

# LEGO Brand Analysis

*Sample from my Strategic Brand Management Course – Casual Tone*

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Legos. The building blocks of many of our childhoods. This globally acclaimed brand is known for its interlocking, colorful plastic bricks. But what exactly are the brand elements that make this brand so successful? And how do these elements come together to contribute to customer-based brand equity?

As we know, there are several criteria for choosing brand elements: elements must be memorable, meaningful, likable, transferable, adaptable, and protectable. They must positively contribute to customer-based equity, or the value of a brand as perceived by customers. The power of the brand lies with the customers. A brand must consider how customers think, feel, and act about it. Now that that's established, let's get into it.

LEGO was founded in 1932 by Ole Kirk Christiansen in good old Denmark (a fabulous country, by the way). To this day, the Kirk Christiansen family still owns the brand (impressive), which reflects strong generational leadership. LEGO has been one of the most successful toy brands in the history of marketing (and that's not just me saying that because I'm writing this paper about them). LEGO's marketing strategy is a masterclass in leveraging nostalgia, forming collaborations, embracing innovation, and engaging with its community. "The success of the company can largely be attributed to a willingness to embrace new technologies, but also to staying steadfast to an idea" – Qatar. Don't judge me for how I'm citing my sources; it's been a while since AWR.

Anyway, let's get into the brand elements in more detail. I'll get more serious (maybe).

As you could've guessed, the brand name is LEGO. This derives from the Danish phrase "leg godt," meaning "play well." This is a beautifully chosen name, as it's simple and illustrates exactly what LEGO is for: play. Its iconic logo is red and white, with the word "LEGO" in all-capital white letters. This logo appeals to all generations; its boldness and color scheme make

it easy to spot in any store. The slogan reads, “Only the best is good enough.” This motto, used since 1932, inspires future generations of builders through the power of play. It encourages them to use innovation and think critically when building. The colors of LEGO bricks have evolved over time and with trends, reflecting customers’ desires. The typography is a bold, playful font that embodies the brand's spirit. The crisp packaging showcases the product inside and intrigues consumers. The stackable design of LEGO bricks encourages endless imagination. What piece can fit into another to create something new?

What makes these brand elements fit together so seamlessly? They tell a story. Where do we see a brand’s story? The company’s mission statement. This short, meticulously crafted string of words summarizes everything we need to know about a company or the basis of its existence. LEGO’s mission statement reads, “to inspire and develop the builders of tomorrow.” What a stunning statement. That little boy building a skyscraper or that little girl building a castle is your future construction manager or architect. And what is the thing that brings them these possibilities? LEGO. LEGO's brand elements are all connected through playful typography, bold logos, and inspiring packaging. They encourage consumers to use their imagination and create something.

Now, how do these brand elements contribute to customer-based equity? A lovely quote from our slides says, “The power of the brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time” (Keller). In short, the customer is at the heart of everything the brand does. This is why LEGO has been successful for so many generations.

It understands and carefully considers the customer at each step of the branding pyramid:

**Salience:** Deep, broad brand awareness. I think we can all agree that we could spot LEGO’s logo from a mile away, even if we weren’t wearing contacts (if you have 20/20 vision, I am jealous).

**Performance and Imagery:** Points of parity and points of difference. Their building blocks are made of durable, high-quality material, allowing for the creation of virtually anything. What do they do differently? (So glad you asked.) They have entered into unique collaborations

with fan-favorite franchises like Star Wars and Harry Potter, offering consumers the chance to build something of their own from their favorite movies.

**Judgments and Feelings:** Positive, accessible reactions. The feelings evoked by playing with LEGO are nostalgia, playfulness, creativity, and innovation. LEGO listens to its customers' feedback. There is endless evidence of this, but my favorite is the LEGO Ideas initiative (<https://ideas.LEGO.com/projects/create>), where fans can submit product ideas for consideration by the company. And you know what? The company follows through with it. The Vincent van Gogh *Starry Night* set was designed by a fan named Truman Cheng.

**Resonance:** Intense, active loyalty. To say LEGO has a loyal customer base is an understatement. Customers of all ages are deeply connected to the brand. Kids love it because they can constantly build. Adults love it because it reminds them of their childhood. Parents love it because it boosts their kids' imaginations and fosters shared activities across generations. LEGO sets are often collectible, a tangible piece of nostalgia.

I'll leave you with some final thoughts here because I like to do that: wrap things up nicely and leave a lasting impression. Nostalgia, playfulness, imagination. If I had to sum up LEGO's marketing in three words, those would be my choices. LEGO seamlessly integrates all of its branding elements to tell a story. And you know who lies at the heart of that story? The customer.

Boom. Mic drop. Thank you and goodnight.