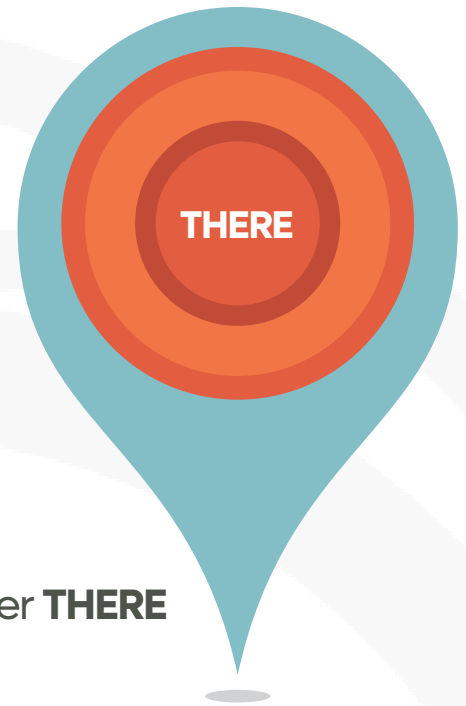


Your Path to ARL™ (All Real Life)

Insights from “The Core Four: A
Framework for the Future of Events”



Meet your customer **THERE**

Regardless of your industry vertical or customer segments, today's audiences now toggle back and forth from digital to physical experiences like Gen Z always have. We live in a new space, the in-between. To reach and engage your audiences in this new landscape, move beyond the confines of IRL, URL & hybrid, to instead embrace ARL™—All Real Life.

That means your brand experiences and all efforts surrounding them—from the content & outreach before your event to the opportunities to keep engaging and connecting after your experience ends—should use multiple channels and platforms, chosen based on where your audiences spend their time & where they choose to engage.

LEGO: The search to “Find Kevin”

To build excitement around the launch of its “Home Alone” set, LEGO created a competition that offered fans the chance to win the set, along with a \$1,000 voucher—and then created experiences across channels that drove consumers worldwide to enter the contest, which also created a flurry of website traffic, headlines, and social media engagement.

Taking inspiration from the 3,900-piece-sets' numerous Easter Eggs from the film, consumers were tasked to find a minifigure of Kevin McCallister hidden on LEGO's website or find it hidden in selected brick-

and-mortar locations. Once found, consumers could enter the competition by clicking the minifigure (if searching online) or scanning a QR code (if searching in person).

On the contest webpage, consumers could further engage by taking a “Kevin” selfie, locating a nearby LEGO store, or playing a game featuring an augmented reality (AR) version of the minifigure overlaid onto the consumers' environment. Larger-than-life statues of the minifigure were also installed near LEGO stores in cities including Antwerp, Berlin, Chicago, Paris, and New York, featuring the QR code that led to the competition page, giving consumers another pathway to enter & engage.



The Lego children and fans are highly engaged people, so they expect a high degree of interaction with us.”



- Jorgen Vig Knudstorp
Executive Chairman & Former
CEO LEGO Group