

Create a new LEGO Ninjago Legends product line for Teens

The concept can be a toy, digital or physical experience, merchandise line, branded collaboration, or another IP licensing extension.

The product should be desirable to Teens, help to deepen engagement with existing fans and to attract new ones.

Audience: Teens 13-17

Evaluation Criteria

● Product Concept

- Clearly define the product or product line.
- Explain how it connects to the NINJAGO Legends IP

● Teen Relevance

- Explain why Teens would want this product
- Identify how the product serves Teen consumer needs, motivations and behaviours
- Show how the product fits into Teens everyday lives

● Driving Fandom

- Consider how Teens engage with and express fandom today
- Explain how this product encourages existing fans to deepen their connection to the Legends IP
- Demonstrate how the product can attract new Teens to the Legends IP

● Commercial Potential + Feasibility

- Identify the most effective channels, retailers and platforms to distribute the product to reach Teens
- Explain how the product can be marketed to appeal to Teens
- Ensure the idea is feasible to execute in market

The strongest concepts will demonstrate a clear understanding of Teen culture and behaviour, create meaningful engagement and deliver strong commercial success.

DO

- Create a powerpoint presentation in 10 slides or less
- Validate using Teens trends and insights
- Get inspired by real-life examples in the Toy and Entertainment industry, e.g. recent product launches or brand partnerships
- Talk to Teens 13-17 to get inspiration on how they choose to engage with products they are passionate about
- Use your own and public materials
- Remember less is more
- Unleash your imagination and creativity!

DO NOT

- Copy or violate any copyrights
- Use AI to develop creative assets that copyright the LEGO brand and trademarks

