



SEIZING THE OPPORTUNITY

Time is our most valuable commodity. During lockdown, some brands have embraced this better than others.

WE LAUNCH™

BACK AT THE START OF LOCKDOWN, WE SAID:

“If every brand leaves their post-Covid19 strategies until we’re all back in our various offices, there will be a huge roadblock. Every static brand will be burrowing out after their hibernations trying to rebuild sales and regain momentum...and they risk being too late. We’ll be so hungry for the new that we won’t give time to the old brands that weren’t there for us when we needed them.”

Stuart Lang, Founder & Creative Director, We Launch
April 2020

TO DO SO, BRANDS MUST
CAREFULLY CONSIDER HOW
THEY COMMUNICATE TO THEIR
KEY AUDIENCES - BOTH
INTERNAL AND EXTERNAL.

PUBLIC OPINION IS CHANGING SO QUICKLY

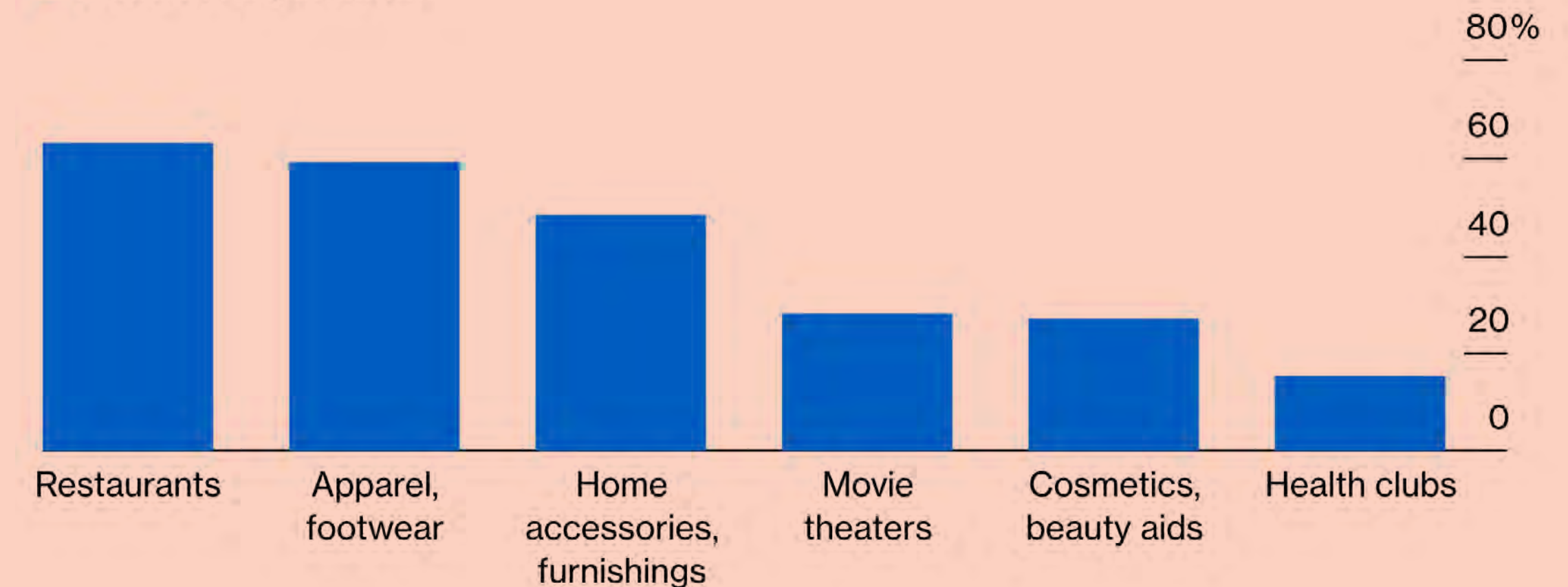
The brands that smashed lockdown enabled people to navigate life more easily, achieving convenience, comfort and a welcome distraction.

These brands had anticipated, even invented, the online-offline dynamics of modern life that became indispensable for survival during the lockdown at home.

Even when their service was experience-based, those brands managed to think out of the box and quickly adapt so that they could continue engaging with their audiences regularly.

HOW CONSUMERS WILL SPEND THEIR MONEY AFTER LOCKDOWN ENDS:

■ Share of respondents



Source: Bank of America

SOME BRANDS
HAVE DISAPPEARED
DURING LOCKDOWN.
SOME HIBERNATED.
OTHERS HAVE
DONE VERY LITTLE.
BUT A SELECT FEW
HAVE THRIVED.

By taking the time to reset and learn new things about their customers, those brands have been able to adapt, react and respond to the new world order in 2020. And in so doing, they have reached new (and sometimes unexpected) audiences, seen sales surge, profiles significantly raised, perceptions changed for the better, and new business streams open up.



LET'S BEGIN

From young challengers to global players, from FMCG to FinTech, this document highlights the brands that have struck a chord with us, and been smashing it throughout a global pandemic.

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SEIZING THE MOMENT

40% OF BRITS ARE ACTIVELY
CUTTING BACK ON THEIR
ALCOHOL CONSUMPTION.

25% OF 18-24 YEAR OLDS ARE
COMPLETELY TEETOTAL.

ALCOHOL FREE BEER IS
EXPERIENCING 40% GROWTH.

ONE BRAND IS LEADING THE WAY >



LUCKY SAINT



LUCKY SAINT

A BRAND WITH JUST ONE PRODUCT, BUT WHICH GIVES PEOPLE MULTIPLE REASONS TO BECOME A LOYAL CUSTOMER.

Despite losing 70% of sales volume at the start of the first lockdown in March 2020 as on-trade closed, Lucky Saint had it's biggest month in the company's history in April as they pivoted to direct to consumer (DTC).

They increased their off-trade/grocery listings from 130 to 1,400 and are now present in 1,800 on-trade venues around the UK. Incredibly, in 2020 they saw an increase in Amazon sales by 20,085% from 2019. And in July 2020 they launched their first nationwide outdoor campaign - 'Tasting is Believing' which was shown 1 million times across 16 UK cities.

Their brand identity is simple, bold and confident. The beautiful design and distinctly Bavarian cues make it feel like it has been around forever.

THE REASON WHY LUCKY SAINT STOOD OUT TO US?

A business that appreciates the power of a strong, coherent brand across every channel. The confidence that this has given them is clear for all to see with every new activation.



- 🔹 **FOUR SIMPLE INGREDIENTS:**
Pilsner malt, Hallertau hops, Bavarian spring water and our own single-use yeast.
- ⚙️ **A UNIQUE PROCESS:**
From step mash to vacuum distillation, we honed our process in pursuit of one thing: flavour.
- 🍷 **LEFT UNFILTERED:**
For maximum flavour, without the alcohol.
- 🌿 **TASTING NOTES:**
Biscuity malts with a smooth citrus hop finish.

ONLY 53KCAL; VEGAN.

A FRESH APPROACH

\$34 BILLION HAS BEEN RAISED
THROUGH CROWDFUNDING
WORLDWIDE*.

MOST SUCCESSFULLY FUNDED
PROJECTS RAISE **LESS THAN \$10K**.
ONLY 0.2% RAISE **£1 MILLION+ ****.

**62% OF PROJECTS GO UNFUNDED
ON KICKSTARTER.**

ONE BRAND DID IT THEIR OWN WAY >



* Source: Fundly

**Source: Kickstarter

Freddie's Flowers

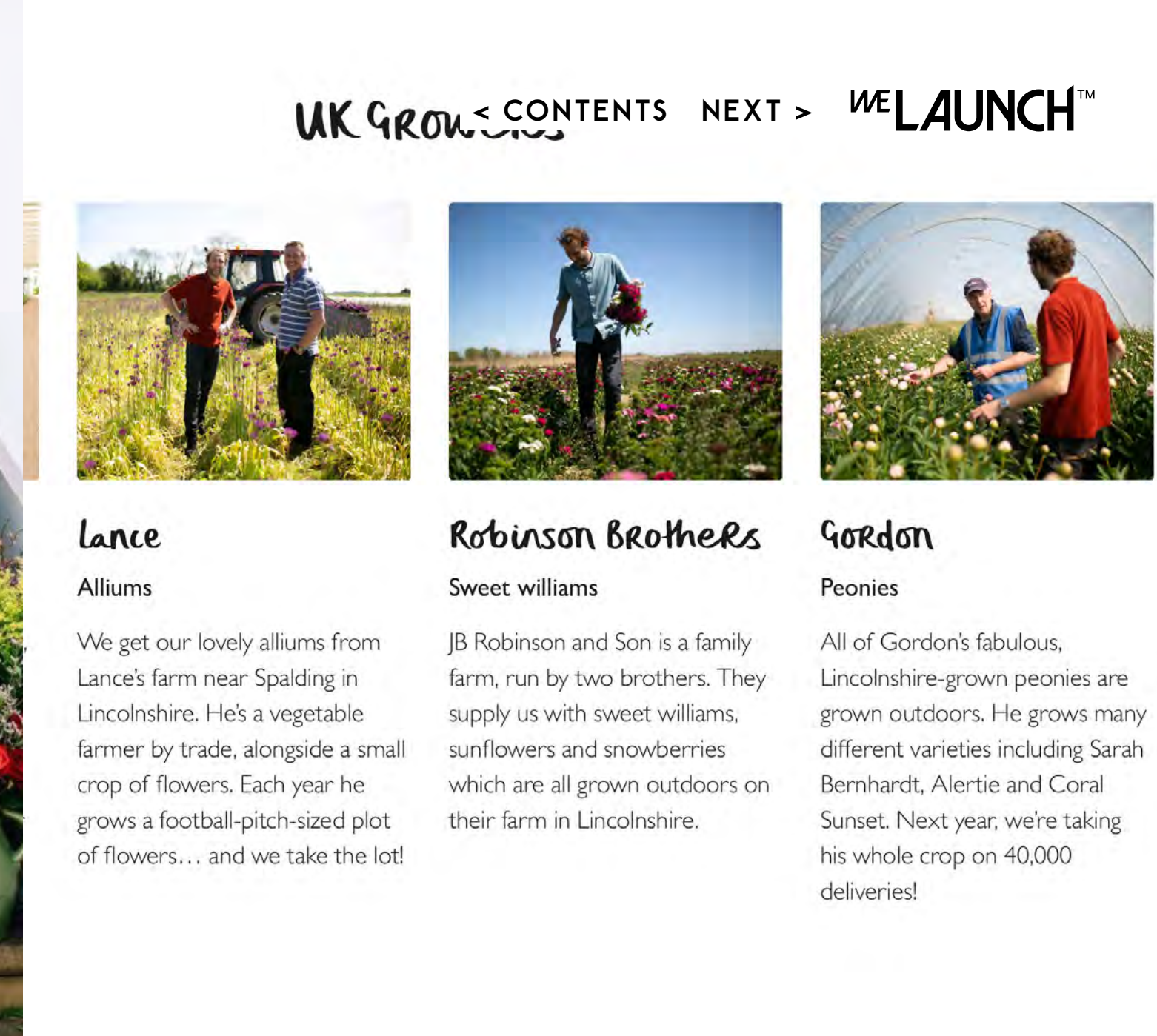
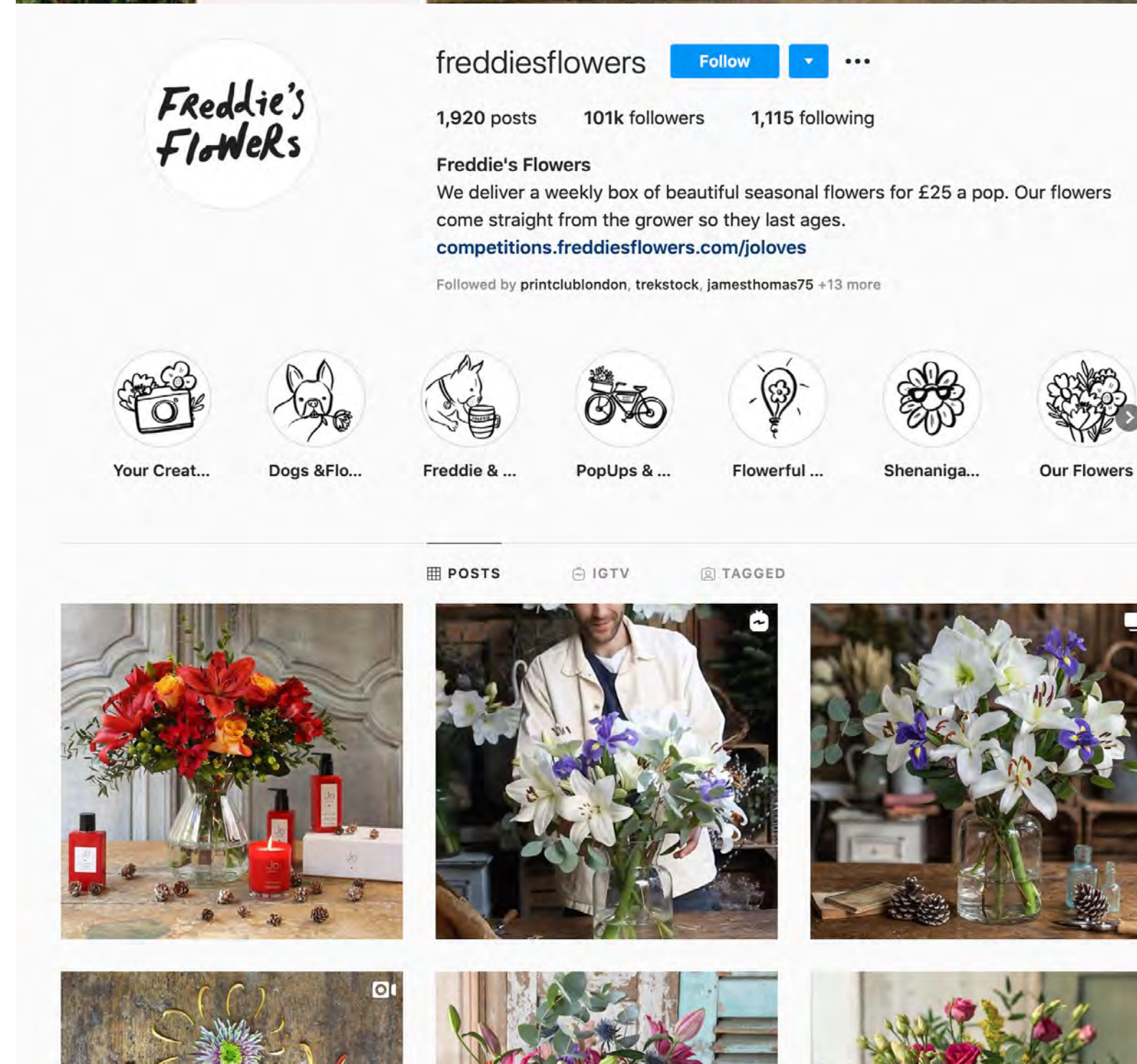
A HUMAN STORY AND INNOVATIVE APPROACH TO FUNDRAISING THAT CREATED HUGE INTEREST.

Subscribers to their weekly flower delivery service rose from 60,000 to more than 100,000. Customer numbers shot up 73% during lockdown. Annual sales have hit £26million. And they have raised over £4million with their innovative 'Flower Bond' that invites customers to invest in the brand's growth.

Their brand is human, uplifting and fresh - consistently transparent and honest in all aspects of the business and communications.

THE REASON WHY FREDDIE'S FLOWERS STOOD OUT TO US?

A great brand that evokes a founders' story and ethos, and with an innovative approach to raising funds that created great engagement.



CREATING SOCIAL FIRST BRANDS

AS OF JANUARY 2021, THERE ARE **4.2 BILLION** SOCIAL MEDIA USERS GLOBALLY. AN INCREASE OF **490 MILLION** IN 12 MONTHS (A YEAR-ON-YEAR GROWTH OF 13%+)*.

THE NUMBER IS NOW EQUIVALENT TO MORE THAN **53% OF THE WORLD'S POPULATION***.

SOME BUSINESSES ARE LEADING THE CHARGE IN CONSIDERING HOW THEIR BRANDS LAND ON SOCIAL BEFORE ANY OTHER CHANNEL >



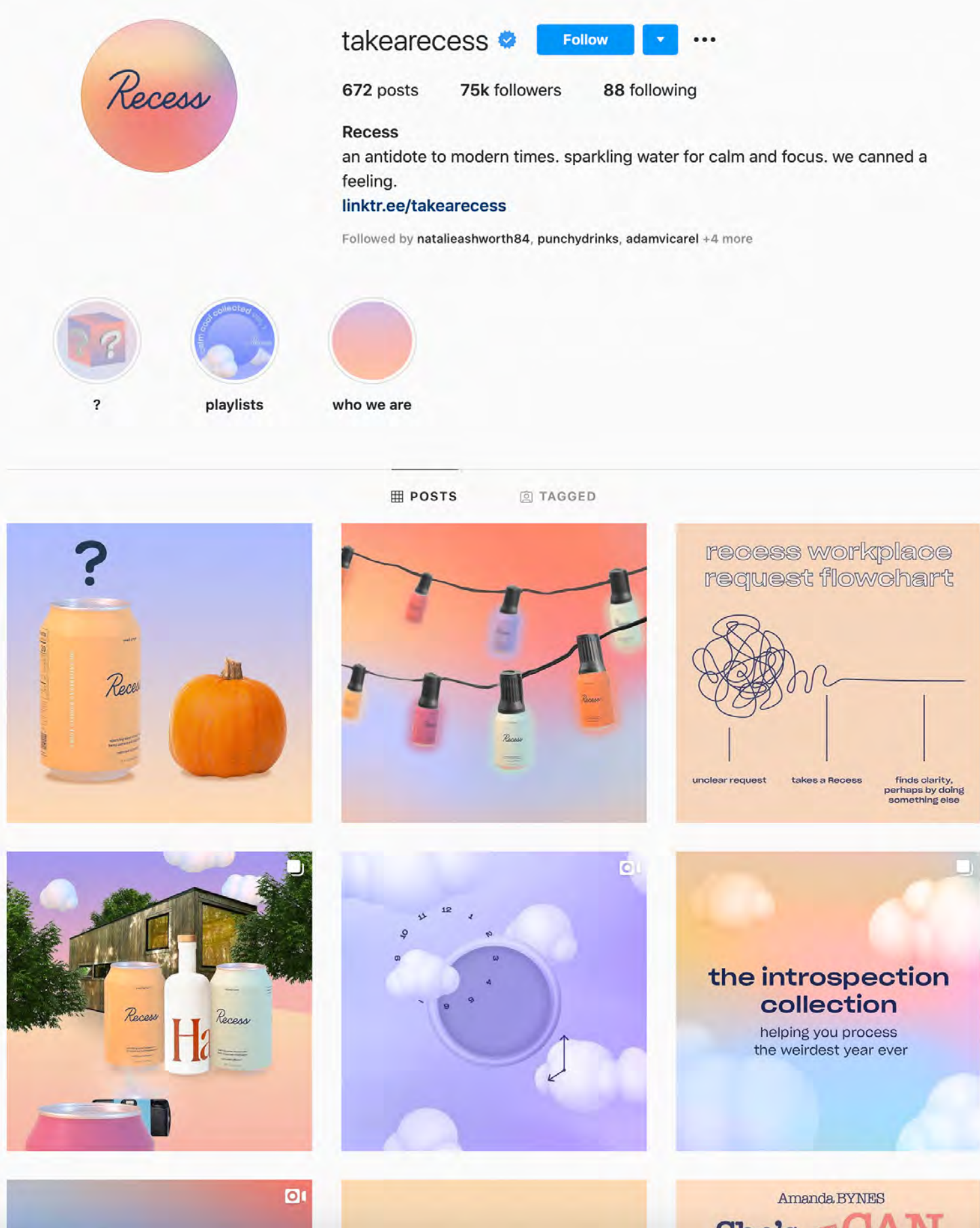
* Source: Digital 2021 Global Overview Report / We Are Social & Hootsuite

Recess

SOCIAL CREATIVITY THAT PROVIDES AN ANTIDOTE TO LOCKDOWN.

Recess is a sparkling water infused with CBD and adaptogens. Their social feed has a daring and hilarious personality that brings each flavour to life. The majority of the content features cans personified among different cultural reference points, memes, and various backdrops or scenes.

The brand makes excellent use of pinned stories with one in particular, titled “Playlists” which features links to playlists like “songs you heard in a dream” and “calm cool and collected” which further strengthens the brand story.



meet the flavors



blood orange new

- will guess your sign
- doesn't believe in monogamy
- has an extra chakra
- favorite movie is 12 hours of ocean sounds
- learned about covid 2 weeks late due to a silent meditation retreat

meet the flavors



blackberry chai

- scorpio
- model
- enigmatic
- writes poetry but wont let you read it
- favorite movie is eternal sunshine
- wears sunglasses indoors

meet the flavors



coconut lime new

- leo
- unemployed/entrepreneur
- "rich"
- favorite movie is entourage
- always making money moves
- loves experimenting with bold facial hair

Recess

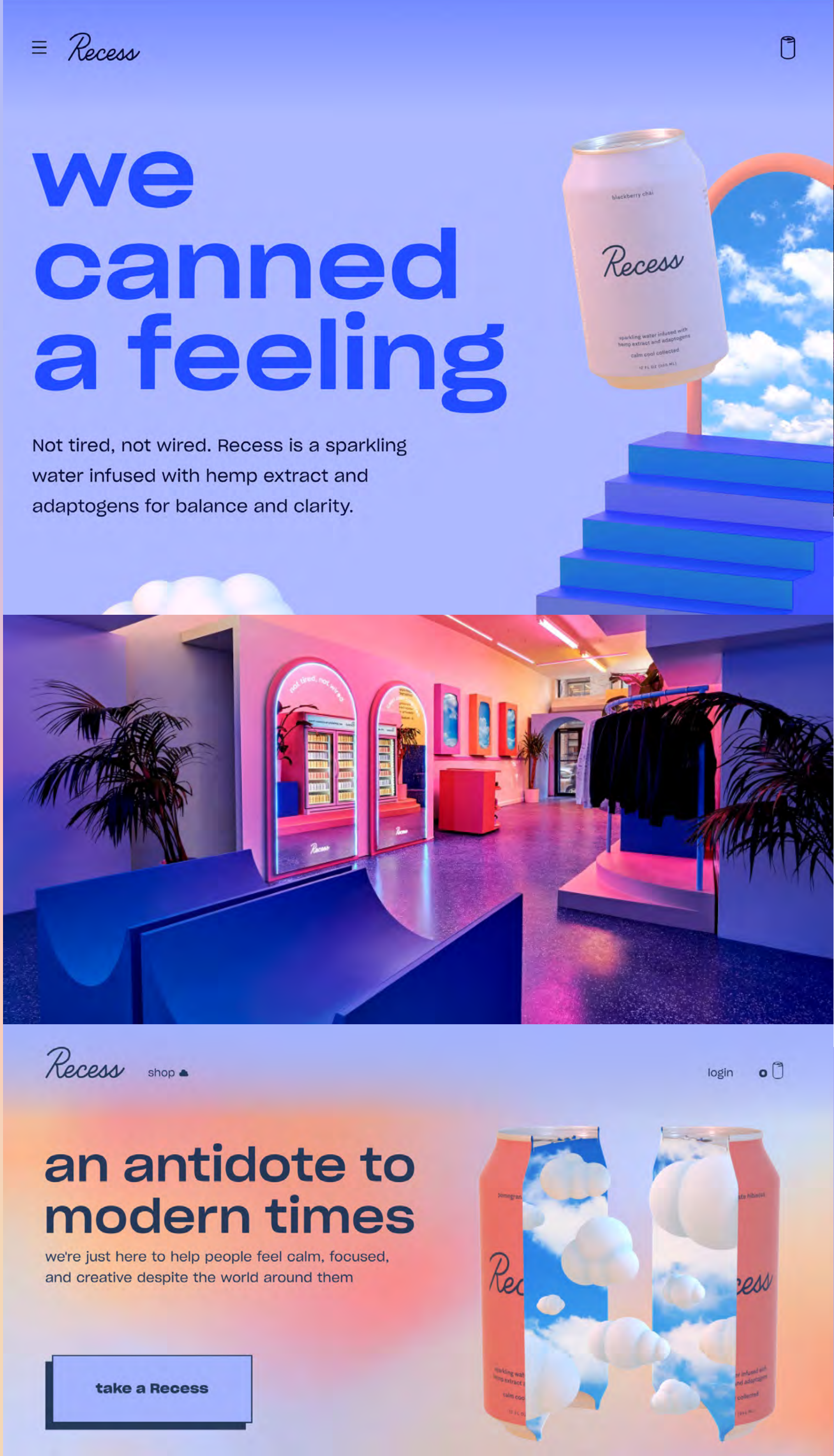
A BRAND THAT USES SOCIAL TO PLAY EXACTLY TO THE CROWD.

Recess is clear on its target market - this a drink by creatives, for creatives. A modern, minimal and whimsical aesthetic - using duotone pastels that communicate simplicity and calm without being boring - the perfect combination for their millennial target. And it's led to a particularly bold identity that is having huge success on Instagram.

They have established a style that is both emotive and functional, delivered in a tone of voice that's witty, wise and interesting. As they say themselves - they are 'an antidote to modern times'.

THE REASON WHY RECESS STOOD OUT TO US?

While even the best challenger brand content has a tendency to look somewhat generic, Recess has created a style that is off-the-wall, self-effacing, witty and topical. But mostly, it speaks to the product truth. It's completely for their audience.



Starface is extremely digital, and that means engaging with our customers wherever they are. A vast majority of them are on TikTok and Instagram. It's been interesting to see how our Instagram followers and traffic have increased since engaging more on TikTok specifically.

The talent and creativity on TikTok is unlike any other platform, and we see a lot of synergy between our values and the freedom of self-expression there. We're just grateful to receive so much organic visibility since we've never worked with influencers in a paid capacity.

Brian Bordainick, Co-Founder, Starface

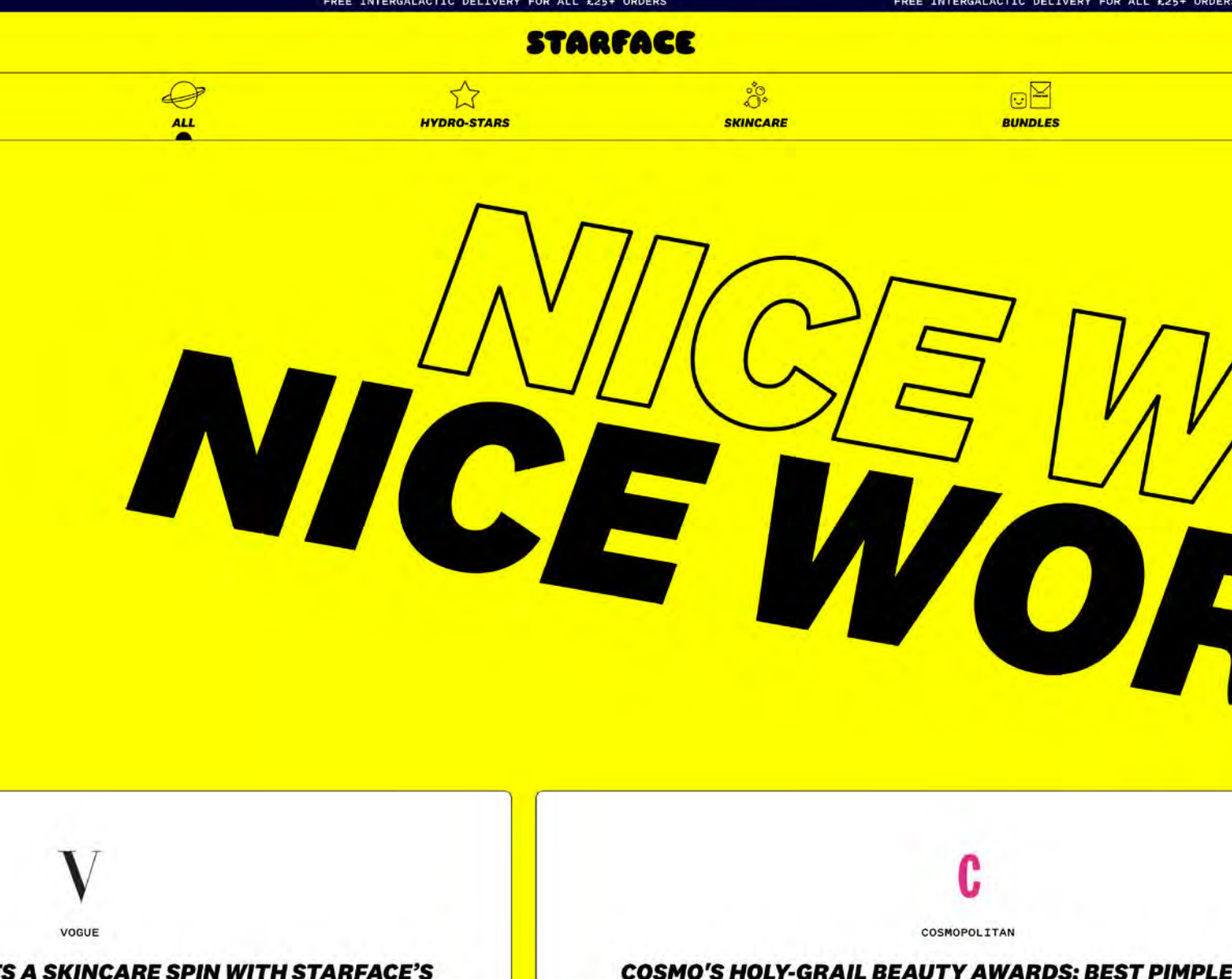
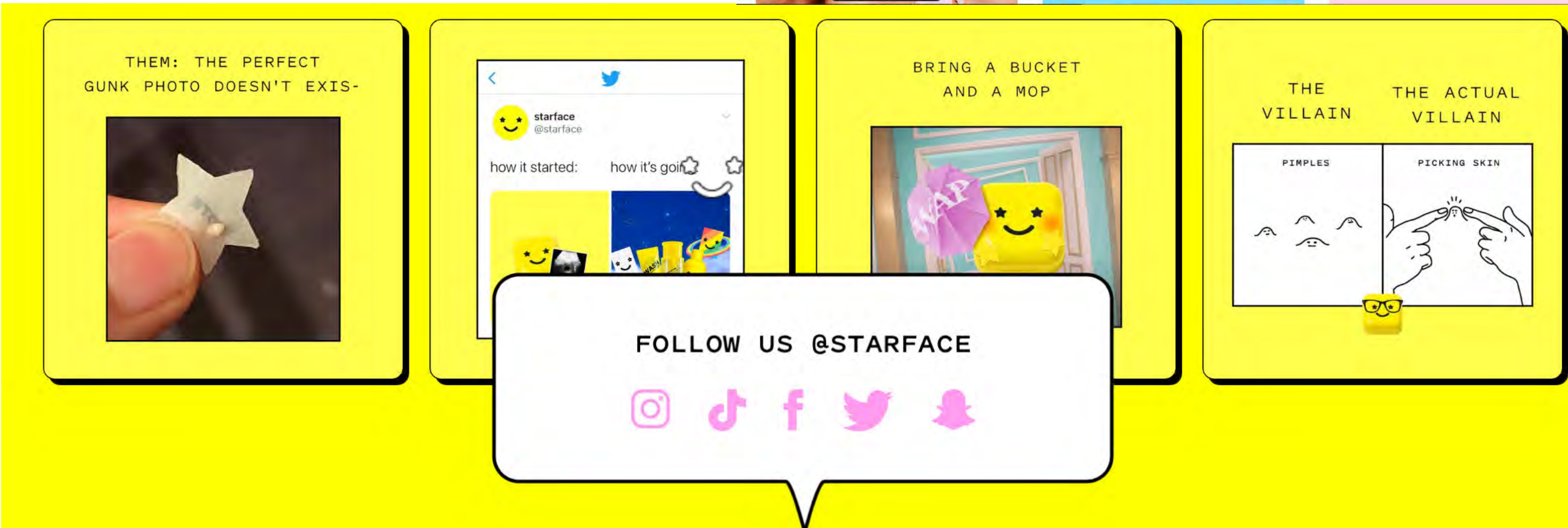
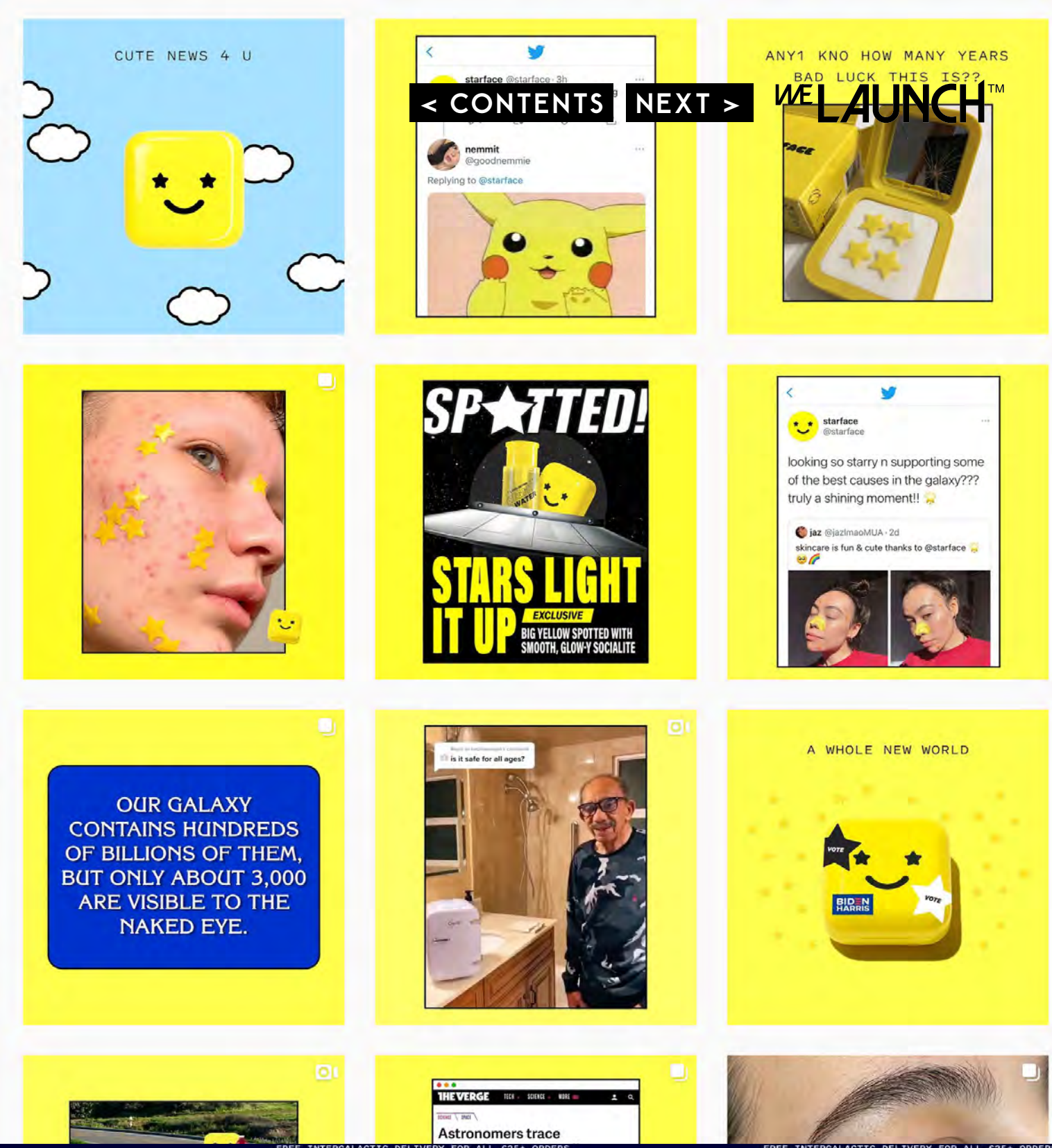
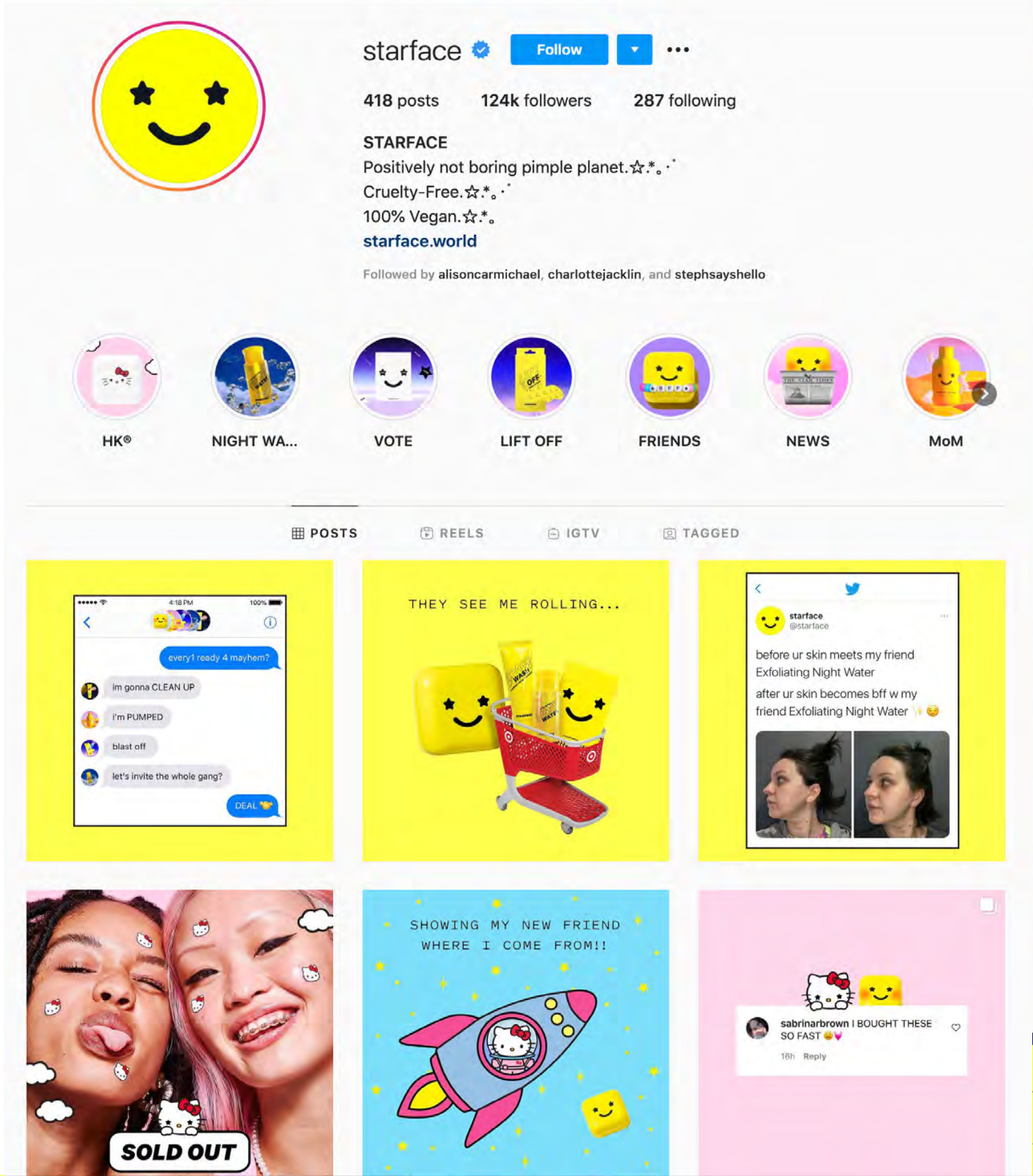


STARFACE

A BRAND THAT KNOWS ITS AUDIENCE, AND HOW TO ENGAGE WITH THEM.

As an up and coming skincare brand, Starface definitely knows how to utilise social media. They do an incredible job of curating a consistent visual theme while posting everything from customer testimonials to memes and more.

Consistently in the Top 50 of the most powerful brands on TikTok, Starface also makes use of Instagram Stories very well resharing customer stories that tag the account on their story as social proof for potential customers. They also use bright and colourful pinned stories to highlight their different products, news, and to save the best tagged customer stories.





UNDERSTANDING THE IMPORTANCE OF MOTIVATING AND INSPIRING YOUR AUDIENCE.

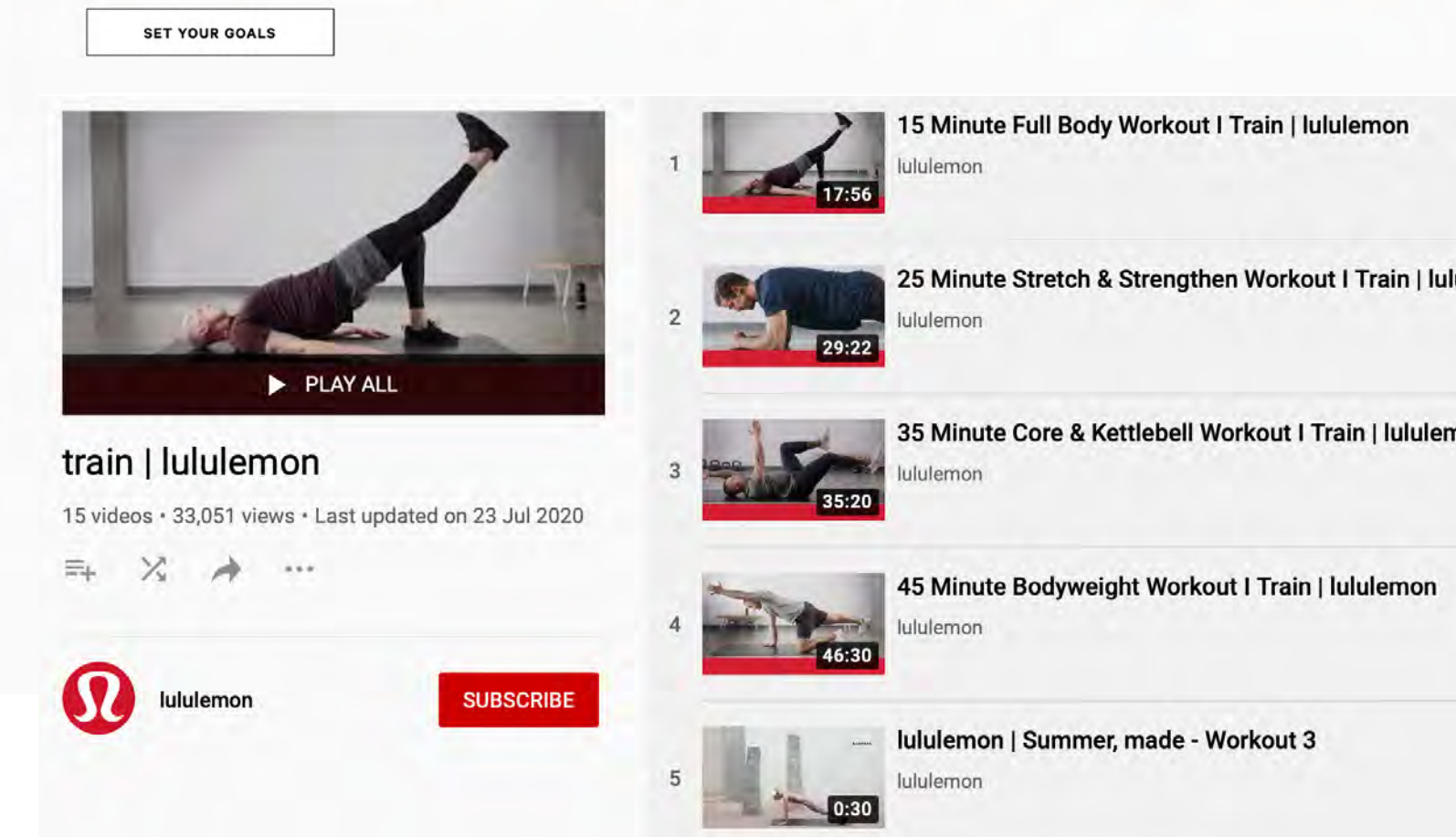
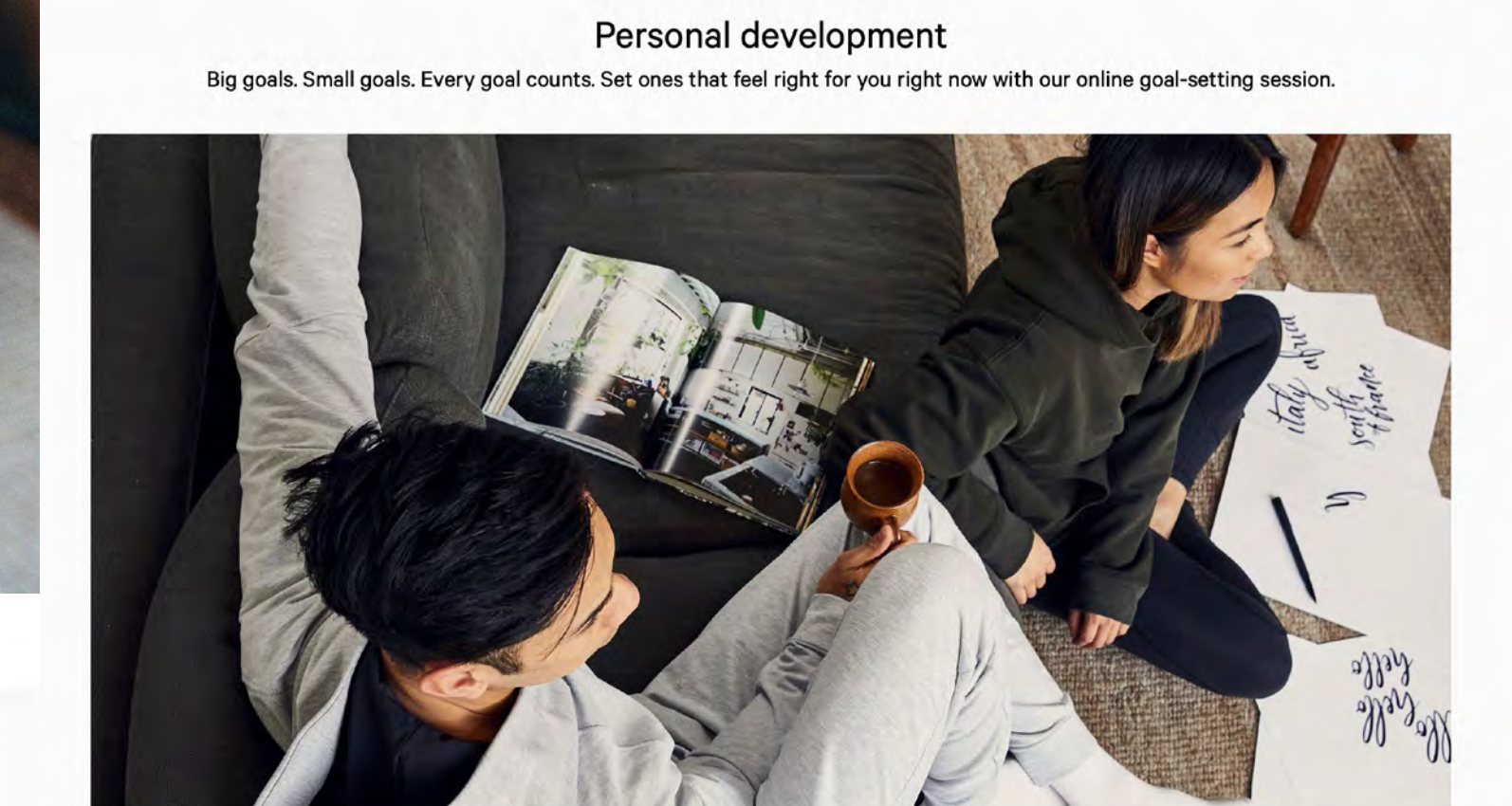
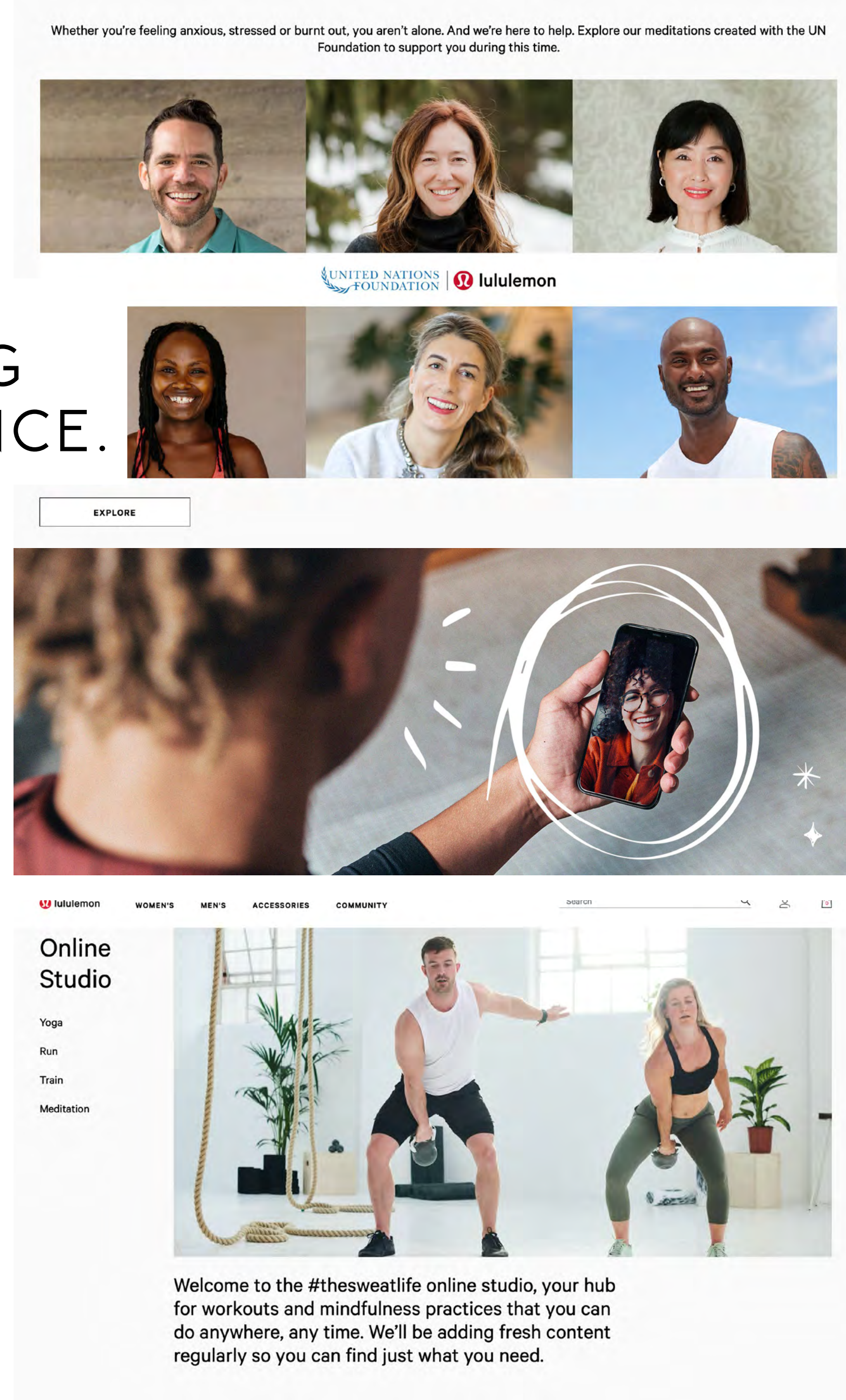
Athleisure brand Lululemon increased sales by 40% in 2020, despite the impact of stores being closed. The brands' apparel was a favourite with people at home during lockdown, and it maintained a strong e-commerce presence that included an extensive range of yoga courses to support its community.

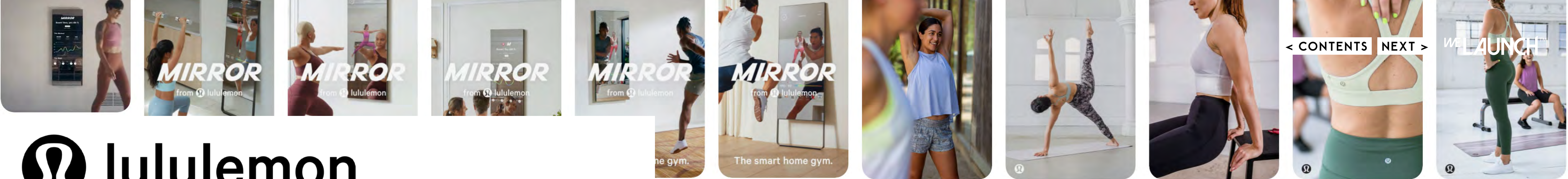
They have continued to curate a wealth of empowering content on their website - even partnering with the United Nations Foundation to do so. And with their #sweatlife hashtag, they share and post content from micro-influencers within their own community.

In June 2020, they acquired **Mirror** - a home-fitness product offering live and on-demand classes and personal training - for \$500 million. CEO Calvin McDonald has said that the startup expects to notch more than \$100 million in sales this year and is on track to break even or earn a narrow profit next year.

THE REASON WHY LULULEMON STOOD OUT TO US?

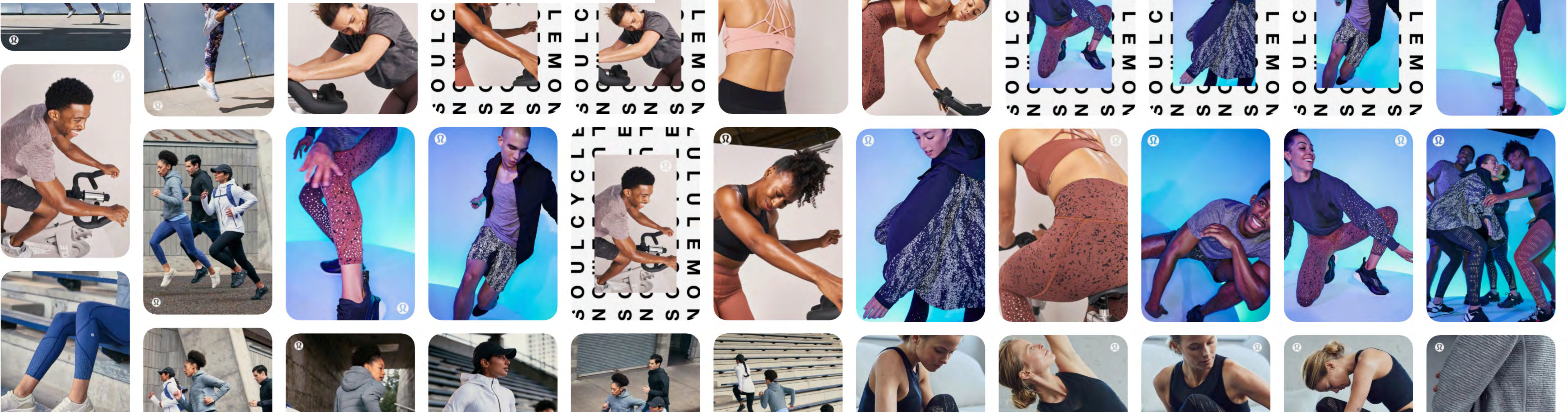
A brand that knows the importance of putting their people first. Creating engagement that isn't all about direct sales - but more focused on improving the individual mindset (be that through content or technology).





 **lululemon**

WITH 9.3 MILLION MONTHLY
VIEWS ON THEIR CURATED
PINTEREST CHANNEL - ON A PAR
WITH NIKE AND UNDER ARMOUR,
IT ALSO KNOWS WHERE ITS
AUDIENCE SPENDS THEIR TIME.



WALKING THE WALK

71% OF MILLENNIALS WOULD BE MORE LIKELY TO PURCHASE FROM A COMPANY THAT SUPPORTS A CAUSE THEY CARE ABOUT*.

86% OF CONSUMERS ARE MORE LIKELY TO HAVE TRUST IN BRANDS THAT LEAD WITH PURPOSE*.

IN THE WORLD OF CONFECTIONERY,
ONE BRAND IS LIGHTING THE WAY >





AN IMPACT COMPANY THAT
MAKES CHOCOLATE, NOT
A CHOCOLATE COMPANY
THAT MAKES IMPACT.

Tony's are on a mission to make '100% slave free' the norm in chocolate. They want to put an end to the 1.5m+ children that are working illegally on cocoa plantations in West-Africa. And they are doing it by delivering a thought-provoking impact with everything they do.

In a sea of artisanal patterns and twirly letters, the Tony's bold and hand-drawn aesthetic is totally fresh in the sector.



IF WE CAN DO IT



ALL CHOCOLATE
COMPANIES CAN.

NOTHING
TO HIDE



5 SOURCING
PRINCIPLES



< CONTENTS NEXT > WE LAUNCH™
YEP.
**ALL CHOCOLATE
SHOULD BE MADE
100%
SLAVE FREE**

1,56 MILLION
CHILDREN
WORK
UNDER
ILLEGAL
CONDITIONS



Alone we make slave free chocolate. Together we make all chocolate 100% slave free. So we ask you to join in.

The more people choose slave free and share our story, the sooner 100% slave free becomes the norm in chocolate. The choice is yours. Are you in?





TONY'S ARE OFFICIALLY THE FASTEST GROWING CHOCOLATE BRAND IN THE UK.

All of the Tony's range featured in the top 40 fastest selling across total market with a distribution of only 25%. They have grown their Choco Fan community organically by 400% to 60,000 in the last 12 months.



Unfortunately, due to Covid-19, not all Tony's yet received their Tony's mug shot. In the new book year we will go ahead with all the Chococho shots. Did anyone say choco cheese?

THE REASON WHY TONY'S CHOCOLONELY STOOD OUT TO US?

Quite simply - we love everything about this business. If we could bottle 'what makes a strong and compelling brand in 2021' then Tony's would be on the label. They make a quality product, with a serious purpose - and yet it does so with a smile on its face - by always putting people first.



tonyschocolonely_uk_ire Often, Choco Fans ask us: why is your bar unequally divided? Well, we're glad you asked! We use our bar to tell an important story of inequality in the chocolate industry.

60% of all the world's cocoa comes from two countries, Ghana and the Ivory Coast. In these two countries, there are 2.5 million small farms growing this cocoa, with approximately 2.1 million children working under illegal conditions.

Worst still, there are at least 30,000 adults and children working in cocoa who are considered victims of modern slavery.

So, as long as the chocolate industry is unequally divided, our bar will stay that way too. Our vision is 100% slave free chocolate. Not just our chocolate, but all chocolate worldwide.. but we can only do this together!



MAKE YOUR VOICE HEARD



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WELAUNCH™



BE PRAGMATIC. AND COLORFUL.

15,542 RETAIL STORES CLOSED IN 2020,
A 63% INCREASE ON 2019*.

110K+ EMPLOYEES WERE AFFECTED.

TRADITIONAL BRICKS & MORTAR RETAIL
BRANDS ARE DYING BECAUSE OF A FAILURE
TO INVEST IN AND EMBRACE DIGITAL.

ONE BRIGHT YOUNG BRAND BUCKED THE
TREND AND OPENED A NEW FLAGSHIP >



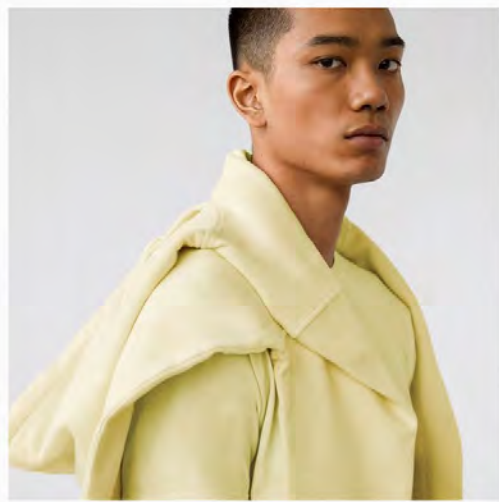
COLORFUL STANDARD

A BRAND THAT KEEPS THINGS
SIMPLE - BUT BRIGHTENS THE
WHOLE CUSTOMER EXPERIENCE
ACROSS EVERY CHANNEL.

Founded in 2017 by Tue Deleuran, Colorful Standard are a Danish brand built from organic roots and sustainable practices, producing high-quality essentials for every day. The company is conscious clean, priding themselves on using the finest certified organic cotton and Italian wool, manufactured in Portugal under European guidelines.

Consciously, they donate 5% of their proceeds to charity.

Bold, confident and positive - the brand feels relevant and authentic. Like what American Apparel, Benetton and Gap could've been if they understood the newer generation of shoppers better.



COLORFUL STANDARD

A BRAND THAT KEEPS THINGS SIMPLE - BUT BRIGHTENS THE WHOLE CUSTOMER EXPERIENCE ACROSS EVERY CHANNEL.



THE REASON WHY COLORFUL STANDARD STOOD OUT TO US?

With a transparent and honest voice, they have defied convention in the retail climate of 2020, they stepped up to the plate and opened their bold and colourful doors - ushering in a sense of positivity and freshness in doing so.

COLLABORATE FOR THE GREATER GOOD

UP TO 40% OF FRUITS AND VEG GROWN
IN THE UK GO TO WASTE.

Globally, 1.3 billion tonnes of food
is wasted every year. Of this, fruit
and veg have the highest wastage
rates of any food type.

One business is collaborating
with suppliers and partner brands
to change things >



DASH
WATER

BY HYDRATING MILLIONS,
DASH AIM TO SAVE 2,600 TONNES
OF WONKY FRUIT & VEG FROM
LANDFILL BY 2024.

Dash launched 3 years ago and is now present in over 5,000 stores across 20 countries, including the US and Australia. They now lead the seltzer category with 37% of total sales value in a category that has nearly tripled in the last year.

In 2020, they became B Corp certified and infused over 145 tonnes of surplus fruit which would otherwise have gone to waste.

The brand is now listed in 5,000 stores globally, including Waitrose, Sainsbury's, BA and Boots. With a simple yet fresh brand aesthetic, they have a strong digital presence - selling around 9,000 cans a day through their online store.

THE REASON WHY DASH WATER STOOD OUT TO US?

Dash are proud of the people and brands they collaborate with - from farmers to other food and beverage brands. Through these positive partnerships, they're creating powerful, direct messages that compel people to stop, look and act.



Our actions need to change for the good of our planet. Help us make a difference by reusing and repairing your belongings.
Can we count you in?



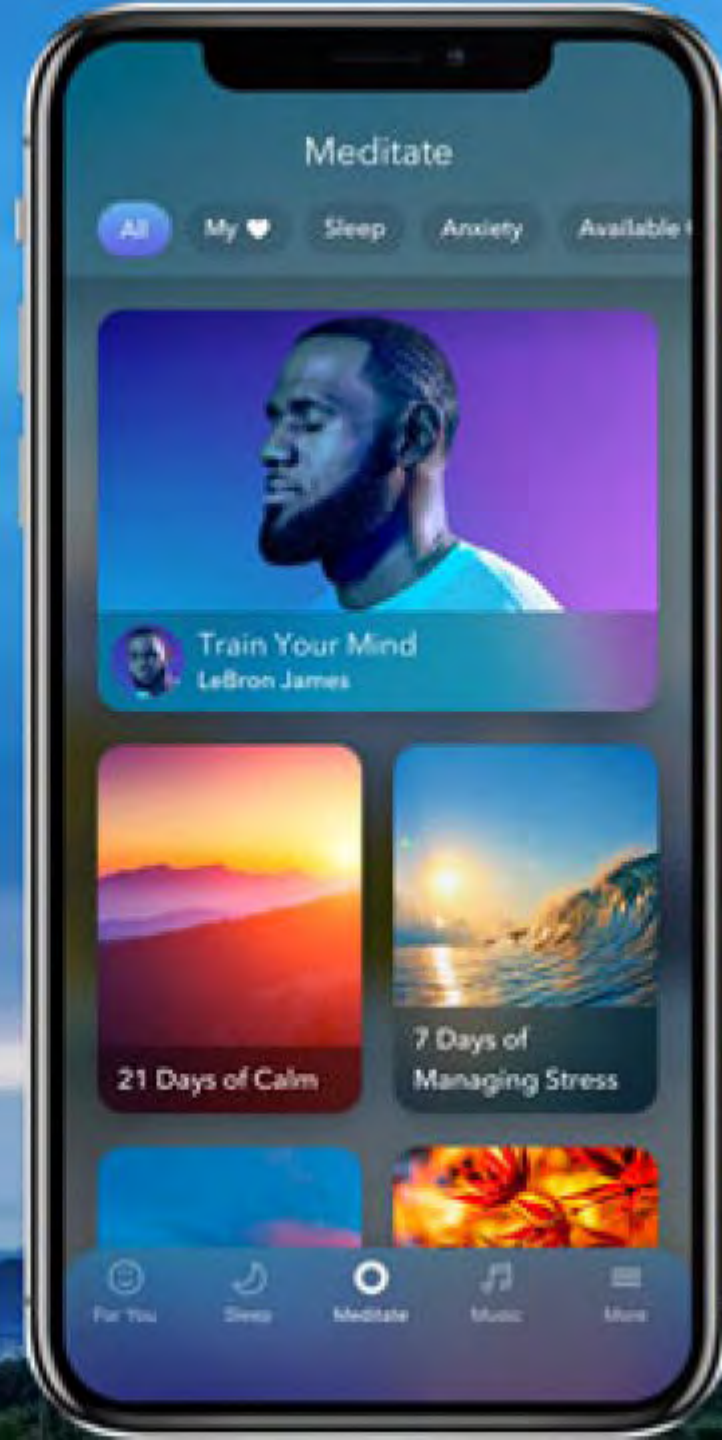
SAVVY TIE UPS

MAXIMISING APPEAL WITH
THE RIGHT CELEBRITY
PARTNERSHIPS AND WELL
CONSIDERED BRAND
PLACEMENTS.

In sponsoring CNN's coverage of the US election night, Calm's app saw **66 million total impressions** from October 31 through November 3, with **11 million on Election Day alone**. And in a 30 day period either side of the election, Calm saw **241.7 million TV ad impressions**, valued at \$1.4 million.

App downloads increased **94% globally** the week they announced singer Harry Styles would be narrating one of the service's "sleep stories", with worldwide revenue doubling week after.





Blue Gold

Let master storyteller Stephen Fry take you on a calming journey through the lavender fields and sleepy villages of Provence

NARRATOR

Stephen Fry

AUTHOR

Phoebe Smith

#DreamWithHarry

9:00 PM · Jul 6, 2020

162.6K 44.8K Share this Tweet

SLEEP STORIES

NEW Sleep Story narrated by award-winning actress Eva Green

HARRY STYLES

Dream With Me

Try your first sleep story here

MUSIC

DEADMAU5 & FRIENDS

MAU5TRAP: FLOW & FOCUS

FLEXING FOR SUCCESS

FINTECH FIRMS ACQUIRED **\$135.7 BILLION**
GLOBALLY IN INVESTMENTS DURING 2020*.

THE TOTAL TRANSACTION VALUE OF DIGITAL
PAYMENTS WAS EXPECTED TO REACH
\$4.8 TRILLION IN 2020*.

24 FINTECH COMPANIES REACHED
UNICORN STATUS IN 2019.

ONE PARTICULAR UNICORN DECIDED
TO CHANGE ITS SPOTS >



A FINTECH BUSINESS THAT
UNDERSTOOD WHY THEIR
BRAND NEEDED TO FLEX FOR
A MULTITUDE OF AUDIENCES.

Checkout.com launched in 2012 and now has a team of 1,000 people across 17 offices worldwide (doubling their headcount in 12 months). In 2020, they raised \$450million - valuing the business at an astounding \$15billion.

According to the startup, it is now the fourth-largest fintech company globally. In relaunching their brand in 2020, their goal was to:

"Express ourselves more clearly so people outside of the business could really see and feel this. We wanted to reflect our commitment to innovation, our bold attitude, and forward-thinking approach to payments."

Erin Renzas, SVP of Marketing, Checkout.com

THE REASON WHY CHECKOUT.COM STOOD OUT TO US?

In rebranding when they did, it allowed them to maximise their standout on all channels - but particularly in communicating to their various audiences on social. Unlike most other fintech and financial services brands (who tend to push out extremely static and dull social content), Checkout now have a brand that can talk to their audiences in the most relevant and fresh ways - whilst still maintaining the required gravitas and seriousness of the subject matter.

RIGHT PLACE. RIGHT TIME.

AS LOCKDOWN HIT GLOBALLY, GYMS AND FITNESS CENTRES WERE FORCED TO CLOSE THEIR DOORS & GO DIGITAL.

DOWNLOADS OF HEALTH AND FITNESS APPS **GREW BY 46% WORLDWIDE***.

AT-HOME FITNESS EQUIPMENT SALES BOOMED. EBAY SAW AN INCREASE IN DUMBBELL SALES OF ALMOST **2,000% OVER THE PREVIOUS YEAR***.

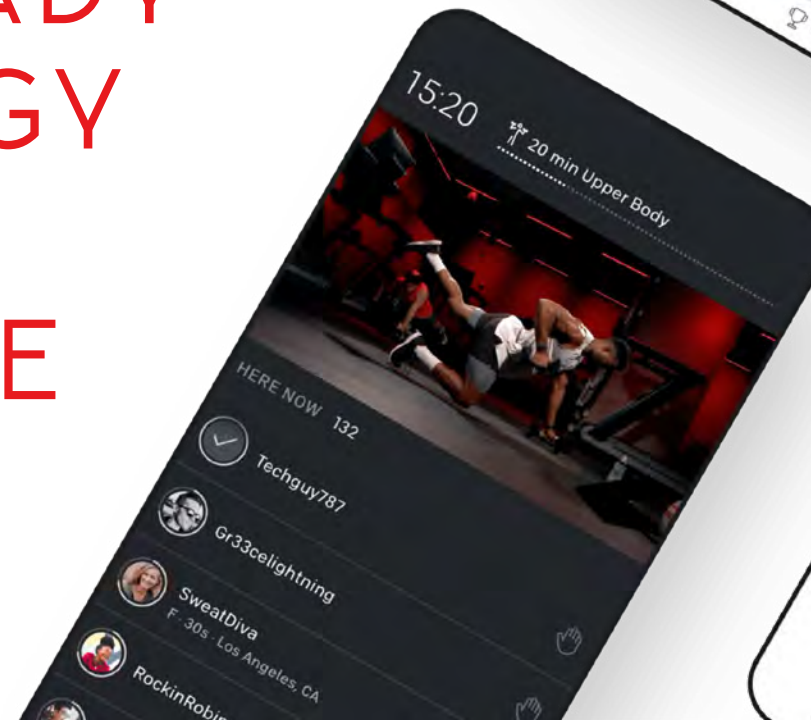
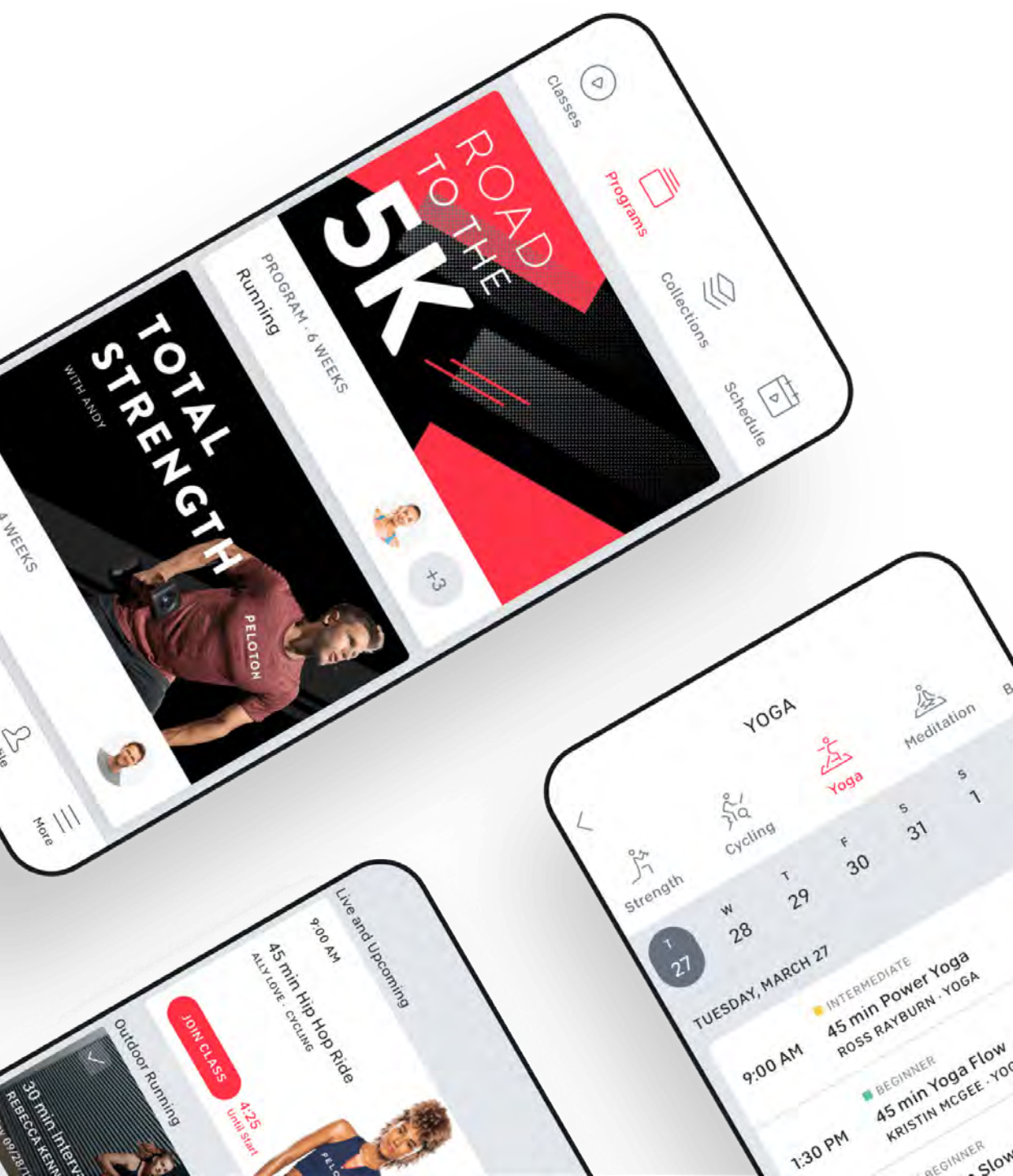
IN THE UK, THERE WAS A **21,000% INCREASE** IN GOOGLE SEARCH FOR 'KETTLEBELLS'.

ONE BRAND IN PARTICULAR WAS ALREADY UP AND SPINNING >





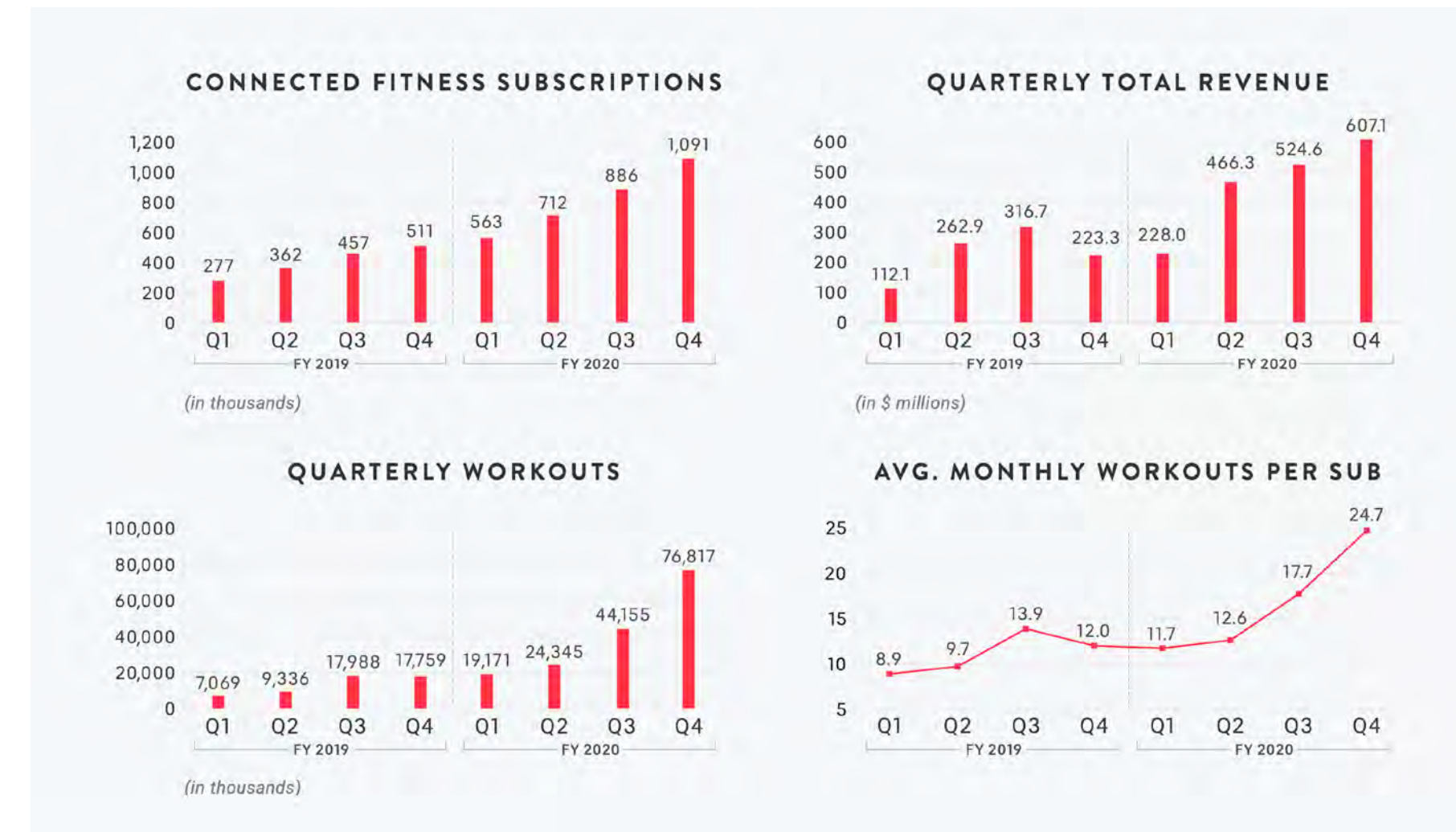
AS GYMS TRIED TO QUICKLY GO DIGITAL, PELOTON ALREADY HAD THE BRAND, TECHNOLOGY & INFRASTRUCTURE IN PLACE TO CAPITALISE ON THE HOME FITNESS EXPLOSION.





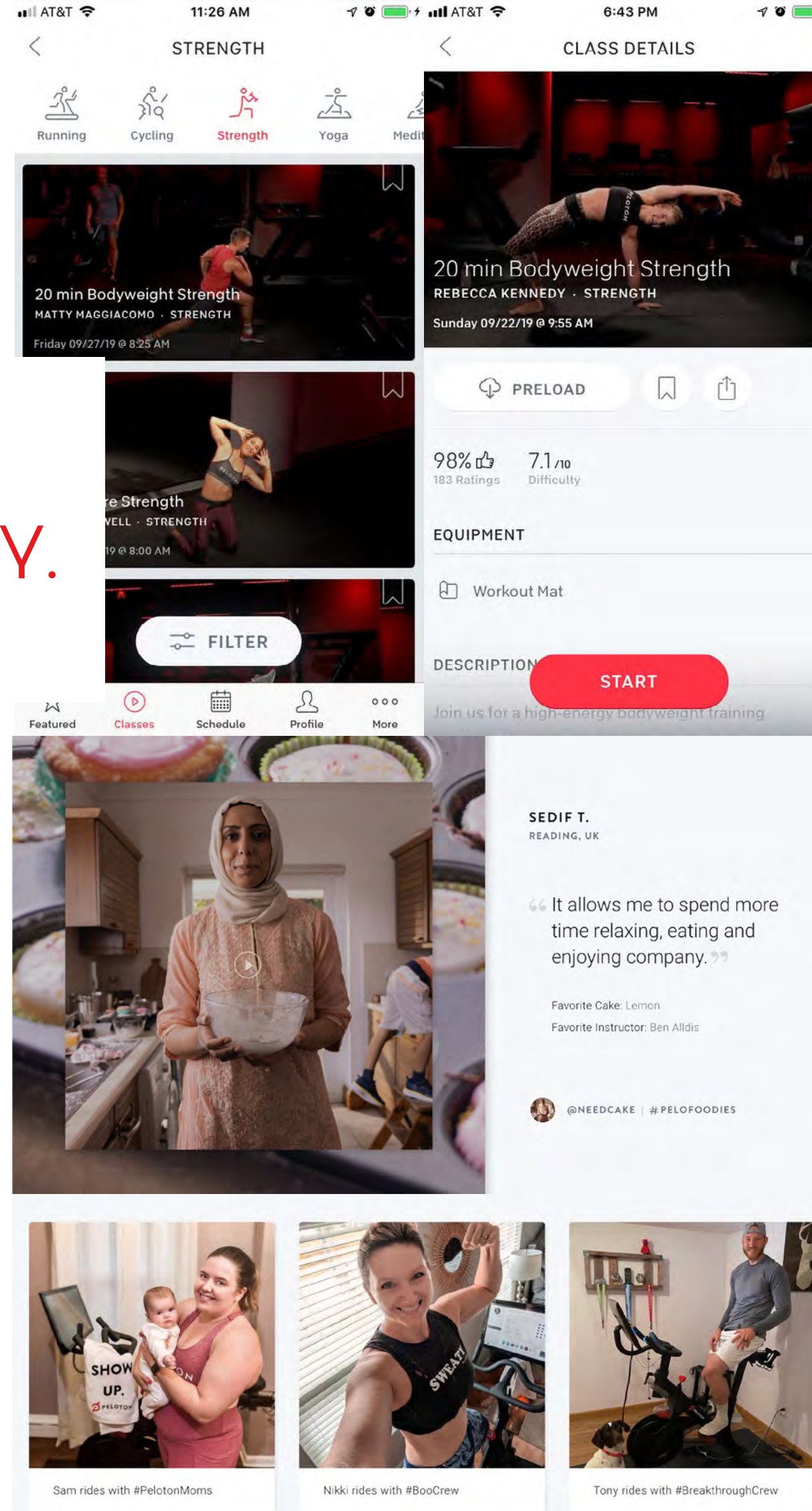
A BRAND CENTRED AROUND COMMUNITY, TECHNOLOGY, COLLABORATION & POSITIVITY.

Quite simply, the Peloton stats tell the whole story:



THE REASON WHY PELOTON STOOD OUT TO US?

Whilst many of their competitors in the fitness space took time to adapt their business model to the new digital / at-home era, Peloton made it easy to convert new customers into loyal ambassadors before any had the chance to catch up. The brand, community and technology was superior - delivering a quality experience that was built upon as the months went on. Smart artist collaborations (with the likes of Beyoncé), new types of classes and inspiring philanthropic initiatives all give people multiple reasons to engage weekly.





BROMPTON

A BUSINESS THAT IS JUST PASSIONATE ABOUT MAKING CYCLING MORE ACCESSIBLE

Sales in Brompton bicycles have increased by five times as people seek to avoid public transport amid the Covid-19 crisis. Formerly only sold through a tightly controlled dealer network, the crisis saw the London firm launch a direct-to-consumer service. This cut the need for a trip to the nearest bike shop.

The brand has also made a fleet of Brompton bikes available for NHS workers. Backed by £100,000 of Brompton's money, crowdfunding has added a further £300,000 to the scheme which provides free use of the machines during lockdown.



UN-PUBLIC TRANSPORT



OPENING DOORS.

AS THE TRAVEL INDUSTRY WAS CANCELLING BOOKINGS AT FRIGHTENING SPEED, ONE PLACE BUCKED THE TREND AND OPENED THEIR DOORS.

As lockdown restrictions were eased in the Summer of 2020, **Birch** in Hertfordshire, England quickly built up a loyal customer base of socially native, creative, experience driven, entrepreneurial people in search of a peaceful remote working haven. And they did so with minimal marketing spend.

Within three months of opening its doors, it had been awarded Hotel of the Year: 2020 by The Sunday Times.

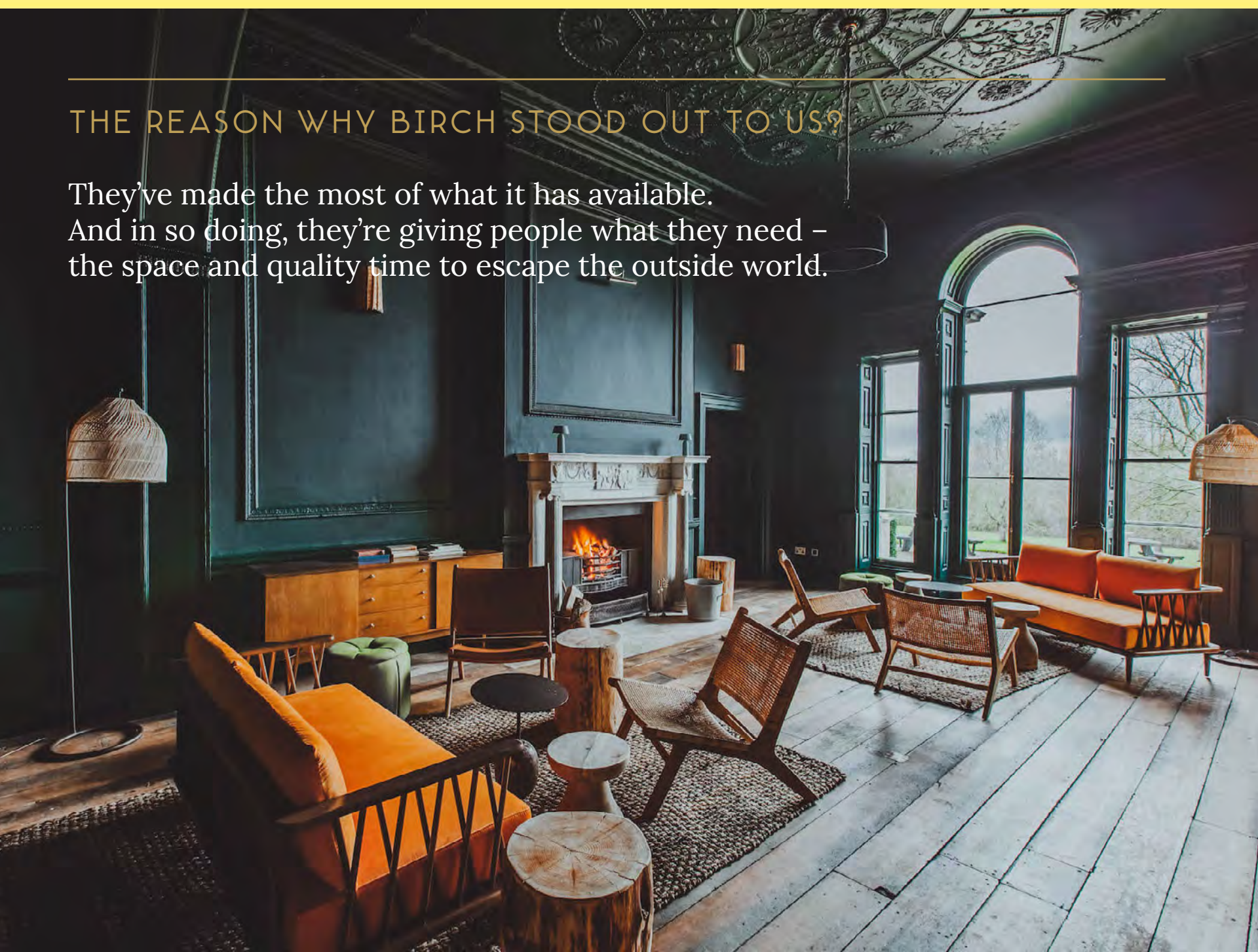


DO YOU HAVE ADVICE FOR SOMEONE IN A CREATIVE RUT?

1. Step away from whatever it is you're working on and get out into some green space or go for a walk.
2. Change how you're thinking about the work you're trying to do. Think of a time you were doing something you really enjoyed. Think about how you felt. And then 'embody' that behaviour. Literally act 'as if' you are motivated. Thoughts change your feelings, so it's a great way to get you back on track.

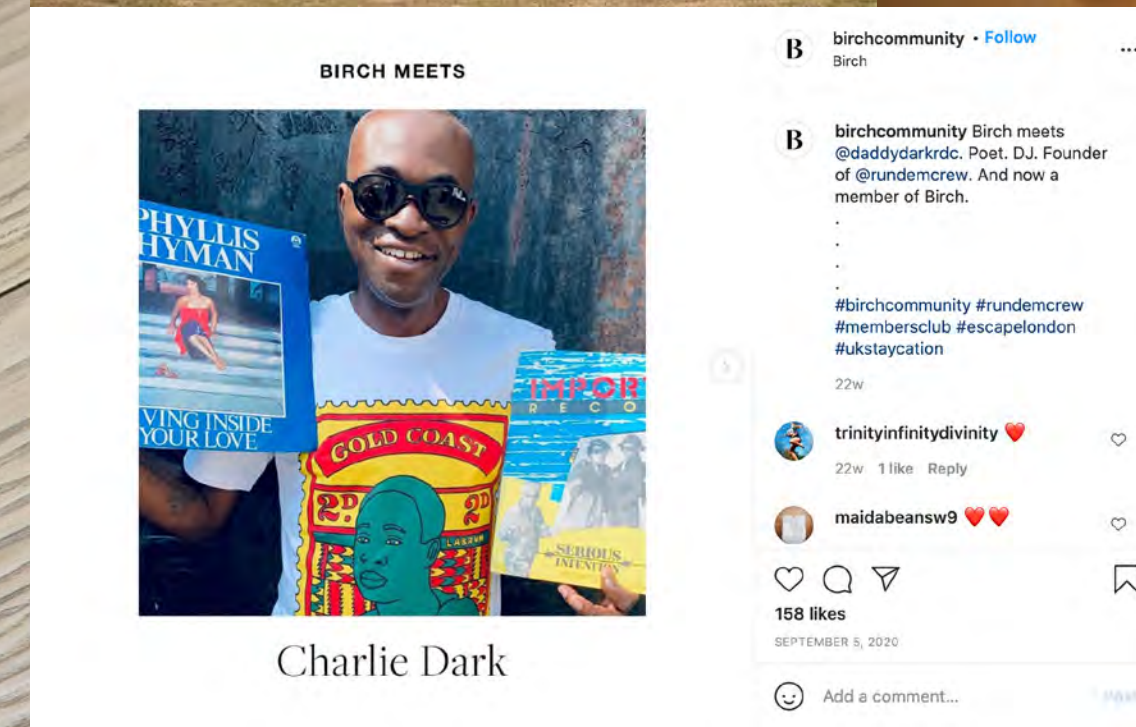


Their brand isn't brash or in your face. It didn't spend millions on a big marketing campaign, instead they posted some savvy and engaging social media content, telling the stories of their new members and collaborators. And people started sharing it.



THE REASON WHY BIRCH STOOD OUT TO US?

They've made the most of what it has available. And in so doing, they're giving people what they need – the space and quality time to escape the outside world.





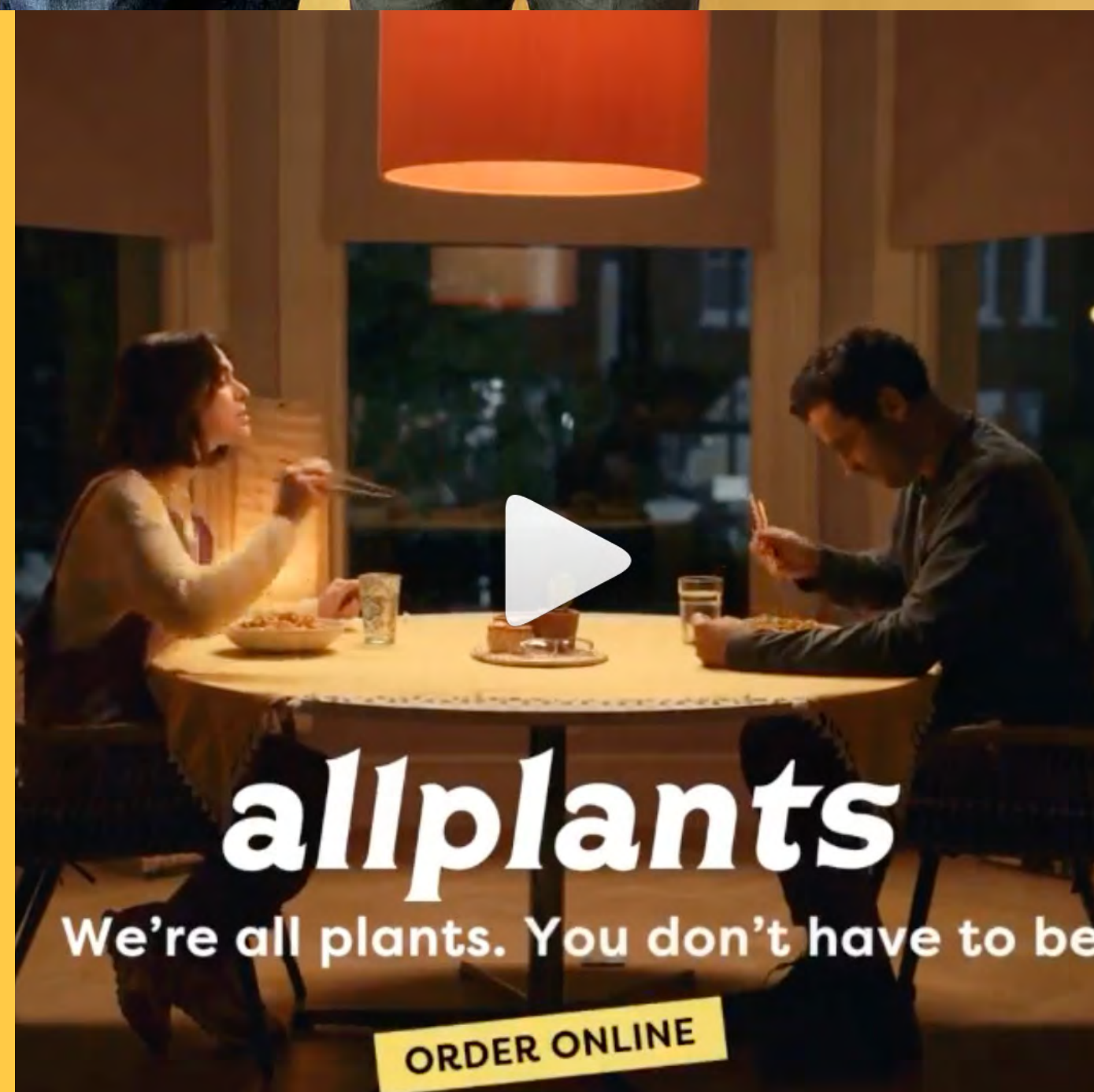
allplants



IN LOCKDOWN, A BRAND THAT'S MADE FOR PEOPLE THAT CAN'T MEAT.

Allplants was way ahead of the curve when it launched its vegan delivery box service in the UK, with no way of knowing that COVID would bring a wave of demand and interest in both DTC and plant-based foods, leading to a record-breaking **£4.5 million crowdfund** in March 2020 – the largest crowdfund by any vegan business in the world.

At the start of 2020, the brand had sold 1 million meals. This number had doubled just ten months later. They ended the year with a bang as they ran a nationwide TV advert urging people to eat more plants.



MAXIMISING AUDIENCE APPEAL

THE TOYS & GAMES SECTOR IS PREDICTED TO AMOUNT TO **\$357 BILLION BY 2023**, UP FROM \$297 BILLION IN 2019*.

AS OF JANUARY 2021, THE LEGO GROUP IS MOST POPULAR BRAND CHANNEL ON YOUTUBE, WITH **10 BILLION TOTAL VIEWS**. ALMOST **DOUBLE** ANY OTHER BRAND CHANNEL*.

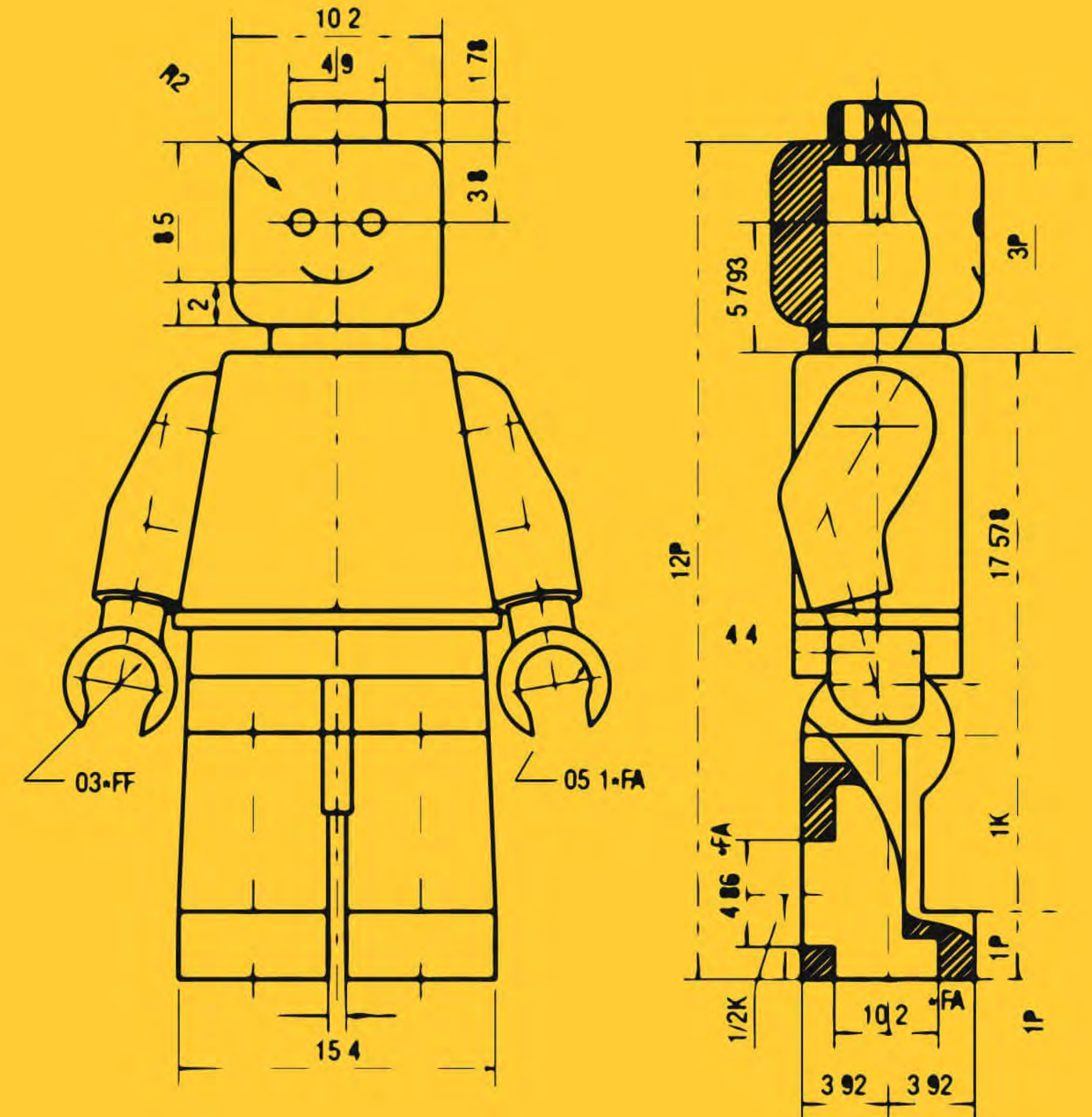
THE LEGO BRAND WAS VALUED AT APPROX. **\$7.5 BILLION** IN 2020, UP \$650 MILLION FROM 2019.





**HOW DO YOU STAY RELEVANT?
WE BELIEVE IN LEARNING
THROUGH PLAY. KEEP IT
RELEVANT AND EXCITING –
THAT’S OUR CONCEPT. IT’S LESS
ABOUT A SPECIFIC COMPANY
AND MORE ABOUT ALL THE
THINGS THAT ARE COMPETING
FOR THE ATTENTION AND TIME
OF KIDS – OF ALL AGES.**

Niels Christiansen, Chief Executive, Lego
Speaking in the Financial Times, 2020





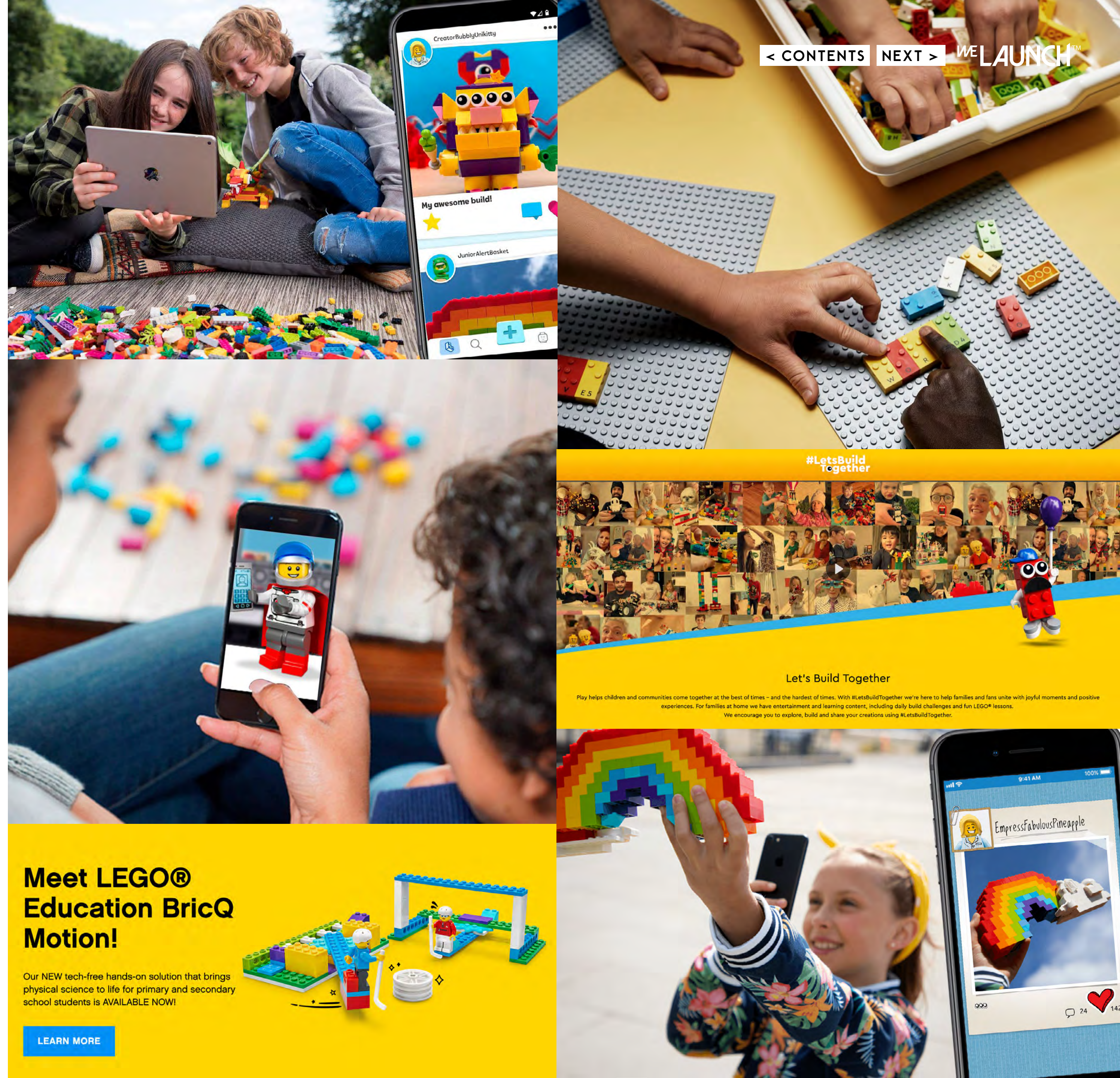
A BRAND UNIVERSALLY LOVED FOR GENERATIONS - BUT WHICH CONSTANTLY KEEPS ITSELF RELEVANT AND FRESH.

Lego really managed to flex during 2020. Revenue grew by 7% and sales increased 14% during the first lockdown, whilst competitors like Mattel (-14%) and Hasbro (-19%) struggled.

They managed this by investing in their own online store platform and opening new branded stores. But a massive element was by strategically diversifying their product reach and appeal.

They made themselves relevant and vital to homes in lockdown. Initiatives like the **Lego Life app** encourage parents to build with their kids - and for them to share their creations online, to using building as a form of relaxation and meditation for adults have helped spread their audience.

Their innovation extends to so many more areas - such **Lego Braille Brick** classes and the **Lego Education 'BricQ Motion'** - which is their tech-free hands-on solution that brings physical science to life for primary and secondary school students.





THROUGH INNOVATIVE COLLABORATIONS, THEY'VE BEEN ABLE TO REINVENT THEMSELVES OVER AND OVER.

Collaborations with some of the world's best known brands in other sectors (Adidas, Levi's, IKEA, Land Rover, Nintendo, Star Wars, Harry Potter, Hype etc) has shown how they are looking at engaging people at different stages of their lives - and tap into different cultural movements in the process.

But they give back too. During the first six months of 2020, the LEGO Group supported those hit hardest by the pandemic. In partnership with the **LEGO Foundation**, it donated **\$50 million** to a range of organisations that provide emergency relief to families and children in learning through play. It also donated more than **250,000 LEGO sets** to children in need of play.

The Group re-purposed moulding machines in its factories in Denmark, Czech Republic, Hungary & Mexico to manufacture more than **500,000 PPE visors** for frontline health professionals.

The brand is **investing £310 million** in efforts to create its bricks using sustainable materials, having vowed that its bricks will no longer be made from plastic by 2030.

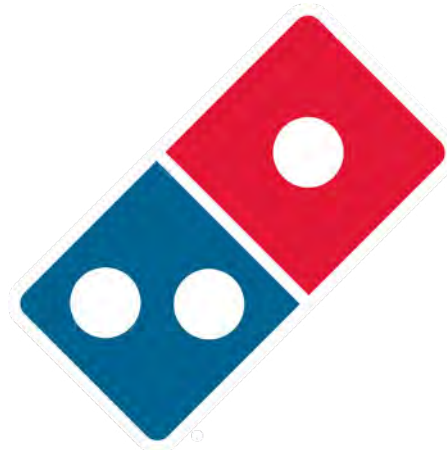


THE ORIGINAL CLOUD KITCHEN

THE GLOBAL CLOUD KITCHEN
MARKET IS FORECAST TO REACH
OVER \$2.5 BILLION BY 2026.
A 400% INCREASE FROM 2018*.

AS LOCKDOWN HIT IN THE US,
DOORDASH **TRIPLED ITS ORDERS**
IN THE FIRST 9 MONTHS OF 2020**.

ONE BRAND WAS ALREADY SET
UP AND READY >



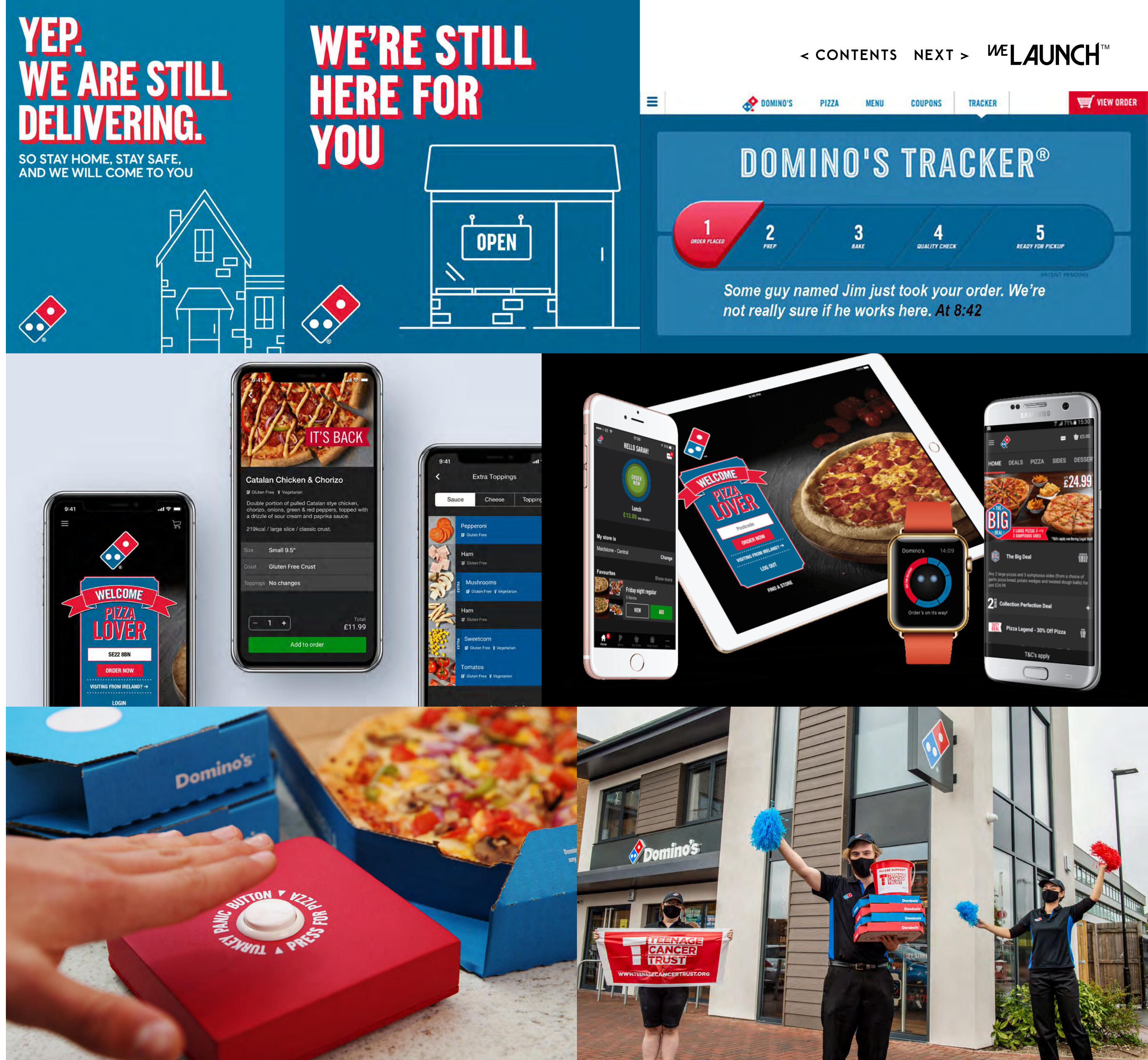
THE BRAND THAT FIGURED OUT CLOUD KITCHENS BEFORE THEY WERE COOL.

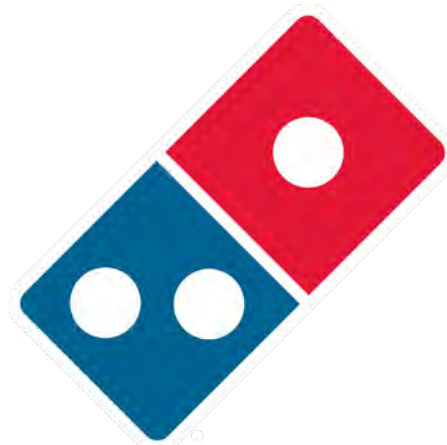
Food delivery saw a massive increase in sales throughout lockdown. To survive and compete with the long established providers, restaurants had to quickly adapt. But innovation takes time, technological advancements cost money, and quality can't be compromised.

As hospitality businesses re-assess all aspects of their costs, ambitious entrepreneurs (like ex-Uber CEO Travis Kalanick) are getting into “cloud kitchens” to cut the biggest expense traditional restaurants deal with: property fees.

When restaurants were forced to close their doors, Domino's met the moment. Their business is built around local, franchised micro-kitchens. They had already invested in the technology to deliver food quickly and still hot - and they had their own bespoke app that wasn't beholden to third party providers. Because of this, they led the category with a **12% increase in value**.

In the UK market, Domino's saw delivery **sales increase 31%** and **orders up 24%** during lockdown. The crisis also accelerated their evolution to a truly digital business, with their **app sales up 26%** in the same period.





DELIVERING WITH A HUMAN TOUCH - AND PUTTING PEOPLE, NOT PRODUCTS, FIRST.

Domino's launched its Feed The Heroes campaign early in lockdown, which saw them donate £4 million worth of pizzas to frontline health workers.

Their Local Legend Awards saw over 43,000 people nominate the most deserving 60 key worker heroes to win a year's worth of free Domino's pizza for them, their households, and work colleagues.

And to provide some light relief, their Staycation Domination fully integrated ad campaign ran in the Summer - which was a fun, high-energy take on all the different ways people could spend their time staycationing.

It also featured a social competition where Domino's gave away picnic blankets designed in the iconic blue and red Domino's brand colours, which made it easier for people to enjoy a Domino's in their garden or a nearby park.

THE REASON WHY DOMINOS STOOD OUT TO US?

It's a brand that is easy to knock - and yes, their model may have been fortuitously positioned at the outbreak of a global lockdown - but they actively undertook measures and initiatives to improve the lives of their communities and their people.



MORE TIME TO GAME



VIDEO-GAME INTERNET TRAFFIC IN THE USA ROSE BY **75%** WITHIN ONE WEEK IN MARCH 2020 AS STATES WENT INTO LOCKDOWN*.

ON AVERAGE, WEEKLY VIEWERS OF GAMING LIVE STREAMS HAVE INCREASED BY **70% YEAR OVER YEAR****.

IN 2020, ONE GAME IN PARTICULAR WAS EMBRACED BY SOME OF THE WORLD'S BEST KNOWN BRANDS >

Q. WHAT LINKS:

MARC JACOBS. IKEA. GIVENCHY. KLARNA.
VALENTINO. KFC. SUPREME. FILA. NETFLIX.
THE METROPOLITAN MUSEUM OF ART.
GILLETTE. HELLMANN'S. GETTY.
THE DETROIT LIONS. DELIVEROO.
...AND JOE BIDEN?

A: They all created their own brand activations on
Nintendo's **Animal Crossing: New Horizons** in 2020.



2020 WAS THE YEAR WE WERE ALL AT HOME. AND THE YEAR WHERE WE ALL PLAYED VIDEO GAMES MORE THAN EVER BEFORE.

FOR THE FIRST TIME EVER, THERE WERE OVER **2 BILLION TWEETS** ABOUT GAMING THROUGHOUT THE YEAR, **UP 75% FROM 2019.**

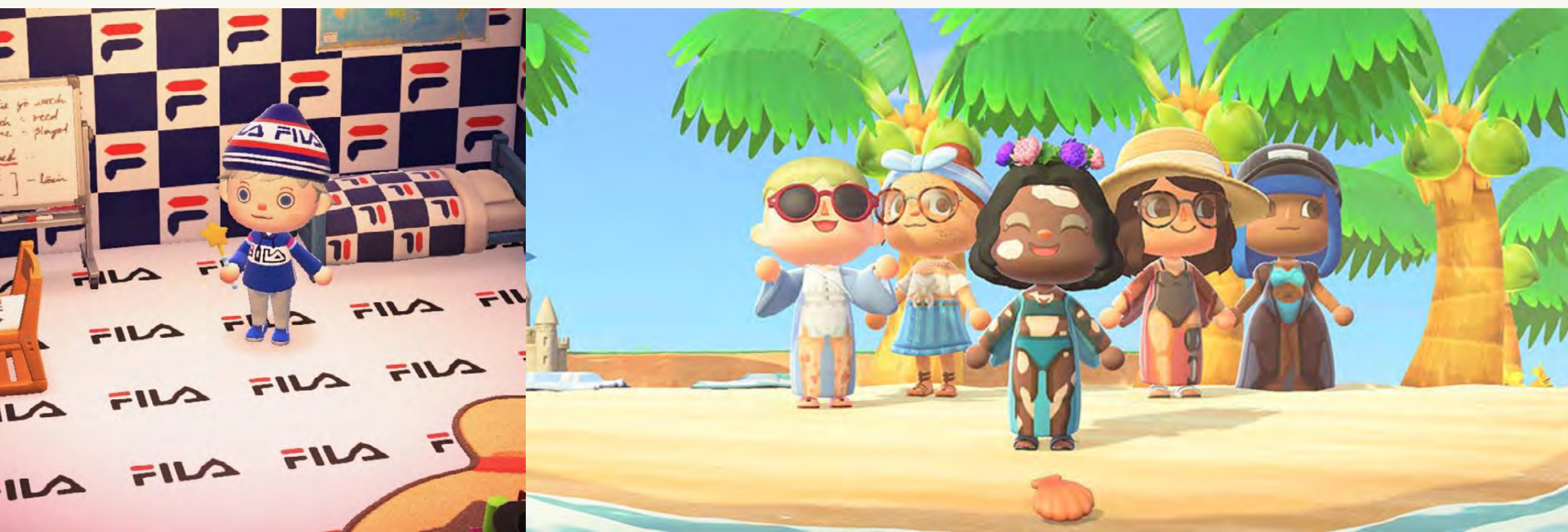
ONE GAME WAS TWEETED ABOUT MORE THAN ANY OTHER - **ANIMAL CROSSING: NEW HORIZONS.**



Nintendo released their beautiful, sun-drenched paradise of Animal Crossing in March 2020. A simulation game that allows players to build up a community from scratch on a deserted island, it was almost immediately hailed as “the game we all need right now”. An overnight success, it sold over **13 million copies within the first six weeks.** **Why?** Because of lockdown. Lots of parents stuck home with children were in need of a simple, inoffensive game to keep them occupied, and adults who need soothing in the face of global catastrophe.

Brands began to see the social chatter. And because it was so easy to customise, they started to hijack the game and jump right in. Fashion brands launched new collections. Sports teams announced the next season's schedule. Beauty and fast food brands were creating their own islands. Museums began adding their works of art. Even Presidential candidates got in on the act.

As of September 2020, it had sold more than 26 million copies.





A CANVAS FOR BRANDS TO
CREATE THEIR OWN LITTLE OASIS.



THE REASON WHY ANIMAL CROSSING STOOD OUT TO US?

The right game. The right time. The structure of it brought positivity and a welcome distraction into the homes of so many, but it also encouraged brands to get creative when other traditional channels were closed down to them.



TRAVIS WENT ASTRONOMICAL

Travis Scott's Fortnite: Astronomical reached a peak audience of 2.8 million people, making it the biggest music/gaming crossover event ever.

In seeing the scale of his reach, McDonald's launched The Travis Scott meal and merchandise — which were bona fide phenomenons. Shares in the fast-food chain hit a 52 week high throughout the campaign, and key ingredients began running out across the US.

Scott admitted to making \$20 million from the McDonald's deal — \$5 million (original endorsement) + \$15 million (merchandise sales).



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VIRTUALLY ON POLE

THE GLOBAL LOCKDOWN BROUGHT A
UNIVERSAL SHUT DOWN OF EVERY SPORT.
BILLIONS OF DOLLARS WERE LOST AS
VENUES CLOSED AND SEASONS WERE PAUSED.

MOST GOVERNING BODIES WERE SLOW
TO REACT. FANS WERE LEFT IN LIMBO.

ONE SPORT JUMPED INTO GEAR AND LAUNCHED
VIRTUAL SERIES – THAT BROUGHT TOGETHER
LEADING ATHLETES FROM OTHER SPORTS >

MOTOR RACING ORGANISATIONS
ACROSS THE GLOBE LAUNCHED
THEIR OWN VIRTUAL SERIES AS
SOON AS LOCKDOWN BEGAN.

FROM NASCAR TO RALLYCROSS,
MILLIONS OF FANS FLOCKED TO
WATCH, ENGAGE AND SHARE.



**INDYCAR
RACING
CHALLENGE
GRAND PRIX
OF ALABAMA**

sky sports

IMSA

DAYTONA

iRacing

Esports

Virtual Grand Prix
Racing at Interlagos, Brazil
Sunday 03 May
17.00 UTC | 18.00 BST

E-Sport GT SERIES

CHARITY CHALLENGE 29/3/20

BECAUSE E-SPORTS IS MOTORSPORTS

SUPERCARS 2020

PRO eSERIES

ABB FORMULA-E

RACE AT HOME CHALLENGE

in support of **unicef**

for every child

FIA WORLD RALLYCROSS CHAMPIONSHIP

MONSTER ENERGY

ESPORTS INVITATIONAL

NASCAR

PRO INVITATIONAL

Odds,

SUN FOX FS1 FOX SPORTS 1PM ET

The F1 Virtual Series alone achieved:

21.8 MILLION+

VIEWS ON DIGITAL PLATFORMS

695 MILLION 1,000%+

IMPRESSIONS ACROSS
MULTIPLE SOCIAL
MEDIA PLATFORMS

85 MILLION

VIEWS ON VIDEO CONTENT
THROUGHOUT THE
F1 VIRTUAL SERIES' RUN

Some of the world's leading footballers, golfers and cricketers took part alongside the professional motor racing drivers - unifying sports and providing a much needed injection of fun into peoples lives.

The series also allowed a number of F1 drivers to engage with fans on a more personal level through their personal Twitch accounts, reaching an additional **2.7 million viewers**, according to TwitchTracker.

F1 Esports

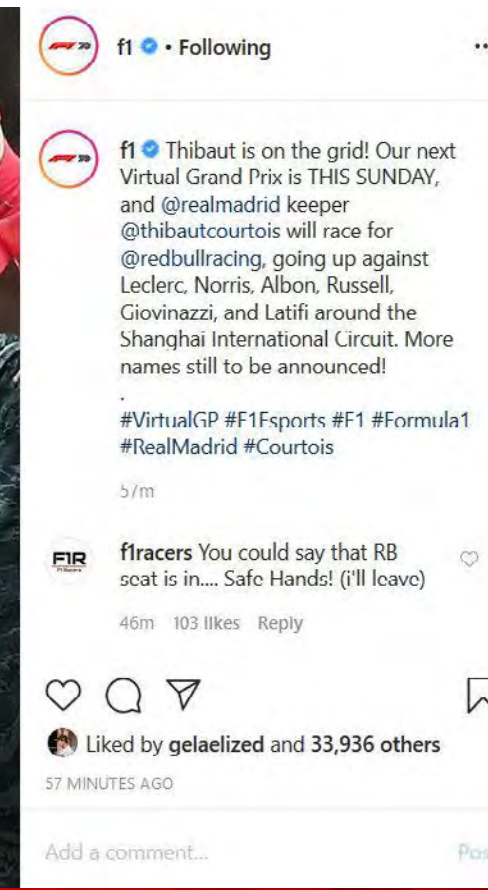
THIBAUT COURTOIS

Virtual Grand Prix
Sunday 19 April, 1700 UTC

twitch **F1.com**

DRIVER LINEUP

MERCEDES	RACINGPOINT	RED BULL	RENAULT	WILLIAMS
ESTEBAN GUTIERREZ MERCEDES F1 RESERVE DRIVER	NICO HÜLKENBERG FORMER F1 DRIVER	PHILIPP ENG PRO RACING DRIVER	GUANYU ZHOU FORMULA 2 DRIVER	NICHOLAS LATIFI WILLIAMS F1 DRIVER
STOFFEL VANDORNE MERCEDES F1 RESERVE DRIVER	JIMMY BROADBENT STREAMER & CONTENT CREATOR	SIR CHRIS HOY 7 x GOLD MEDAL OLYMPIAN	IAN POULTER PRO GOLFER	LIAM PAYNE SINGER SONGWRITER



THE UNIFYING PRINCIPLES

The brands that have used this time to innovate and continue their dialogue with their customers have been the ones that lead the charge and maintain momentum afterwards.

CONSIDER ALL COSTS

Consider every element of your marketing spend – including pricing strategy. But use this time to improve ALL business costs.

HAVE A VOICE

Don't hide away. Be present. Previous crises have proved that it's vital to maintain a voice. Lead by example.

HAVE A PURPOSE

Do people know what you really stand for? What you're trying to achieve? What you're striving to change for the better? Because they want to.

BE PRAGMATIC

Don't just divert all activity to digital because everyone else is – the 'real world' is still out there. Consider who your future customers will be.

BE REAL

Be real, without being unrealistic. Be positive. Be honest. Be helpful. Be useful. And most importantly, be ready.

PLAN AHEAD

Don't favour tactics over strategy. Invest to thrive in one years' time, and beyond. Don't just create a plan to survive the next three months.

SEIZE THE MOMENT

Listen to people. Observe. Adapt. Seize the opportunity. Act with conviction. Positive actions speak louder than hollow words.

COLLABORATE

Right now, two minds are better than one. Be open minded about teaming up with your partners – and competitors.

BE HUMAN

Brands must put people, not products, first. Cherish every relationship – employees, customers, suppliers and partners.

A BIG THANK YOU

To every person, brand and author who has gone out of their way to provide further context and data around the examples highlighted.

It's been a big team effort and we hope you have taken as much inspiration out of it as we have had in compiling it.

STRIVE

W: strivesponsorship.com
🐦 @strivesays

**LUCKY
SAINT**

W: luckysaint.co
📷 @luckysaintbeer

Recess

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📷 @takearecess

 **lululemon**

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Calm

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Birch

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📷 @birchcommunity

LEGO

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📷 @lego

statista 

W: statista.com
🐦 @StatistaCharts

*Freddie's
Flowers*

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STARFACE

W: starface.world
📷 @starface

**TONY'S
CHOCOLONELY**

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WATER**

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📷 @dashdrinks

 **checkout.com**

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🐦 @Checkout

BROMPTON

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📷 @bromptonbicycle

allplants

W: allplants.com
📷 @allplants



W: dominos.co.uk
📷 @dominos_uk

OVER THE LAST DECADE, WE LAUNCH HAS
CREATED, EMPOWERED AND REJUVENATED
BRANDS IN EVERY SECTOR.

WE PROPEL BUSINESSES BEYOND 'NOW'.
NEVER BEFORE HAS THIS BEEN MORE IMPORTANT.

Whatever your challenge, we're here to help.

WE LAUNCHTM