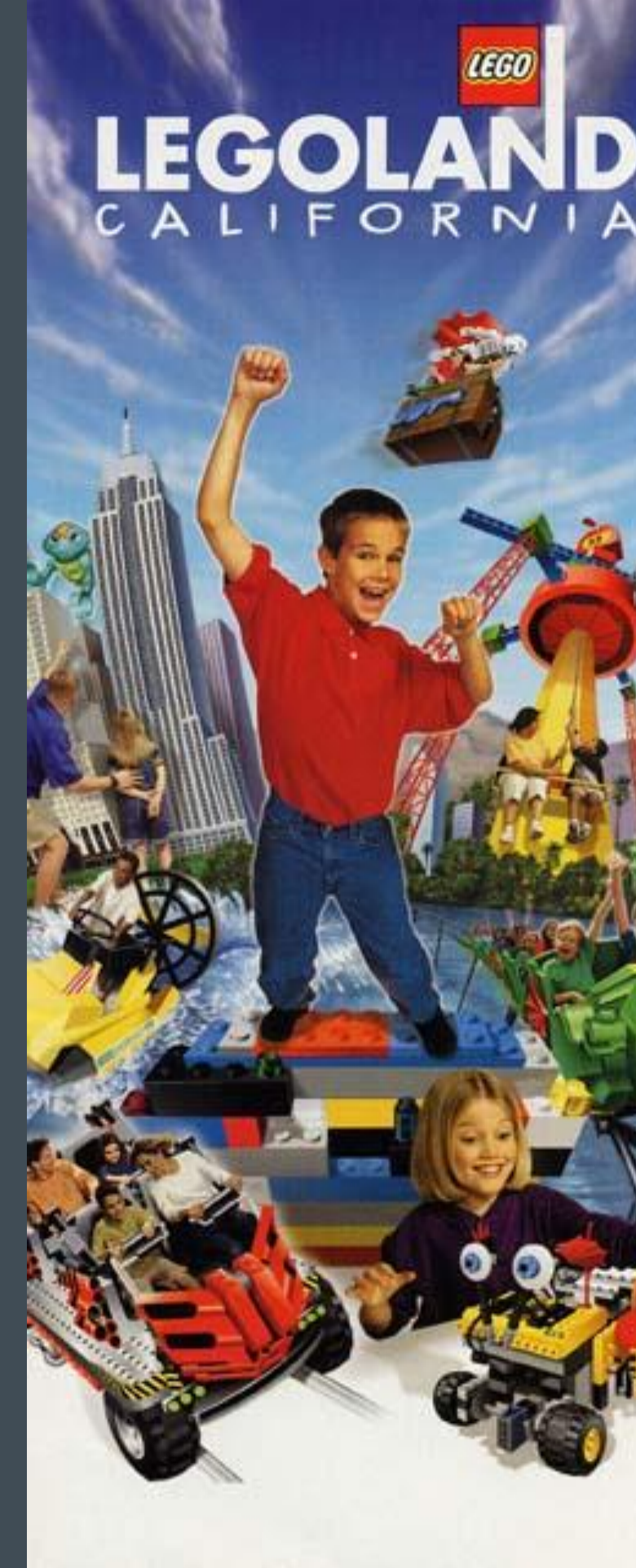


≡ Client – LEGOLAND California

Opportunity

Create channel innovation and strategic corporate alliance program by identifying targeted brands with similar core values





The Concept

Align with globally-recognized family-oriented and automotive brands with similar customer profiles

L

Experiential

- Consumer Program delivers:
 - 1) Captive Audience
 - 2) Increased consideration for Volvo and LEGO

E

Test Drives

- Exponential test drives
- Enhanced dealer experience
- Leads to more sales

G

Upgrades Park

- Brand enhancement within LEGOLAND
- Fixed and existing real-estate and destination locations

O

Increase Sales

- Drive business to Volvo dealers nationally
- Increase LEGOLAND gate attendance



Goal

Create Channel Innovation
Partnership Program With Leading
Auto Manufacturer

- Identify similar customer profiles
- Align like brand equities
- Open new channels of distribution
- Drive business growth for both brands



Result

11-Year Strategic Alliance With Volvo Cars Of North America



VOLVO
Driving School
Driver License

LEGOLAND
CALIFORNIA

©2007 The LEGO Group

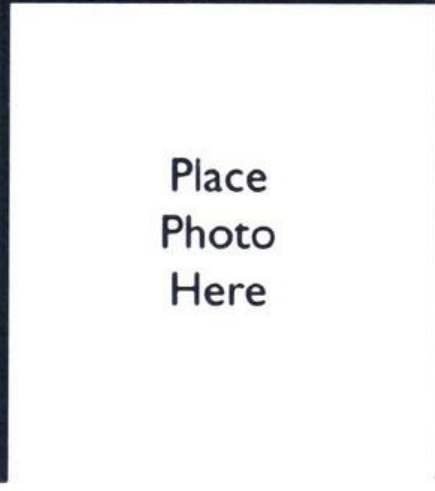
This license certifies that

Name _____

Date _____

has mastered the LEGOLAND® California
Volvo Driving School Test and is authorized to drive this class vehicle.

Signature **X** _____



L E G O

Solid Collaboration

- Volvo cars placed at LEGOLAND California
- LEGOLAND and LEGO Toys marketed in Volvo auto dealer channel
- Life-size Volvo LEGO car
- Delivers LEGO into auto channel
- Joint Advertising
- Cross Promotions
- Dealer component
- Volvo is partner at LEGOLAND California
- Special Events
- Corporate/Employee Programs



≡ LEGOLAND and Volvo

Taking the LEGO
and LEGOLAND
Brand on the road
and at the NY and
LA Auto Shows



☰ Volvo In The Park

“Official Car” Of
LEGOLAND California



≡ The New Driving School



Volvo Cut-Away Shows Off Safety And Luxury

- ❓ Volvo XC90 Part of Ride Cue
- ❓ Safety Video Introduces Kids and Families To Volvo
- ❓ Entertains and Informs



In-Park Marketing

Volvo logo part of LEGOLAND famed MINILAND

32,496,352 LEGO bricks.
Give or take.