

HULT FUTURE LEADERS CHALLENGE · WORKING SESSION

CUSTOMER BEHAVIOR & JOURNEY

Case in point: LEGO® NINJAGO® Legends — the Teen brief

Two lenses, 15 minutes each · 30 minutes total



30'

TWO LENSES

PART 1 · 15 MIN

CUSTOMER BEHAVIOR

3 min	The need beneath the want
3 min	What drives Teen choices specifically
3 min	How fandom shows up today
3 min	How Teens discover & trust brands now
2 min	Working questions for your concept

PART 2 · 15 MIN

CUSTOMER JOURNEY

3 min	A framework for the moments that matter
3 min	Where journeys break or accelerate
3 min	NINJAGO's ecosystem as an example
3 min	Orchestrating touchpoints as one system
2 min	Working questions for your concept

This session is not the answer to the brief — it's the lens for building your own.

01

PART 1 · 15 MINUTES

CUSTOMER BEHAVIOR

1

Why people want what they want and what makes them show it off.

BEHAVIOR STARTS WITH A NEED, NOT A PRODUCT

FUNCTIONAL

What does it let me build, wear or do?

SOCIAL

What does having it say to my group?

EMOTIONAL

How does it make me feel about myself?

SEEN IN THE NINJAGO BRIEF

Ninja-fantasy action and epic stories carry the functional and emotional hook.

Fan communities built around shared passions carry the social layer.

"Unlocking true potential" is the emotional promise underneath all of it.

A strong Teen concept usually answers two of these three — ideally all three.

WHAT MAKES 13-17 DIFFERENT FROM "KIDS"

IDENTITY EXPLORATION

Teens use what they consume to try on who they're becoming — a brand is a costume for that experiment.

SOCIAL CURRENCY

Peer approval outweighs parent or brand approval — the question isn't "is this good," it's "will this land."

AUTONOMY

Teens are pulling away from things chosen for them — anything that feels "for kids" or "for parents" gets rejected.

MASTERY & STATUS

Skill, rarity and knowledge become currency — being the one who "gets it" first or best matters.

NINJAGO's own move — the Legends line for older Teens — is a direct response to autonomy and mastery.

HOW FANDOM ACTUALLY SHOWS UP

CONSUME

Recap videos, meme compilations, episodes on repeat

REACT & SHARE

In-jokes and memes reposted across X, TikTok, Reddit

EXPRESS

Cosplay at Comic Con, LEGOLAND NINJAGO Days

CREATE

Fan art, remixed styles, original character mash-ups

BELONG

Brickworld, builder meet-ups, fan communities

Notice: the deepest engagement in the brief is unpaid, unprompted, and public.

HOW TEENS DISCOVER & TRUST BRANDS NOW

THE FEED FINDS THEM

Discovery is algorithmic, not searched for — a For You page, not a homepage.

CREATORS OVER ADS

A creator's honest take carries more weight than a brand's official post — see the Brick Camp / Generic Stud style unboxers in the deck pack.

MICRO-COMMUNITIES

Niche corners (a subreddit, a Discord, a comment thread) matter more than the mass audience.

AESTHETIC AS SIGNAL

How something looks and feels IS the message — a flat, generic style reads as "not for me" instantly.

This is why the Legends anime-inspired campaign matters more than it might first look.

APPLY IT: BEHAVIOR QUESTIONS

- 1** Which need is your idea really serving — functional, social or emotional?
 - 2** Does it feel autonomous and status-worthy, or would a Teen worry it reads as "for kids"?
 - 3** Where does your concept sit on the ladder — consume through belong — and could it climb higher?
 - 4** What's the shareable moment or in-joke your idea creates on its own?
 - 5** Who would a Teen trust to show them this — a creator, a friend, or the brand itself?
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Write your answers against the brief's Teen Relevance criteria before Part 2.

02

2

PART 2 · 15 MINUTES

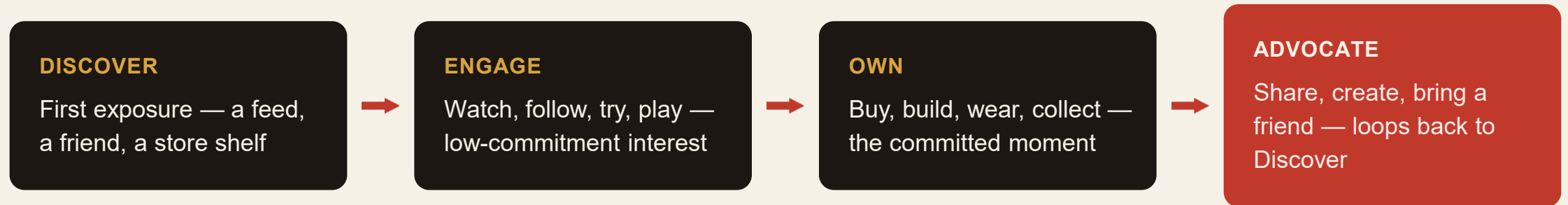
CUSTOMER JOURNEY

How a want turns into an action — and how one fan turns into ten.

A JOURNEY IS MOMENTS, NOT A PURCHASE

PURCHASE

3 MIN



Most concepts design hard for "Own" and forget the loop back to "Discover" — advocacy is the engine.

WHERE JOURNEYS BREAK OR ACCELERATE

3 MIN

Stage	What breaks it	What accelerates it
Discover	Feels like an ad, not a find	A creator or friend surfaces it first
Engage	Too much commitment too soon	A low-stakes way to try it first
Own	Price, access, or parent gatekeeping	A clear "worth it" moment at the point of buying
Advocate	Nothing distinct enough to show anyone	A result that looks good in a photo or clip

A good concept doesn't just fill each stage — it removes a specific "break" and adds a specific "accelerator."

NINJAGO'S ECOSYSTEM MAPPED AS A JOURNEY

3 MIN

DISCOVER

TV series, YouTube recaps and creator content that reach kids where they already scroll

ENGAGE

Legends mini-series, games and community sites that ask for a few more minutes

OWN

LEGO sets, LEGOLAND NINJAGO Days and merchandise — the committed purchase

ADVOCATE

Fan art, cosplay, memes and communities that hand the next fan their "discover" moment

Every touchpoint hands the fan to the next one — that's what makes it a "flywheel," not a channel list.

ONE SYSTEM, NOT A LIST OF CHANNELS

3 MIN

ALWAYS-ON

Social, community and content that runs every week — this is what keeps the loop turning between big moments.

CAMPAIGN MOMENTS

A launch, a season premiere, a set drop — short bursts that spike Discover and Own together.

PHYSICAL + DIGITAL

A retail set and a live event should reference the same story a Teen just watched or posted about — not feel disconnected.

NINJAGO's flywheel works because TV, retail, social and events all point back at each other, on purpose.

APPLY IT: JOURNEY QUESTIONS

2 MIN

- 1 Where does a Teen most likely discover this — and is that channel actually Teen-native?
- 2 What's the very next thing they do after they first see it?
- 3 Where would your concept break — and what removes that specific friction?
- 4 Does owning it create something worth posting, wearing, or bringing to a friend?
- 5 How does it hand fans back into the loop — from advocate to someone else's discover?

Map these against Driving Fandom and Commercial Potential + Feasibility.

BRING THE TWO LENSES TOGETHER

Brief evaluation criteria	Lens to reach for
Teen Relevance	Behavior — needs, identity, feeling
Driving Fandom	Behavior + Journey together
Commercial Potential + Feasibility	Journey — channels, touchpoints, the loop

Behavior tells you **why** they'll want it.
Journey tells you **how** they'll get it, use it, and pass it on.
Your concept needs both to hold up.