LEGO® Case Study:

A review of the LEGO® Traincard campaigns



Dates

26 January – 8 February, 2026
23 February – 8 March, 2026
8,000 Traincards

Research details

Conducted by Norstat, 625 online respondents, w/c 9 March, 2026

Standout visibility among engaged rail audiences, with high frequency

Valentine's Day

34% recalled seeing the campaign

...of those, **23%** had seen the campaign three or more times

Mother's Day

31% recalled seeing the campaign

...of those, **22%** had seen the campaign three or more times

Base: exposed group (405) / recalled the campaign - Valentine's Day (138) / recalled the campaign - Mother's Day (127)

Exposure to the campaign lead to a more positive impression

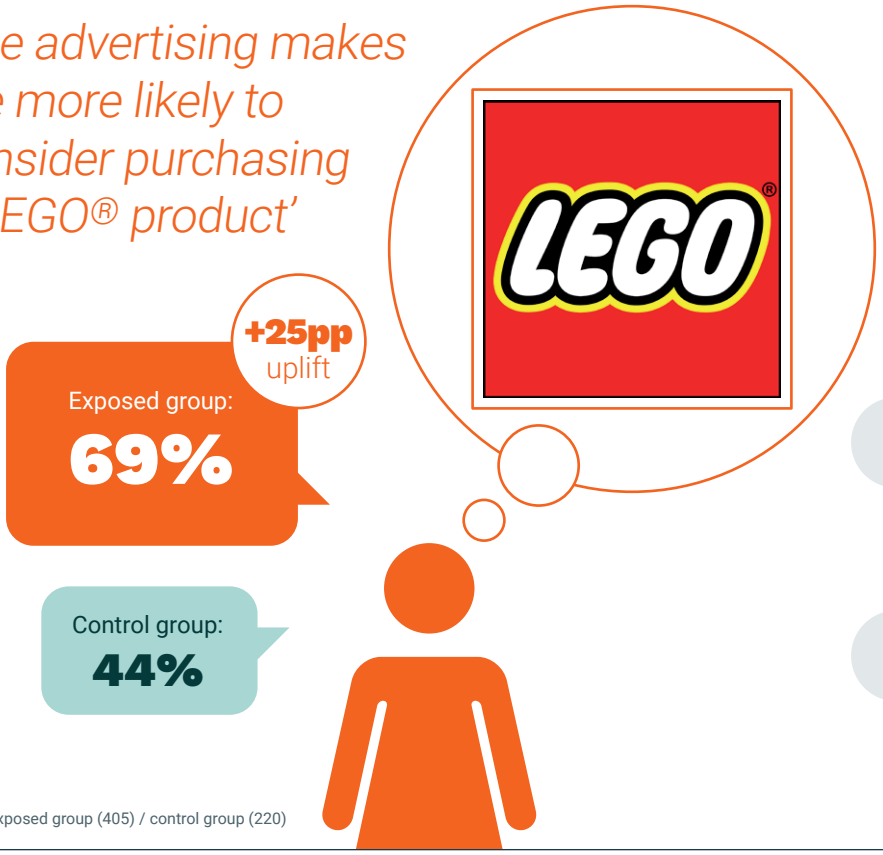


Exposed group:		**Control** group:	**Uplift:**
80%	"The advertising is **clear and easy to understand**"	61%	+19pp
71%	"The advertising is **noticeable**"	51%	+20pp
70%	"The advertising is **informative**"	51%	+19pp
58%	"The advertising is **aimed at people like me**"	30%	+28pp
62%	"The advertising **stood out from other brands in the category**"	42%	+20pp

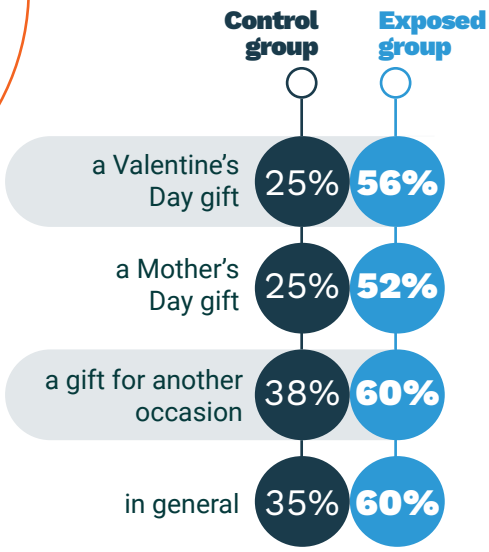
Bases: exposed group (405) / control group (220)

Exposed travellers were 57% more likely to consider purchasing a LEGO® product

'The advertising makes me more likely to consider purchasing a LEGO® product'



'The advertising made me more likely to consider purchasing...'



Bases: exposed group (405) / control group (220)

Those exposed to the campaign were 42% more likely to feel very positive about the LEGO® brand



Base: re-contacts - recalled campaign AND agree 'more likely to consider' – exposed group (197)

Two weeks later... re-contact with the LEGO® brand

When recontacted two weeks later, almost half of the exposed group had purchased a LEGO® product



'In the past two weeks, did you do anything as a result of seeing LEGO® advertising?'



Purchased as a gift



Purchased from the LEGO® website



Purchased from a physical LEGO® store



Purchased from a third party retailer

Base: re-contacts - recalled campaign AND agree 'more likely to consider' – exposed group (197)