



## ONE GREEN BEAN AND HOST CREATE AN INTEGRATED BRAND CAMPAIGN FOR LEGO® AUSTRALIA TO CELEBRATE THE 50<sup>th</sup> ANNIVERSARY OF THE LEGO BRICK

- *Festival Of Play is announced to inspire the builders of tomorrow* -

**Sydney, Australia (Monday, 16 April, 2012)** - 2012 marks the 50<sup>th</sup> anniversary of the LEGO® brick in Australia. To commemorate the milestone, LEGO Australia has today launched the *Festival of Play*, a nine-month integrated campaign, encouraging kids and adult fans alike to celebrate through play.

Devised by One Green Bean and Host, the national initiative is made up of a series of digital, social and experiential events, all inspired by the iconic construction bricks. A dedicated website, [LEGOfestival.com.au](http://LEGOfestival.com.au) launches today and will act as the central hub of the campaign, hosting the latest news and activities scheduled for the *Festival of Play*.

One of the first pieces of content, a 90-second video detailing the humble beginnings of the LEGO brick in Australia, launched today on [LEGOfestival.com.au](http://LEGOfestival.com.au). Created using stop frame animation, and narrated by Aussie acting legend Michael Caton, the video tells the story of how the LEGO brick arrived in the suitcase of a Mr. John Peddie in 1962 and the challenges he faced to sell LEGO sets to toy stores, before becoming Australia's no.1 toy brand.

Between April and December 2012, *Festival of Play* will be further brought to life through outdoor, print, digital, social media and PR, resulting in a regular number of monthly calendar initiatives for Aussies young and old to celebrate 50 years of the LEGO brick in Australia.

Commenting on the development and launch of *Festival of Play*, Caroline Squire, Director of Marketing, LEGO Australia and New Zealand said:

"We've been really excited about this national initiative from the first time Host and One Green Bean presented the concept. We can't wait to celebrate the foundation of LEGO toys in Australia, with this innovative campaign designed to inspire and develop the builders of tomorrow."

"There's no limit to the imagination and creativity that LEGO bricks inspire. The LEGO *Festival of Play* will celebrate the half century of one of Australia's most loved toys, tapping into the nation's fond LEGO memories to create new LEGO experiences, big and small, to capture the imagination of Aussies of all ages."

Kat Thomas, One Green Bean, Managing Director said:

"The LEGO brand is so intrinsically linked to fun and inspiration, the request to help them celebrate their 50<sup>th</sup> anniversary was a dream brief. We collaborated with Host to build a campaign platform that has compelling, playful content right at the heart of it and we can't wait to reveal some spectacular brand initiatives over the coming months."

Bob Mackintosh, Host, Digital ECD added:

"The LEGO brand has become loved by staying true to the one thing it values most: play. So it made sense to celebrate that somehow, and a festival seemed like a fun way to do it."

Creative Concept:	Host and One Green Bean
Project Management:	One Green Bean
Brand Identity:	Host
Digital:	Host



PR: One Green Bean  
Community Management: One Green Bean  
Media: Universal McCann

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**Notes to editors:**

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**About The LEGO® Group**

The LEGO Group is a privately held, family-owned company based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children, employing approximately 9,000 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries.

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**The LEGO History Milestones**

*See attached timeline*