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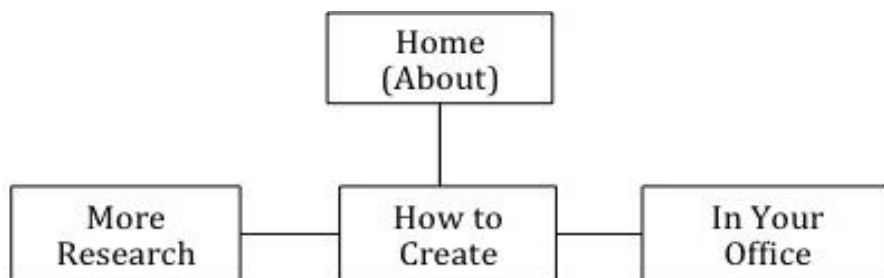
#TakeaBreakandCreate with LEGO  
SOCIAL MEDIA PLAN

**Overview**

In order to most effectively break through our audience’s most viewed social media destinations, our campaign will target Facebook, LinkedIn, and Twitter and direct viewers to our website. By choosing the more visually mundane sites (as opposed to Pinterest or Instagram), our eye-catching ads will entice our audience to click and learn more. The constant headline and hashtag used throughout the campaign will be, “Take a Break and Create;” this campaign title will tie into LEGO’s overall purpose of “Endless Possibilities” while giving way to a new usage for our product. Also, the idea of breaking through the “boring” stuff and offering something “inspiring” will go hand-in-hand with our campaign’s primary benefit to its audience.

Thumbnail click-ads will be used on Facebook and LinkedIn that take viewers to the website as well as articles written as a result of press releases sent out to various credible media outlets. This gives the campaign the needed rationality that our target market requires to stray from the norm. The hashtag and various stand-alone ads, both including the link to the website, will be featured on Twitter. Our website will act as a microsite to LEGO’s official website; popular LEGO characters and imagery will be found on our site, and users will easily be able to explore the official LEGO website from our site. Therefore, the layout of our site will closely resemble what has already been created by LEGO to make the visuals more seamless. However, the black and white theme seen in the ads will carry over to the website, slightly differentiating the campaign from the other LEGO webpages. Images of typical workplaces or transit areas with colorful pops of LEGO creations will decorate the website.

**Microsite Site Map**



## **Tweets**

- Hit a wall? #TakeaBreakandCreate Go to [www.LEGO.com/TakeabreakandCreate](http://www.LEGO.com/TakeabreakandCreate) download some FUNctional blueprints right in your office.
- Researchers say that taking a break and doing something creative can boost productivity. Creativity + Productivity = Endless Possibilities. Tweet @LegoIdeas with your in office creations #TakeaBreakandCreate
- Want LEGO to come to your office? Visit [www.LEGO.com/TakeabreakandCreate](http://www.LEGO.com/TakeabreakandCreate) and find out how. Creativity + Productivity = Endless Possibilities.
- Feeling tired? Get Inspired! Visit [www.LEGO.com/TakeabreakandCreate](http://www.LEGO.com/TakeabreakandCreate)

## **Facebook and LinkedIn Article Post**

The corporate environment most often demands a sense of urgency at almost every moment of the day. In order to achieve this in a healthy balance, you may need to slow down in order to speed up. Job-related stress is a productivity-killer. Disconnecting from work can do wonders for people's energy and mindset. It is ideal to encourage employees to use their breaks in creative way. With LEGO you can do just that! #TakeaBreakandCreate #LEGO

Visit [www.LEGO.com/TakeaBreakandCreate](http://www.LEGO.com/TakeaBreakandCreate) to find out how!