

How does the LEGO Group use nostalgia in advertising to sell products to an older audience?

Things to Define

- Nostalgia
 - Historical: Wanting to have been born in a different era.
 - Personal: Things one has personally experienced.
- Fear of Missing Out (FOMO) in regards to nostalgic GWP's
- Gift with purchase (GWP)
- Brand equity
- LEGO Theme
- LEGO Subtheme (Ninjago Legacy)
- Retired LEGO theme (any theme not currently in production)
- Remade/Reimagined sets

Observations

- Nostalgia-based advertising started heavily around COVID because as the nation's spirit began to worsen, people wanted to go back to "simpler" times.
 - "It has been witnessed that when the nation's spirit deflates, people look back to times that seem more reasonable, perhaps desiring a return to innocence (Davis 1979).

Nostalgia was picked as the strategic means of reaching customers thanks to the

incredible opportunities television and the simultaneous emergence of pop culture
(Unger, Mcconocha & Faier 1991).”

Things to Look Into

- I am looking at LEGO as a representative example of toy companies that use nostalgia to sell toys to an older audience.
- History of Lego catering to adults (Trains and Model Team).
- Adults Welcome
 - [LEGO launches new collection of 'Adults Welcome' adverts](#)
 - Fancy dark packaging and 18+ age rating.
 - Adults Welcome is only partially based around nostalgia (Star Wars and Marvel helmets, fine art replicas, pop culture art).
 - Not fully reliant on brand loyalty, it exists more to encourage non-Lego fans to buy Lego.
- How much did Lego make from the nostalgic Icons sets?
- Mention that Icons packaging is similar to older LEGOLAND packaging.
 - “Holak & Havlena made clear that the best way to accelerate nostalgia was by employing visual representations, as appealing to the sense of nostalgia was most effective when approached through the eyes (Havlena & Holak 1996).”
- How much money did Lego make in recent years? How much after starting their Adults Welcome initiative.

- Ninjago Legacy
- Gift with Purchases:
 - 40567 Forest Hideout
 - 40580 Blacktron Cruiser
 - 40581 Tahu and Takua

Sources to Use

- R.R. Slugger's FOMO 1 and FOMO 2