



**FOR IMMEDIATE RELEASE**

### **Lego Rebuild the World**

**BILLUND DENMARK, Sept 19, 2021-** Lego launched its global campaign Rebuild the World. This campaign helps inspire creativity and creative problem solving with children and adults. The main focus of this campaign is togetherness and imagination which allows children to become master problem solvers and legos help out overcome challenges to sum up the theme “Rebuild the World”.

The Rebuild the World campaign created with BETC Paris and directed by multi award winning Traktor collective, showcasing a world where characters, animals, and vehicles based on existing or past LEGO toys. The campaign story follows an adventure of a chase between a clever rabbit and an unlucky hunter in a whimsical kind of world where only children playing with legos could create. Every character, animal, and vehicle are inspired by past lego sets, featuring imaginative details head spinning 360 degree angle, normal objects like a fire hydrant are doubled in size, unexpected transformations like a boat being able to fly with the help from a palm tree. All of this highlights the limitless possibilities of creativity and imagination.

The campaign has its multimedia support that includes television, cinema, digital platforms, social media, and advertising in major cities such as London, Paris, Beijing, Mexico City, Berlin, San Francisco, and New York.

Julia Goldin, Chief Marketing Officer of the LEGO Group stated Rebuild The World's main topic is about celebrating the natural creativity of children and seeing where imagination can take us. Through this campaign, we aim to inspire people of all ages to unlock their creativity and build a world full of infinite possibilities”. BETC founder and Creative Director Remi Babinet emphasized the campaign's broader message: “Rebuild The World represents unlimited creativity

and optimism. It shows how rebuilding what already exists can lead to entirely new and unexpected ideas.

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The LEGO group is a globally recognized leader in creative use, dedicated to inspiring and developing the builders of tomorrow through the power of imagination. Through its products, experiences, and campaigns the company encourages creativity, learning, and innovation for children and families worldwide.

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