

LEGO MASTERS

FOX

EndemolShine
NorthAmerica

TUESDAY'S CHILD

PLAN B



Show Overview

Show Overview

**LEGO
MASTERS**
FOX

Premiere: 2/5/2020 (Wednesday, 9pm)

Show:

- 10 episodes
- 10 pairs of contestants
- \$100K prize

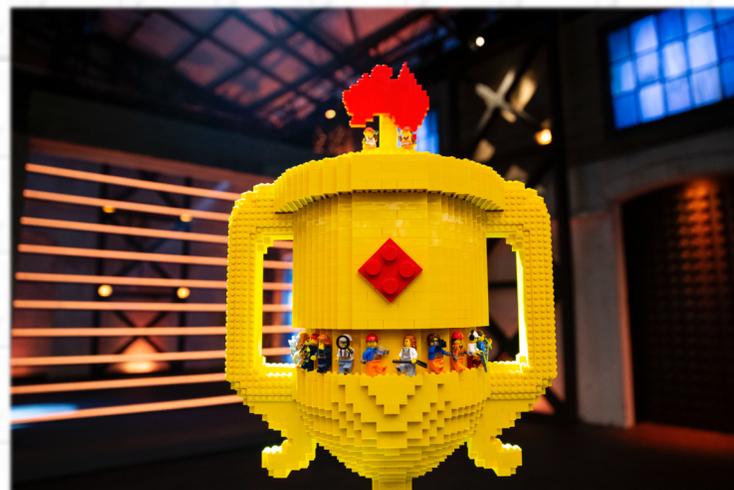
Audience Target

- Ages 25-54, skews female
- Co-viewing
- Core Target: Creative Champions
- Top TV Proxy: "The Masked Singer"

Host: Will Arnett

- [Facebook](#): 70K followers
- [Twitter](#): 471K followers
- [Instagram](#): 251K followers

Judges: Jamie Berard & Amy Corbett





Launch Tactics

LEGO Masters Take-Over

LEGO
MASTERS
FOX



On Air

- Premiere week
- LEGO-themed package across FOX networks (entertainment, sports, news)
- Bumpers, promos, line-up spots



FOX Affiliates

- LEGO asset package



The Masked Singer Lead-In

- L3
- Mini-figure animation
- Countdown clock
- LEGO Masters masks
- Sweepstakes overlay
- Sneak Peek: LEGO Masters build



LEGO Masters Take-Over



Digital

- Social skins across LEGO Masters, Will Arnett & FOX show handles
- FOX social takeover
 - Play on the planned LEGO Mosaic app
 - Create LEGO versions of iconic FOX characters/talent
 - Post an epic tweet storm with these images for a premiere day push



**LEGO
MASTERS**
FOX



Disney+ @disneyplus · Oct 14
African Cats (2011)
3 77 629

Disney+ @disneyplus · Oct 14
Pirates of the Caribbean: On Stranger Tides (2011)
4 254 2.7K

Disney+ @disneyplus · Oct 14
Sharpay's Fabulous Adventure (2011)
Ashley Tisdale
4 456 3.7K

Marketing Stunt

LEGO
MASTERS
FOX

LEGO Masters Mini-figures Take Over NY & LA

- The Travelocity Gnome meets mini-figure Will Arnett!
 - Postcard-style images of mini-figure
 - Will at iconic locations in the top 20 markets
 - Travels with a mini gold brick to each market
 - Release new postcard counting down to premiere
 - Affiliate tie in
 - Where's Waldo / Where's Will



Charitable Causes



- Boys & Girls Clubs of America
 - Inner City Fun with LEGO Masters
 - Judges/contestants hands-on training
 - LEGO Masters certificates
 - Record & share tips
 - Press event (possible LEGO Replay)

- UNICEF Kid Power x LEGO Partnership
 - LEGO Masters Masterclass





Experiential

Experiential



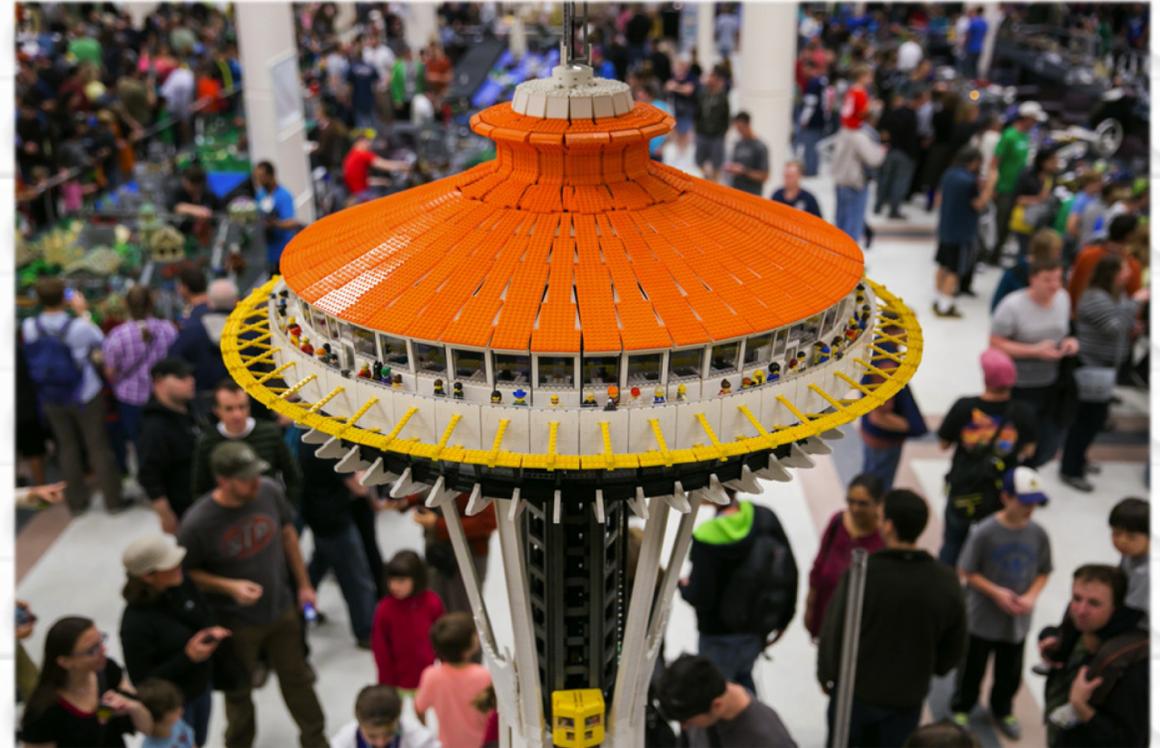
- LEGO Masters Camp
 - At LEGOLAND
 - Compete to be a part of “theme park of your dream parks” exhibit
 - Official LEGO Masters certificate
 - Pop-up Activation
 - Westfield or Simon Malls
 - Sponsored by LEGO Masters & LEGOLAND
 - Talent kicks-off
 - Time-lapse video of builds on social



Experiential



- LEGO Masters Bowl
 - Host one LEGO Masters challenge that appears at four BrickUniverse conventions in Jan/Feb
 - Winners from each BrickUniverse (selected by producers) compete for Grand Prize
 - Grand Prize winner can be selected by Will or our judges
 - Winner is automatically cast in Season 2 OR has their creations featured on social/on air
 - Capture content for social and PR at each con





Marketing Partnerships

Marketing Partnerships



Children's Museums

- Learn from the Masters
- Day of learning, building and sharing
- Meet LEGO Masters judges/contestants
- Share builds on social

Meredith Publishing

- Magazine partnership
 - Tips from the Judges
 - How-to videos for families
 - Daily family challenge
 - Post Creations with #LEGOMastersFOX
 - FOX.com/LegoMasters

LEGO Life Magazine

- TBD tie-in possibility



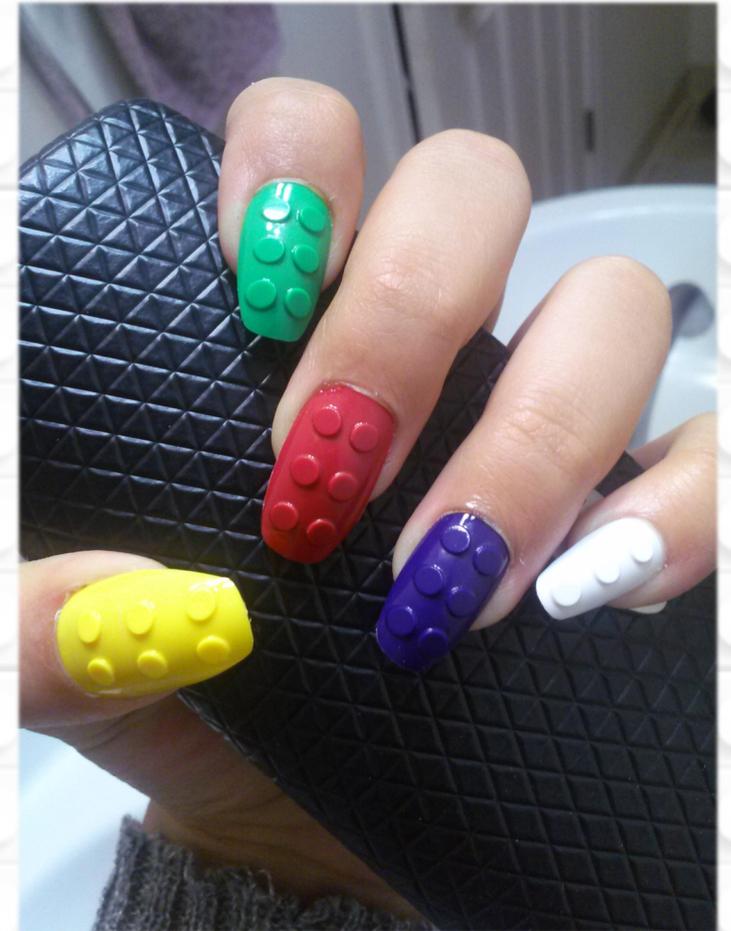


Paid Media

Paid Media

- NY/Los Angeles Times
 - LEGO insert
 - LEGO Masters cut-out wrap
 - Fake newspaper front

- Nail Salon-NY/LA
 - Moms/tweens: LEGO Masters nail art





Digital and Social

By the Numbers

 Focus on the scale and creativity of the show with infographic-inspired content

 :15-:30 text-only social teasers listing out impressive stats

 Flat graphics – comparisons

 Behind the Challenge clips



CREDIT TO WWW.NINJABRICK.COM



10 LEGO FACTS TO BUILD YOUR KNOWLEDGE



01

YOU'RE SAYING IT WRONG

The plural of LEGO is not LEGOS – it's Lego bricks.



The toy's creators claim LEGO is an adjective, not a standalone name.

04

HOLE IN THE HEAD

LEGO figurines have tiny holes on the tops of their heads so kids can still breathe if they accidentally swallow them.



02

OUTNUMBERED

There are **86 LEGO** pieces for every human being on the Earth. Yes, the planet Earth.



05

THE FORCE IS STRONG

A single LEGO brick can withstand **950 pounds** of pressure before breaking.



03

OUR NEW LEGO OVERLOADS

In **2011**, a life-sized LEGO man washed up on a Florida beach wearing a shirt that read, "**NO REAL THAN YOU ARE!**"



06

The name LEGO came together by the Danish phrase '**LEG GODT**' which means '**PLAY WELL**', and also translates as "**I PUT TOGETHER**"



07

TALLEST LEGO STRUCTURE IN HISTORY.

112 Feet, 11.75 Inches

08

THE WORLD LARGEST

LEGO store in London is **914 sqm** and contains a six-metre high **200,000-brick** Big Ben



09

GLOBALLY

children spend **5 billion** hours a year playing with LEGO



10

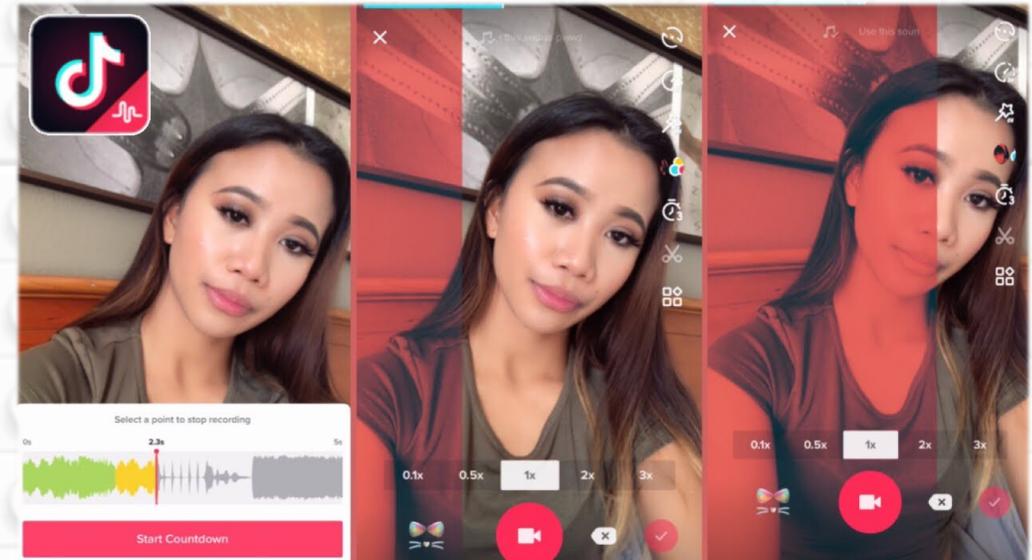
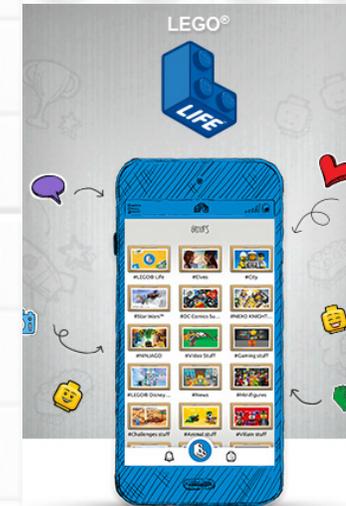
LAI D END TO END

the number of LEGO bricks sold in a year would reach more than five times around the world.

5 TIMES  **AROUND THE WORLD**

Apps and Platforms

- LEGO Life (LEGO app)
 - LEGO Masters branded how-tos, infographics, etc.
- Tik Tok Camera Effect
 - Activate a younger audience with a sponsored TikTok camera effect
 - Effect mirrors the LEGO mosaic microsite, adapting for video
 - Will / FOX talent create videos to be shared across other platforms



Reddit

- Engage the active LEGO sub Reddit with AMAs throughout the season
 - LEGO active on the subreddit
 - Will Arnett (pre-launch), our LEGO experts (in-season), and the eventual winner (post-finale)
 - Will Arnett could drop an exclusive teaser to these hardcore fans during his pre-launch AMA



The LEGO Group
u/lego

Hello! You made it to the official LEGO Reddit account.

Karma  3,290

Cake day  March 22, 2019

[FOLLOW](#)

[MORE OPTIONS](#)

COMMUNITY DETAILS

 r/lego

501k Subscribed Brick Fans	978 Brick Fans Online	Mar 23, 2008  Cake Day
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Reports, news, pics, videos, discussions and documentation from a studded world.
/r/lego is about all things LEGO®.

[JOIN](#)

[CREATE POST](#)

Buzzfeed Quiz



🧱 Create BuzzFeed personality quizzes for fans to determine:

- 🧱 Which LEGO figure are you?
- 🧱 What LEGO brick are you?
 - 🧱 LEGO Masters/Fox related questions
- 🧱 Which LEGO Masters team are you and your bestie most like?



For Anyone Who Loves Lego, Here Are 15 Fun Facts About Its Iconic Minifigure

Happy 40th birthday, Lego minifig!

 Brian Galindo



Topical Content

❑ Create graphics or motion pieces to celebrate different pop culture moments throughout the season – all with a LEGO twist!

- ❑ New Years Ball drop
- ❑ Red carpet moments/outfits
 - ❑ Mini-figure cam during awards season
- ❑ Near real-time trends
- ❑ Valentine's Day
- ❑ Gradient App (or similar)



On Set Content Capture

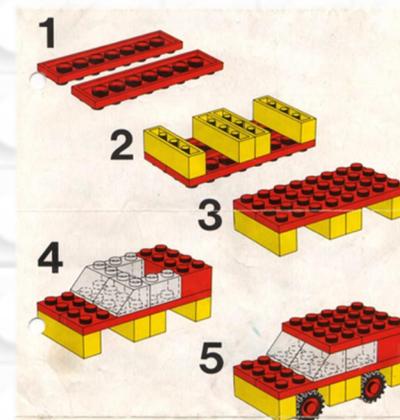


Working closely with FOX and production to capture a number of concepts for digital and social content

- Promotional tags
- Mini-Challenges for UGC
- Set Tour
- Educational (tips, LEGO lingo, facts)
- Will-focused content
- Interviews (backstories, personality highlights)
- 3D photos for Facebook

LEGO Masters Master Class

- Facebook Watch or IGTV miniseries





Press

Events and Publicity



- LEGO LA Auto Show
 - Press opp
 - Talent, LEGO Masters accessories
 - Branded photo opp, premiums, promos

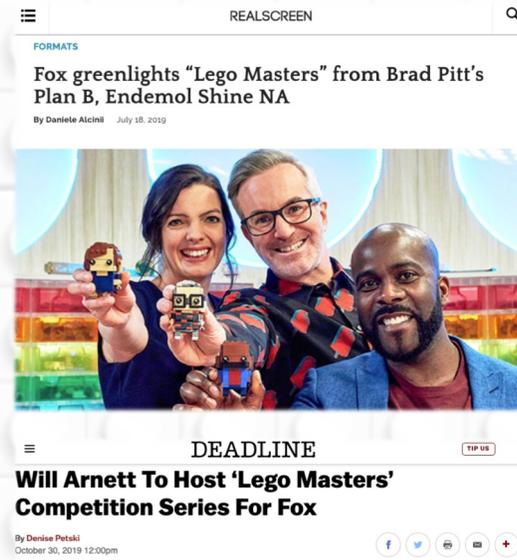
- LEGO Make it a LEGO Masters Night
 - Press/Mommy bloggers/FOX affiliates
 - LEGO Masters family pack
 - Giveaway to bloggers
 - Create LEGO Masters memories
 - Social media, tag #LEGOMastersFOX

- LEGO Promotional Premiums
 - Custom LEGO mini-figures
 - LEGO storage containers
 - LEGO Masters shirts



Press

- With colleagues on the FOX PR Team:
 - Press junkets on set
 - Long lead press efforts for talent & judges
 - Press for consultant and LEGO artist, Nathan Sawaya
 - LEGO-focused publication press outreach
 - Local contestant press outreach
 - Support from English and Spanish-speaking PR Agencies



REALSCREEN

FORMATS

Fox greenlights "Lego Masters" from Brad Pitt's Plan B, Endemol Shine NA

By Daniele Alcini July 18, 2019



DEADLINE

Will Arnett To Host 'Lego Masters' Competition Series For Fox

By Denise Petski October 30, 2019 12:00pm



FOX

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Hollywood Reporter

JULY 18, 2019 9:30am PT by Lesley Goldberg

'Lego Masters' Competition Series Produced by Brad Pitt a Go at Fox (Exclusive)



Courtesy of Endemol Shine

A scene from the U.K. edition of 'Lego Masters'

f t

Plan B will executive produce the series from Endemol Shine.



Thank You!