



LEGO Dots sought to make an interactive experience that would ask audiences to partake in games featuring LEGO Dots designs.

Participants received samples after completing the games, leaving with either a customisable bracelet or a photo frame.

The challenge of matching patterns inside the interactive area engaged the demographic, improving the brand's trust and awareness within the overarching LEGO franchise.



P Plaza Car Park
Middle & Upper Levels



Lift →



38 Hrs

Gameplay

1,533

Interactions

8,000+

Samples

MIMIG

Thank You