

A collection of handmade LEGO flowers is arranged on a light brown, woven straw mat. The flowers are constructed from various LEGO bricks and stems. There are several blue flowers with small blue petals, a yellow flower with large yellow petals, a pink flower with many small pink petals, and several purple flowers with small purple petals. The stems are made of green LEGO Technic beams. The background is a close-up of the woven mat, showing the texture of the straw. In the bottom right corner, a small portion of a grey bowl containing a ball of grey yarn is visible.

Case study

Boozt Media Partnership x LEGO®



Boozt x LEGO®

Mother's Day

LEGO® aimed to highlight their LEGO® Botanical® collection for Mother's Day, offering a unique and creative way to celebrate the occasion. As part of this initiative, LEGO® launched a special campaign in collaboration with Boozt. The campaign was designed to reach a broad audience, with marketing efforts running both onsite at Boozt and newsletters.

By partnering with Boozt, LEGO® sought to showcase the LEGO® Botanical® collection as a thoughtful and original gift idea for Mother's Day, appealing to both LEGO®-enthusiasts and those looking for a meaningful way to celebrate their mothers. The collection, featuring beautifully designed buildable flowers and plants, not only offers a sustainable alternative to traditional gifts but also taps into the growing trend of creative self-expression through LEGO® sets.



Boozt x LEGO®

Mother's Day results

- 1 **+164%** increase in number of orders vs LY
- 2 **+174%** increase in items sold vs LY
- 3 **+20%** increase in avg. order value vs LY
- 4 **+284%** increase in brandwall pageviews vs LY
- 5 Covers **80%** of the 10 most items sold vs LY
- 6 **+217%** increase in Gross sales vs LY



Mother's Day results

1. Number of orders

During the campaign period, LEGO® achieved a **order increase of +164%** compared to the same period before and after Mother's Day in the previous year

2. Items sold

LEGO® experienced a **higher increase in items sold before returns (+174%) compared to the number of orders**. This suggests that LEGO®'s target audience purchased more than one product from the collection, potentially delighting more than one mother with their gifts.

3. Avg. order value

The **average order value increased by 20%** compared to the period before and after Mother's Day in the previous year. This trend indicates that customers saw value in buying multiple items from the LEGO® Botanical® collection, whether for different recipients or as part of a larger gesture.

4. Brandwall pageviews

All traffic during the campaign was directed to LEGO®'s brandwall, where the Botanical products were prominently featured at the top. As a result, **the number of brandwall pageviews increased by 284%**, and the **average time spent on the brandwall by 78%**.

Of all brandwall pageviews, 35% was linked by newsletter.

5. Top 10 most items sold

From a product performance perspective, **the Botanical® series accounted for 80% of the top 10 best-selling products** during the campaign period (8 out of 10). **The same results appears looking at top 10 most viewed PDP's**, where the Botanical® series were represented as 8 of them. This is a clear indication that LEGO® successfully reached the right target audience, at the right time, and in the right place.

6. Gross sales

The campaign has been highly significant for LEGO® in terms of sales. With a **gross sales increase of over 217%** compared to last year on Boozt, LEGO® has every reason to be both proud and satisfied with the marketing initiatives that drove these conversions.

A close-up photograph of several LEGO Botanical flowers. The stems are made of green Technic rods, some with dark green leaves. The flowers are constructed from various colored Technic bricks and pins, including light blue, white, purple, and pink. They are arranged on a light brown, woven straw or wicker surface.

Boozt x LEGO®

Mother's Day statements

We are very proud to be part of LEGO®'s network, and LEGO®, as a brand, consistently achieves success on Boozt. This case once again highlights the powerful impact that marketing and strong collaboration can have on a brand in terms of awareness, consideration, and sales. By working closely together, we have been able to leverage our combined strengths to create a campaign that truly resonated with customers and delivered outstanding results.

The significant increase in both views and time spent shows that customers were not only visiting the page but also taking the time to explore the LEGO® Botanical® collection in detail. This reflects the campaign's effectiveness in capturing attention and driving not only meaningful interaction with the brand and products but also actual conversions into sales.

- Nicolai Rosenberg, Boozt Media Partnerships

We are thrilled to have collaborated with Boozt.com on a successful Mother's Day campaign. This initiative aimed to highlight the collection as an original and thoughtful gift, appealing to both LEGO® enthusiasts and those seeking unique ways to celebrate their mothers. Through this partnership, we were able to reach a broad audience with targeted marketing on Boozt's platform and through newsletters, creating a memorable campaign that resonated with customers.

The results reflect the power of our collaboration, with a significant increase in both page views and engagement time, demonstrating the campaign's success in capturing interest and encouraging customers to explore the collection in detail.

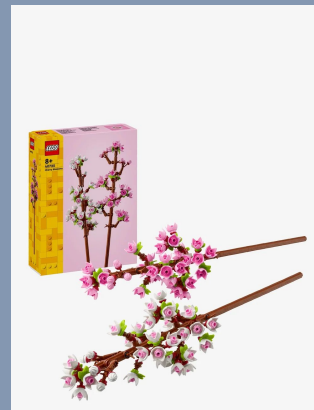
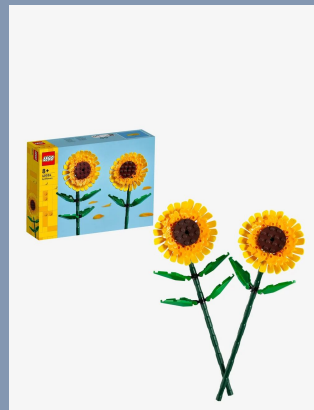
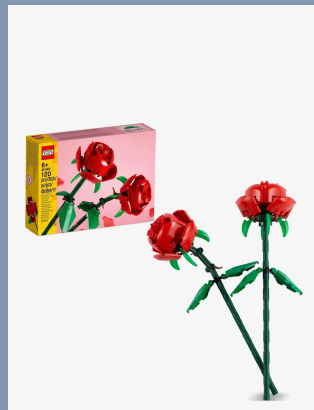
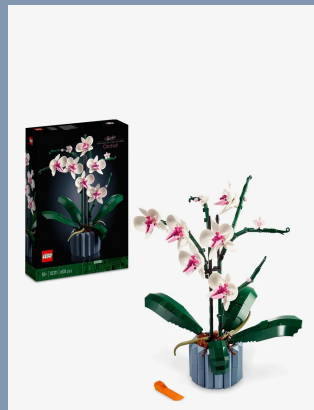
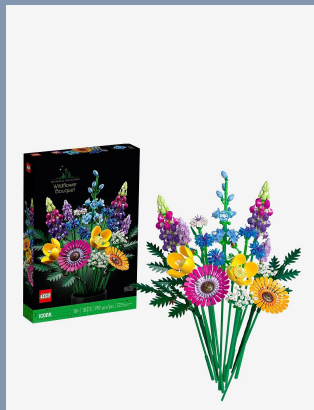
By working closely with Boozt, we achieved a strong impact in terms of brand awareness and sales, underscoring the effectiveness of our strategic partnerships in bringing the joy and creativity of LEGO® to life for new audiences through meaningful and creative activations.

- Vedran Mesovic, Key Account Manager, LEGO

Boozt MEDIA
PARTNERSHIP

Boozt x LEGO®

Mother's Day - Botanical® Collection



Boozt x LEGO®

Mother's Day

Interested in finding a solution for your brand?

At Boozt, we can assist you with your marketing initiatives, whether it's centered around special occasions, product focus, or something entirely different. Let us help you elevate your brand and connect with your audience effectively.

For more information see the BMP Mediakit.

