

**LEGO® MASTERS** x **Kmart**

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## EXECUTION

Across the season, Kmart ran an integrated TVC with the tagline "Start your LEGO® Masters Journey at Kmart". This was supported by LEGO® Masters branding in-store, online, in catalogues, EDMs and radio spots.

Additional to this, Kmart housed a LEGO® Masters branded content series leveraging talent from Season 1 on their socials and website called "Mini Builders Challenge". Under the guidance of 2019's LEGO® Masters Australia winners, two LEGO®-loving competitors went up against each other in a friendly LEGO® building competition. Each weekly challenge was devised from themes explored in the show, and was rolled out across Kmart's owned and operated channels such as their website and social platforms.



## CHALLENGE

Kmart has a long history of making everyday products more accessible to more people, with low prices that everyone can enjoy. Wanting to celebrate family connection, creativity and establish their brand as the destination for LEGO®, Kmart launched a new 'Lower prices for life' campaign.

The toy category is very competitive, so Kmart partnered with LEGO® Masters with the objective of driving traffic to Kmart stores, as well as cementing Kmart as the No.1 retail destination for the LEGO® product.



## SOLUTION

Kmart leveraged IP across their assets in the LEGO® Masters Broadcast, Digital and Social channels, as well as online and instore. This strong partnership would cement them as the home of LEGO® in Australia.



## RESULTS

**6%**

**Uplift in campaign messaging**

**7% PTS**

**Uplift in brand consideration**

**+18% PTS**

**Previous 4 week purchase**

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