

THE CHALLENGE WE'RE FACING

Some of the media describe our recent apathetic behavior as pandemic fatigue - an overwhelming amount of COVID-19 news in the media, so **we actually oversee other topics.**

The Gatwitch Hub is facing many problems that are so mentally distanced from the daily lives of ordinary people of the first world.

How can we bring these problems closer?



source: [link.springer](https://link.springer.com)



HOW

Instead of frightening people with pictures of reality, we show the possibility of a brighter future.

INSIGHT

Tangible experience allows
you to strengthen emotional connections.

*which is proven by a recent study from a PWC report: **65% of all consumers** find a **positive experience to be more influential** than great advertising.

IDEA

Gua Africa x 
P R E S E N T S

BUILD THEIR FUTURE



THE FIRST LEGO® MINIFIGURES WHICH
ALLOWS YOU TO BUILD BETTER FUTURE
OF SOUTH SUDANESE YOUNG REFUGEES.

**JOSE
PLUMBER**
(now 10 y.o.)

**NYAYOW
TEACHER**
(now 9 y.o.)

**MANNELLA
NURSE**
(now 7 y.o.)

STRATEGY

We decided to **create special LEGO Characters based on dream job preferences of our kids from the Hub.**

By putting LEGO characters together, **buyers can create Mannella's future as a nurse** in the local hospital or **Jose's dream of being a plumber.**

This way customers can experience how simple it is to collaborate on **building a better future for them.**



TARGET GROUP

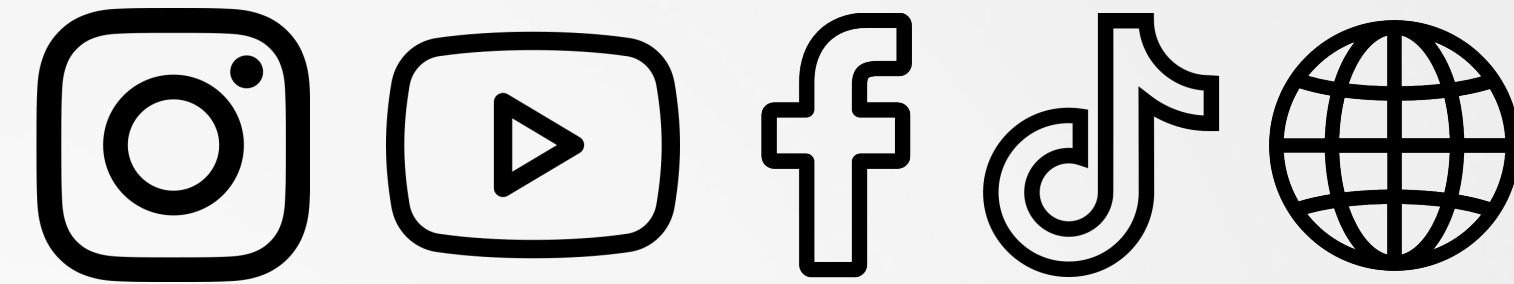
This tangible experience creates an **emotional shortcut** in parents' minds and allows kids around the world to **help build a more diverse culture.**



MEDIA APPROACH

“LEGO CREATED THE FIRST LEGO® MINIFIGURES BASED ON REAL DREAMS OF YOUNG REFUGEES FROM SOUTH SUDAN.”

“LEGO DECIDED TO BUILD THE BETTER FUTURE FOR KIDS FROM AFRICA IN THE FRESHLY NEW CAMPAIGN FOR GUA AFRICA.”



The three-month-long campaign starts with announcing collaboration and a one-by-one introduction of the characters via **social media** with **22,3M followers**, a **YouTube channel** with **14.5M subscribers**, the **LEGO website**, LEGO print magazine and their **LEGO® Education hub** (mostly visited by teachers).

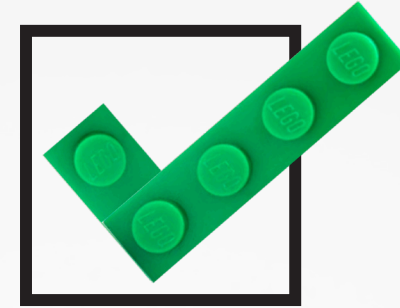
1 BILLION+
EXPECTED IMPRESSIONS

The campaign will be supported by media/PR coverage and LEGO official influencers expected to **reach millions of people worldwide.**

WHY IT WORKS

Gua Africa x 

**BUILD THEIR
FUTURE**



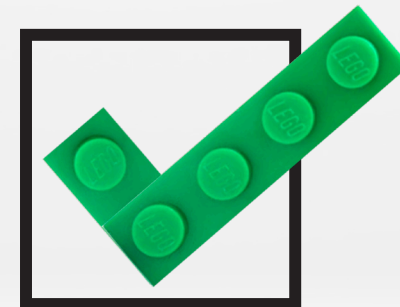
Turning world's favorite toy into **powerful communication tool**



Already having **global education partnerships** via THE LEGO FOUNDATION



Massive reach **worldwide**



Donations **directly to the Hub**

Gua Africa x 

P R E S E N T S

BUILD THEIR FUTURE

THE FIRST LEGO® MINIFIGURES,
WHICH ALLOWS YOU TO BUILD A BETTER FUTURE
FOR SOUTH SUDANESE YOUNG REFUGEES.

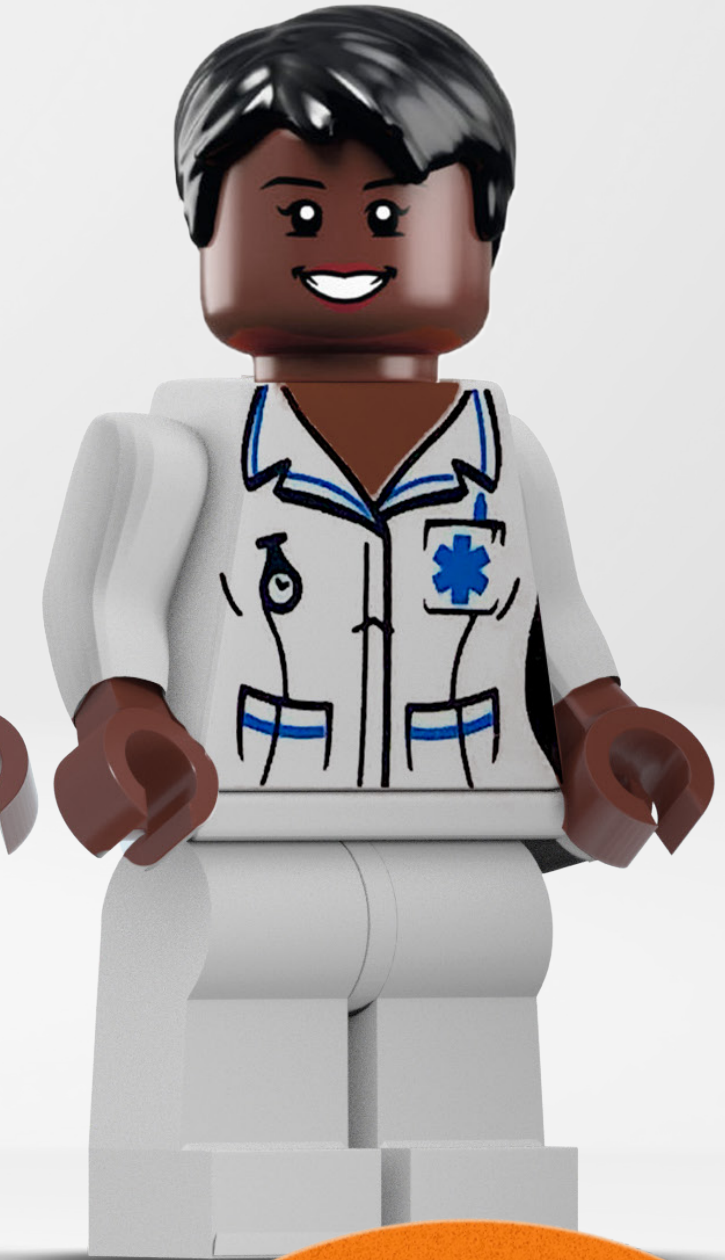
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CHALLENGE:

How can we bring the problems of kids from The Gatwich Hub closer to the first world people?

INSIGHT

Tangible experience allows you to strengthen emotional connections.

IDEA

Turning the world's favorite toy into a tool that helps build Sudanese kids' future.

STRATEGY

LIMITED EDITION OF SPECIAL LEGO® MINIFIGURES BASED ON DREAM JOB PREFERENCES OF KIDS FROM THE HUB.

By putting LEGO characters together, buyers can create Mannella's future as a nurse in the local hospital or Jose's dream of being a plumber. This way customers can experience how simple it is to collaborate on building a better future for them.

MEDIA APPROACH

The three-month-long campaign starts with announcing collaboration and a one-by-one introduction of the characters via **social media** with **22,3M followers**, a **YouTube channel** with **14.5M subscribers**, the **LEGO website**, **print magazine**, and their **LEGO® Education hub** (mostly visited by teachers).

