that a message is delivered as effectively as could be expected, the sender and receiver must have the same beliefs.

SHANNON WEAVER COMMUNICATION MODEL

This model is exceptionally intended to foster the compelling Communication among source and recipient. Likewise, they observe factors which influencing the Communication interaction called "Commotion". At first the model was created to work on the technical Communication. Later it's broadly applied in the field of Communication (Shannon and Weaver Model of Communication, 2019). The model arrangements with different ideas like Information source, transmitter, Noise, channel, message, beneficiary, channel, data objective, encode and translate.



Integrated marketing communication

Integrated marketing communication assumes a basic part in conveying brand message to a bigger crowd. Incorporated Marketing Communication helps in coordinating all fundamental parts of promoting to impart comparable message to potential and existing end-clients.

Communication Channel and Brand marketing strategies

Integrated marketing communication is fundamental for business-to-business advertising as well as for direct connection with clients (Bagaria, 2021). It mixes different promoting apparatuses like publicizing, advertising, direct showcasing, etc. Associations carrying out incorporated showcasing Communication not just effectively advance their brands among main interest group yet in addition foster trust among them.

In the current situation of relentless rivalry, advertisers need to advance their brands by viably coordinating pertinent showcasing instruments for better outcomes and expanded usefulness. Coordinated showcasing Communication assumes a fundamental part in conveying a brought together message to end-clients through different channels and along these lines has better possibilities of drawing in clients. A solitary message goes to clients across all showcasing channels be it TV, Radio, Banners, hoardings, etc.

BRAND

Since its inception, LEGO has focused on developing the brand beyond a familiar logo to represent LEGO as a symbol of quality and innovation and to fulfill its mission to "drive and promote the manufacturers of tomorrow" (Qian, 2016)." LEGO has carved the land with creative passion, fun, imagination, learning, care and quality in its models.

Brand Strategy

LEGO's marking methodology focused on rebuilding its image collection and fostering an economical business for the organization. The brand notoriety of LEGO was ascribed to its marking technique that had developed throughout some undefined time frame. LEGO had a "Adjusted Brand Portfolio" wherein its product offering was differently conveyed across various stages which brought about the organization partaking in an upper hand over other toy organizations.

Brand Equity of LEGO

The value of Brand is only the worth of a brand. Yet, the idea of appending a worth to a brand is extremely intriguing and has a more profound significance to it. Overall

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terms, great brand value is accepted to give better estimating and, in this manner, a superior income to an organization. Be that as it may, there are various manners by which the brand esteem is determined (Schild, 2021). Various ways and broad investigations have been led to comprehend the idea of brand esteem.

In view of various examination studies, it has been set up that the brand is one of the main elusive resources of an organization which assists with working on the monetary exhibition of an organization. Out of a wide range of kinds of exploration and instruments created, the Brand value model is a huge one.

In view of the different brand value models, it is obvious that brand value is constrained by various parts like quality, execution, brand awareness, and devotion.

Brand equity models are meant to establish how a brand's respect is built. Each of the Brand equity models provides a thorough explanation of the concept of brand esteem and how to measure it.

At various phases, brand equity models are used to configure advertising system (Schild, 2021). Working on the perception of an item, gaining more loyal consumers, gaining an advantage, and so on are a few of the significant actions that may be achieved by employing these Brand equity methods.

Brand Equity Model

Aaker Brand Equity Model

David Aaker characterizes brand value in his Aaker models. It characterizes the value of the brand collectively through resources and commitments that can be directly associated with the brand and add value to the item. an advertising professor at the University of California, Berkeley and administrative expert at Prophet, is a demonstration model that views brand equity as a combination of brand awareness, brand loyalty, and brand affiliation. (Preeti, 2016).

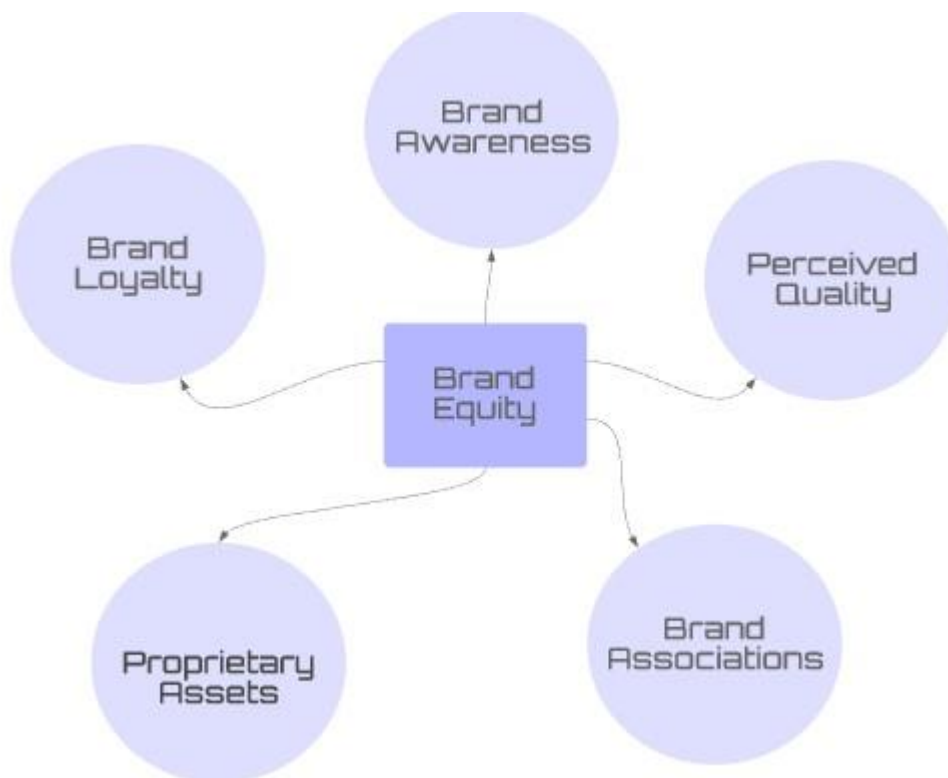
Aaker characterizes the brand value as the arrangement of brand resources and liabilities connected to the brand - its name and images - that increase the value of, or deduct esteem from, an item.

Brand Equity = Awareness + Loyalty + Association + Quality + Other Resources

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- **Decreased promoting costs:** clinging to faithful clients is less expensive than enchanting likely new clients
- **Exchange influence:** faithful clients address a steady wellspring of income for the distributive exchange
- **Drawing in new clients:** current clients can assist help with naming awareness and subsequently acquire new clients

Time to react to serious dangers: steadfast clients that rush to switch brands give an organization more opportunity to react to cutthroat dangers The degree to which individuals are faithful to a brand is communicated in the accompanying variables Aaker model somewhere relate with LEGO toys as:



Brand Loyalty

This explains the level of loyalty that a customer shows towards a brand.

In the advanced time, the organization has presented a few new devices and highlights with the possibility to drive client commitment and client dedication higher.

In the primary portion of 2020, the organization encountered a sharp development in the quantity of guests to its online business stage

Brand Awareness

This is the level to which the brand name is famous on the lookout. As of late, Lego went into an association with Universal to make a restrictive film establishment (Fleming Jr., 2020). This will additionally assist Lego with reinforcing its image awareness universally.

Perceived Quality

The picture of an item and its value according to the clients. The brand picture of Lego bunch separates it from its rivals and is a basic asset for the organization. It is impacted by a few elements including client experience, promoting and different variables like estimating, item quality and client assistance.

Brand Associations

The degree of acknowledgment that a brand has in its item classification. Lego Group, likewise, its image picture upholds its showcasing and assists with holding important clients. Lego's picture is related with fun, development, learning, and advancement.

Proprietary Assets

The quantity of licenses, protected innovation privileges, brand names, and so forth that a brand possesses. These elements of the Aaker model help to impact the client's decision. A client will want to connect with a brand that offers better caliber and fulfillment.

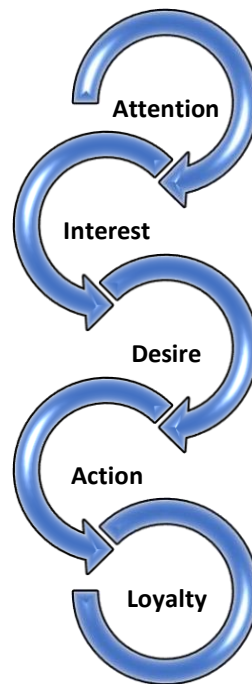
Customer Journey Map

Customer Journey Map of Lego toys have 5 parts, which are as follow-

The customer journey map includes different aspects which are used by Lego to find answers to their question related to marketing.

1. **Attention-** How Lego make the target aware of brand?
2. **Interest-** How Lego successfully get their target interest in their brand product?
3. **Desire-** How Lego makes a desire between target to purchases?
4. **Action-** How to reach and buy Lego product?
5. **Loyalty-** How Lego will make their target loyal towards their brand?

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	Persona 1	Persona 2	Persona 3
Attention	Social Media Promotion	Branding	Advertisement
Interest	By providing best Quality	Optimum Cost	Making product Attractive
Desire	Product Scarcity	Make It Exclusive	Constantly Innovate
Action	Sale	Discount	Offers
Loyalty	Improve your customer experience	Seek out customer feedback	Maintain voice, tone, and language at every touchpoint

New Promotional Strategy

Marketing through social media:

Lego's marketing strategy includes social media, and the firm actively uses all of these platforms to build its client base and engage followers, from Facebook to YouTube.

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On Facebook, Lego has a fan base of almost 13 million people (Qian, 2020). On Facebook, it also has a high user interaction rate. The firm publishes one to two times every day, with the majority receiving thousands of likes. While this demonstrates the brand's appeal, it also demonstrates that for toys, games, and entertainment firms, Facebook can be a great marketing and consumer interaction platform.

Video Marketing:

Lego's marketing approach incorporates video marketing as well. The firm uploads videos on YouTube on a regular basis. On YouTube, it has about 7 million subscribers (MBA Skool, 2021). The firm uses many platforms to post a variety of films, including informative and promotional videos, with the goal of increasing brand recognition, sales, and fan and follower numbers.

Content marketing

Content marketing is a strategic marketing technique which LEGO follow and that helps in focuses on producing and delivering valuable, relevant, and consistent content to attract and maintain a specific audience and, eventually, to generate lucrative consumer action.

Digital Platform

LEGO's digital platform is used to give an integrated customer experience to each sector of its target audience. LEGO Life is a social networking software for kids under the age of 13 that allows them to upload images of their LEGO projects and write comments on others' (Qian, 2020). With over 10 million members, the online community is an efficient tool to raise brand exposure by allowing younger people to participate through social media.

Conclusion

Brand awareness may be increased by using web advertising tools that inform, remind, and convince customers about their brands, products, or services. The consumer may interact with the business in a variety of ways, such as inspecting recordings, playing around, spending time on the site, communicating with various clients, or watching advertisements. It is critical to develop communication with your image, create good brand affiliations, increase brand devotion by linking it with the interest group, and motivate clients to learn about your image and associated things

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in order to increase brand awareness. The brand is viewed as a result of distributions in various media channels reinforcing its circumstances in the customer's mind. Brand awareness is achieved via publicising, promoting, selling, and advertising on the internet. Advertising for websites, as well as communications and social media, is referred to as web promoting. Online media advertising refers to the use of web-based media tools (such as Facebook, Twitter, and LinkedIn) to reach out to customers in novel ways and raise brand recognition. Individual to individual communication aids in the advancement of the company and its brand recognition.

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