



Kmart: LEGO Masters Sponsorship

LEGO building sets have been a favourite hobby and toy among children and adults alike for many years and the leading Australian retailer Kmart has been a proud sponsor of the hit show LEGO Masters for three consecutive years. Going into the third year, Kmart wanted to build upon the success of previous years and deliver a stronger, integrated sponsorship campaign that would drive sales growth and take market share from competitors.

Objective:

The main objective of the 2021 LEGO Masters sponsorship campaign was to increase brand awareness and ensure consumers saw Kmart as a top destination for LEGO products. Kmart also aimed to drive sales growth in the construction category. >>

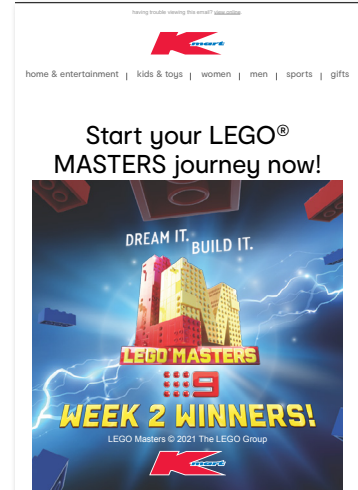


A **12% sales growth** from the year prior, and **37% sales growth** from two years prior.





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Week 2 was SO COOL. Congratulations to the LEGO MASTERS week 2, WINNERS!

[Shop LEGO construction toys now](#)

Our price promise

We guarantee to match the advertised price on any identical stocked item we sell in-store.



LEGO® Creator Space Rover Explorer - 3107 Ages: 5+ years. \$55.



LEGO® City Great Vehicles Airplane Jet Transporter - 60289 Ages: 5+ years. \$29.



LEGO® Star Wars Trouble on Tatooine - 75299 Ages: 7+ years. \$39.



LEGO® Star Wars Luke Skywalker's X-Wing Fighter - 75301 Ages: 7+ years. \$29.

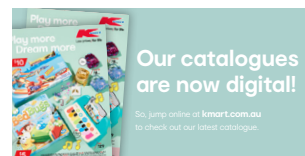


LEGO® LEGO Classic Bricks and Lights - 11009 Ages: 5+ years. \$45.



LEGO® Classic Green Baseplate - 10700 Ages: 4+ years. \$10.

As an official LEGO MASTERS partner, we're excited to bring you everything you need to build your very own masterpieces. Shop our LEGO range now.



Free Click & Collect on orders \$20 or more. Updated Trading Hours some stores may vary, apply.

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60%
of respondents who purchased LEGO during the time of the campaign purchased from Kmart



Method:

The campaign was executed by Kmart's in-house creative team with support from Wellcom Group. It was a multi-channel campaign used to advertise Kmart's sponsorship of the TV series, using social media posts, POS, Web Banners, and KMail (Kmart's eDMs).

Results:

The campaign led to a 12% sales growth from the year prior, and 37% compared to the year before that. This was despite the LEGO construction market being down as a whole, indicating that Kmart was able to take a significant market share from competitors. A customer insights project revealed that 60% of respondents who purchased LEGO during the time of the campaign, purchased from Kmart. ●

