

# 2 Million+ Views

Accumulated On TikTok



M|M|G | @MMediaGroup





# BLUEWATER – WORLD PLAY DAY

In honour of **World Play Day**, Lego designed an **engaging** slide experience within the bustling Bluewater shopping centre. **Brand Ambassadors** encouraged families to participate, whilst **driving** more **traffic** to the store and fostering **positive brand interactions**.

## CAMPAIGN RESULTS

# 3,787

People participating per week.  
Source: Limited Space

# 26%

YOY Increase in foot traffic.  
Source: Limited Space

# 377%

Increased social engagement.  
Source: Limited Space

