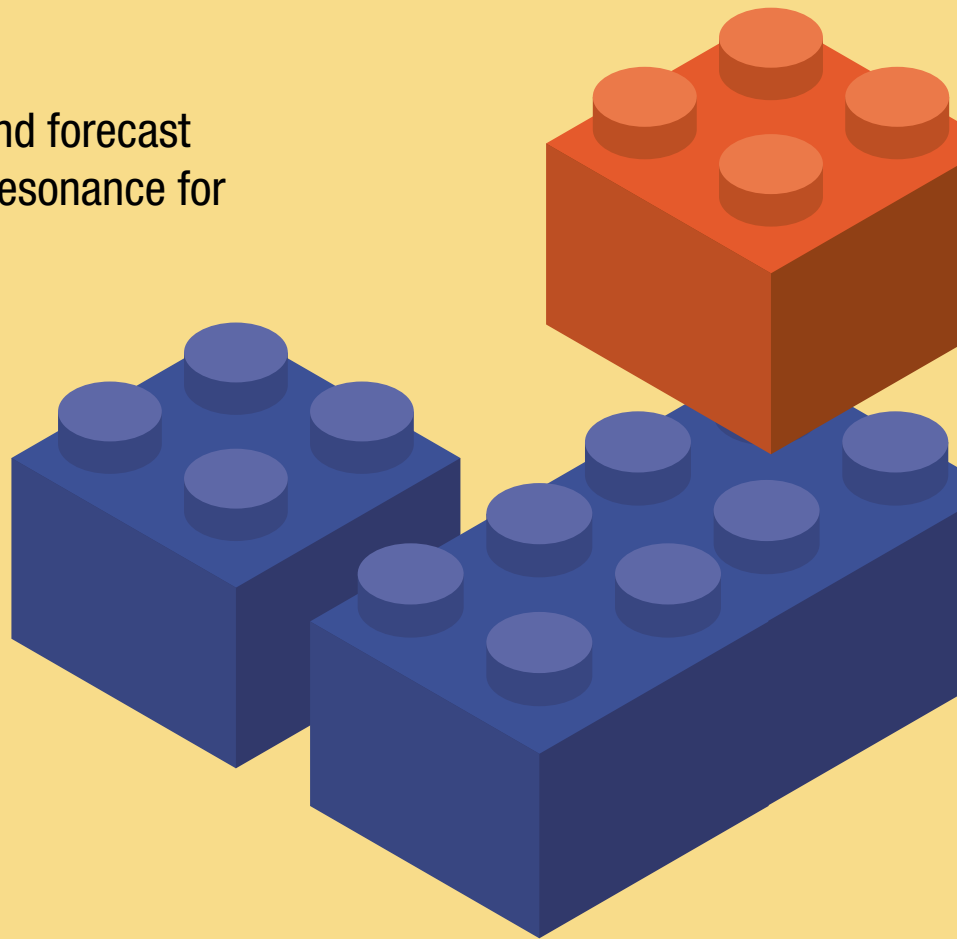


CASE: LEGO INNOVATION

# VALIDATING LEGO INNOVATION BY REPLICATING REAL-LIFE DECISION MAKING

How to realistically predict and forecast market potential and brand resonance for potential new product line?

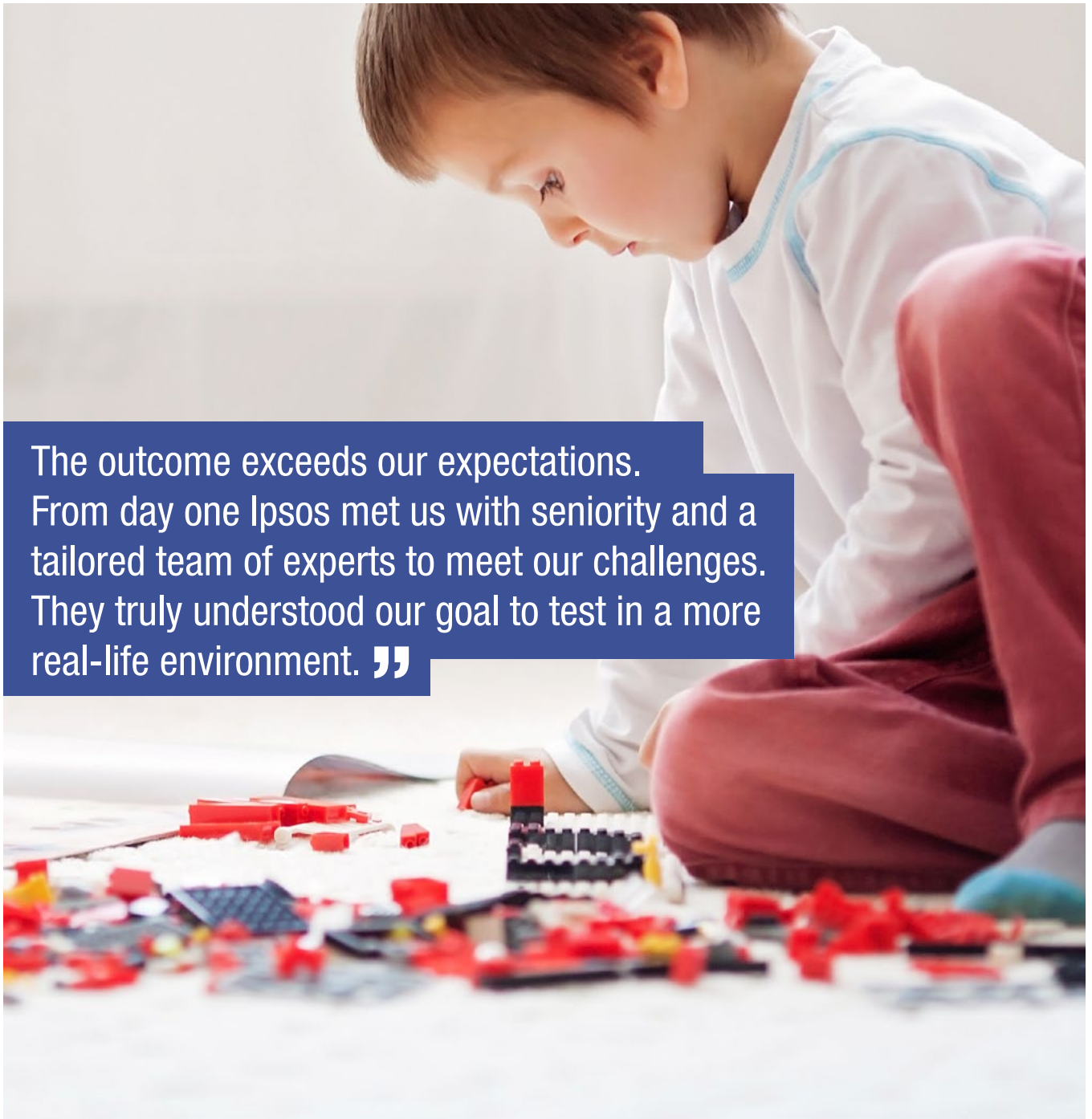


“

IPSOS' UNIQUE INNOVATION RESEARCH DESIGN, REPLICATING REAL LIFE ENVIRONMENTS, HELPED US VALIDATE THAT OUR NEW LEGO INNOVATION IDEA IS RELEVANT TO BOTH BOYS AND GIRLS. THIS IS OF GREAT IMPORTANCE TO US.

Senior Manager, Global Insights, LEGO





The outcome exceeds our expectations. From day one Ipsos met us with seniority and a tailored team of experts to meet our challenges. They truly understood our goal to test in a more real-life environment. ”

## LEGO INNOVATION CASE

LEGO stimulates human creativity and resonates across gender, geography and cultures. When developing a new product line – a LEGO innovation – it's imperative to test both market potential and how well the product supports LEGO's values of diversity and inclusion. In addition, it is imperative to choose a research methodology that help diminish the gap between test-forecasted results and actual market performance.

Ipsos met these challenges with a unique combination of testing both among kids (users) and parents (shoppers), recognising both as strong influencers on what toys end up in kids' rooms. By using behavioural science, Ipsos replicated real-life 'choice and buying situations' when testing product line potential across key markets. Both elements improved data credibility. Combined with the expertise of the Ipsos team, the number of deep strategic insights was taken to a higher level. Furthermore, it helped eliminate prior product uncertainties due to strong proof-of-concept for the potential of a new product line.

## THE CHALLENGE

To create a setup for concept testing that mimics real-life choice and buying situations to help forecast actual market potential and performance.

The project needs to answer:

- Does the new product line resonate with LEGO's brand position to help further diversity and inclusion?
- How well does the overall concept appeal to kids and to what level are parents willing to buy the product – as well as correlations between the two?
- Deep dive into the effects of different design of the story narrative, different model designs, model sampling, market potential and competitors?

## THE PROCESS


Large scale quantitative analysis across three global key markets. Unique Ipsos approach with parallel testing amongst both kids and parents: In real-life product appeal, choice and actual trial/buying is a complex interaction between kids as influencers and parents as decision makers/shoppers.

Overall test design focussing on:

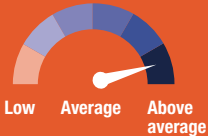
- Validation of concept: overall design lines, identification with characters and appeal across ages and genders.
- Isolating impact from different elements of the story: video, visuals, text and building experience.
- Using behavioural science to mimic real-life situations predicting choice strength towards kids, in-market trial index as well as predicting optimal mix of models.

## THE RESULTS

More specifically, the project has led to:




**Proof-of-concept:**  
Very high appeal and all design directions achieve Trial Indices well above market level for both kids and parents.



Low    Average    Above average



Strategic recommendations on how to sample products and build synergy from the various elements of the universe and the storytelling. Specifically with regards to secure appeal across genders.



Establishing important trust within the organisation regarding both the specific data and the value of research during product innovation.

“ Ipsos is challenging us to be more holistic thinking in our approach to concept testing. On the result side we have been presented with deeper insights and data, as well as benchmarks from the Ipsos Toys and VG database, which was of high value and importance to build internal confidence to our senior leadership team.”

“This project has showed us what best-in-class looks like. As such, the ultimate outcome is that Ipsos helped us to reestablish trust in data and value their strategic insights. I am sure this will inspire us when developing our research-journey further in LEGO.”

Senior Manager, Global Insights, LEGO

# BE SURE. MOVE FASTER.

Ipsos are unique as they offer testing in a competitive context, where real world decisions that consumers will make are mimicked, to assess their attitudes and intentions towards the product. The results are benchmarked against our enormous international database. Ipsos tailored a solution to LEGO specifically, while maintaining the strength in the validated innovation thinking that Ipsos is so famous for.



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**GAME CHANGERS**

