

Norton & Co / LEGO: LEGO Star Wars Roadshow

Audience: Consumers

Location: Multiple UK Shopping Centres

Project: Experiential Marketing



Background & Objectives

MotivAction and Norton & Co, a toy specialist PR consultancy, teamed up to deliver a roadshow to further increase the interest in LEGO® Star Wars.

The Experience

The interactive stand was located in central, high footfall areas in each shopping centre. Branded flooring helped define the space around which activities would run. The graphics used on the stand were adorned with Twitter hash tags and messaging to encourage the audience to spread the word through their social media contacts.

In addition, giant LEGO characters were on hand to meet and greet those who visited. The children were spoilt for choice with activities to take part in:

- plasma screen TV's with branded surrounds beamed the latest LEGO® Star Wars mini movies to those who were sat on bean bags
- a giant green screen to have your photo taken wielding a light sabre
- the chance to help build a giant Lego Yoda throughout the day

Visitors were able to leave with their photo and a lot of great memories, knowing that they'd done their bit to help build Yoda.

Results & Outcomes

A fun and interactive event which successfully introduced LEGO® Star Wars to shoppers and families at each location.

