

LEGO MINDSTORMS® with viral strength

In December 2006, LEGO launched a viral campaign to promote their new LEGO MINDSTORMS® NXT robotics toolset. Through the viral campaign Lego wanted to show that you can build and program robots that do what you want. Two clips, Robot Power (a robot which smashes a glass wall) and Root Attack (a scorpion robot which protects its food), should drive attention to the new robotics toolset.

The viral campaign was an integrated part of an overall extensive PR campaign. The campaign was seeded by GoViral with active seeding in three target markets; US, UK and Germany.



Campaign objectives and strategy

The objective of the campaign was to create awareness about the LEGO MINDSTORMS® robots for both current and new users. The LEGO MINDSTORMS® were launched for the first time in 1998, and this relaunch of the robots should market the new MINDSTORMS® generation for a young audience. The new robots were quickly appreciated within media and tech communities, however, it was important to also reach the primary target group of 10-14-year-old boys being the main potential consumers. Lego previously have had success reaching a young audience through a viral campaign, and the viral channel was thus an obvious choice for this campaign.

The two virals were made as candid camera videos to attract and amuse the young target audience. The clips were launched through a multiple-burst seeding strategy with a main seeding round in the first week followed by a minor seeding the following week. The age and gender of the target group were taken into account when deciding what sites to use, and the seeding was accordingly focused on sites with young users and a great variety of entertainment sites. The campaign was rapidly picked up, and the target was reached after only one week.

The result

The result has been a total of 870,000 tracked views. In the first week, 130,000 views were generated, and the target was thus reached very quickly. 428,000 of the views originate from the three target countries, which is 49% of the total views.

Five months after seeding, the campaign still generates about 1000 views on a daily basis, and the campaign shows hardly any monthly decrease. From an average cost per view (CPV) at €0.30, the contact price has decreased along with the large amount of views to an average cost per view at €0.04. The results are more than expected and the direct exposure aimed at youngsters has been very valuable in reaching the attention of the primary target audience.

Campaign info

Client: Lego
Creative agency: M2 Film
Launched: 12-2006
Markets: US, UK, Germany
Target: 113,000 views

Total views: 871,500
Actual views/ target: 771%

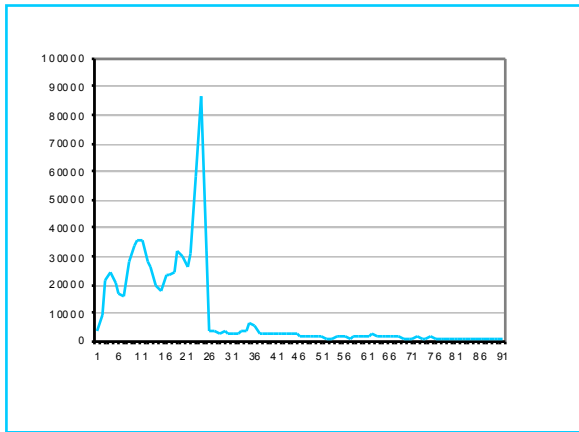


Watch the campaign at <http://5x5m.com/files/mindstormrobots>



Campaign statistics

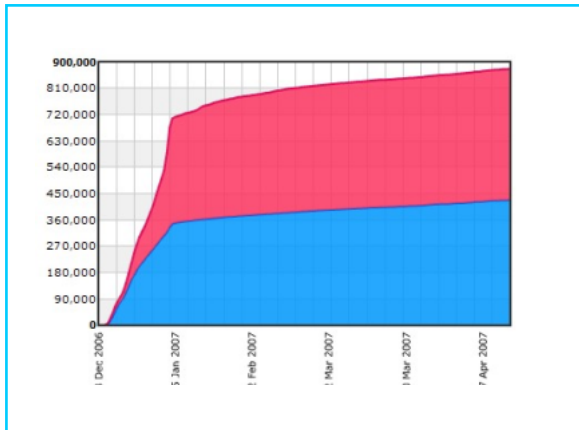
The following figures show the amount of daily views which the MINDSTORMS campaign has generated, the total number of views and the number of sites which the campaign has spread to.



Daily views

This figure illustrates the daily views. Two seeding bursts were chosen within the first weeks to reach the target audience of boys aged 10-14 and to keep awareness level high. The major peak after three weeks is caused by features on large video sites.

After a month, the daily number of views decreased to stabilize at a lower number of views, and the campaign in average generates 1000 views every day.

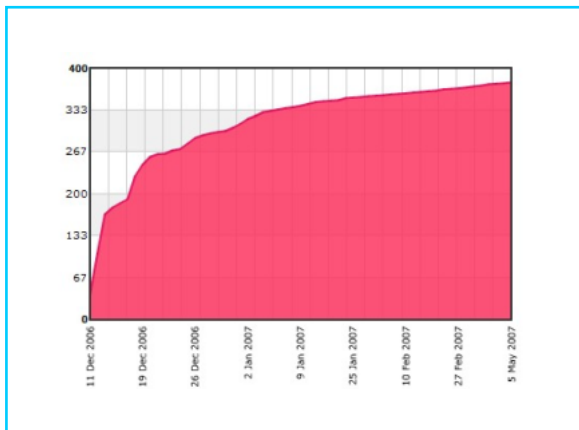


Total numbers of views

This figure illustrates the total number of views accumulated from campaign start. The blue area shows the views reached in the three target markets, and the red area is spill-over views reached outside these territories. The campaign grew drastically within the first month, and now shows only a small monthly increase.

Total views: 871,500

Views in target markets: 427,900



Sites showing the campaign

After the seeding of the campaign, sites and online users quickly picked up the campaign material. The sites broadcasting the campaign grew rapidly in number within the first month after seeding, and the total number of sites showing the two MINDSTORMS virals is now counting an amazing 377 sites, forums and communities.

GoViral is a viral seeding agency. We launch viral marketing campaigns for leading creative agencies, media agencies and advertisers worldwide. Our global Seed&Track™ solution help marketers reach people globally in 27 countries and tracking the result at the same time. In all countries we seed on local languages, on local sites and with local seeders. We bring marketing materials, such as commercials, games, stories etc. to the places where people meet on the internet - creating high-volume, targeted and cost-effective viral marketing campaigns. www.goviral.com.

London office contact: Claus Moseholm, claus@goviral.com, +44 77 26 01 76 14
Copenhagen office contact: Jonas Lyngbo Hjort, jonas@goviral.com, +45 23 25 55 25
Stockholm office contact: Kristofer Mencák, kristofer@goviral.com, +46 70 77 87 417
International contact: Jimmy Maymann, jimmy@goviral.com, +45 22 20 70 50

