



CONNEXIA

Creativity in Love with Data and Technology

LEGO Italy chooses Connexia for the launch of the Minifigure Factory in Italy

A project focussing on creativity and integrated communication for the occasion of the restyling of the LEGO Certified Store in San Babila, Milan, which transforms the customer experience into something unique.

Milan, 11 November - **LEGO Italy**, the Danish international company and one of the world's largest toy manufacturers, has entrusted the independent marketing and communications agency **Connexia** with the launch of the innovative **LEGO Certified Store concept for San Babila in Milan**. The protagonist of this **creative campaign** - the first in Italy - is the **exclusive Minifigure Factory**.

Thanks to an incredible refit, the result of combining physical and digital elements, the store, which is one of the largest in Italy, has been transformed to offer an innovative experience. The jewel in the crown of the new concept, the *Minifigure Factory* was designed to celebrate and stimulate creativity through the customisation of the iconic **LEGO™ Minifigure** in your own image.

The Connexia team, coordinated by **Client Director Francesco Marcello Ferrario** and Creative Director and Head of Branded Content Riccardo Catagnano, worked alongside LEGO Italy to bring the unmistakable mini-figures to life in **a 60" content** with an ironic and engaging storyline. Designed for LEGO Italy's social media channels, the video embodies the set of values shared by the brand and its communication agency: **creativity, inclusivity, and innovation**.

In the main scene, set within a lift, the two young protagonists examine their own outfits in confusion. The daring choice of a stylist? No: it is a lover of LEGO bricks

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



CONNEXIA

Creativity in Love with Data and Technology

who creates and customises their own mini-figure according to their own tastes, expressing their own whims and creativity. In fact, the two boys are nothing more than iconic LEGO Minifigures: as if by magic, they come to life, with features and details chosen carefully by their creator. **"Customisation"** is, therefore, the key word of the **customer experience** created in the new LEGO Store in San Babila, Milan: the only rule is to let your imagination run free.

"Working for LEGO Italy is a familiar and engaging challenge," explains **Riccardo Catagnano, Creative Director & Head of Branded Content at Connexia**. "Whether we're talking about bricks, minifigures, or sets - the real product we are dealing with is the imagination, the ability to build new worlds, more or less from scratch. *And that's what creatives do best.*"

The 60" video made for the launch of Minifigure Factory can be viewed via the following link: <https://www.facebook.com/LEGOItalia/videos/608841526961643>

Credits

Creative Director & Head of Branded Content - Riccardo Catagnano
Copywriter Junior - Pietro Romano
Art Director Junior - Alessandro Mezzalana
Client Director - Francesco Marcello Ferrario
Senior Account Manager - Sabrina Piediferro
Producer - Giulia Moroni

Production Company - Akita Film Production Company
Direction - Carlani/Dogana
Executive Producer - Paolo Zaninello
Support - Marco Pezzini

Connexia

Connexia is creativity.
It is data-driven thinking.
It is excellence in media management.
And it is technological innovation.



CONNEXIA

Creativity in Love with Data and Technology

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 140 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056
C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.