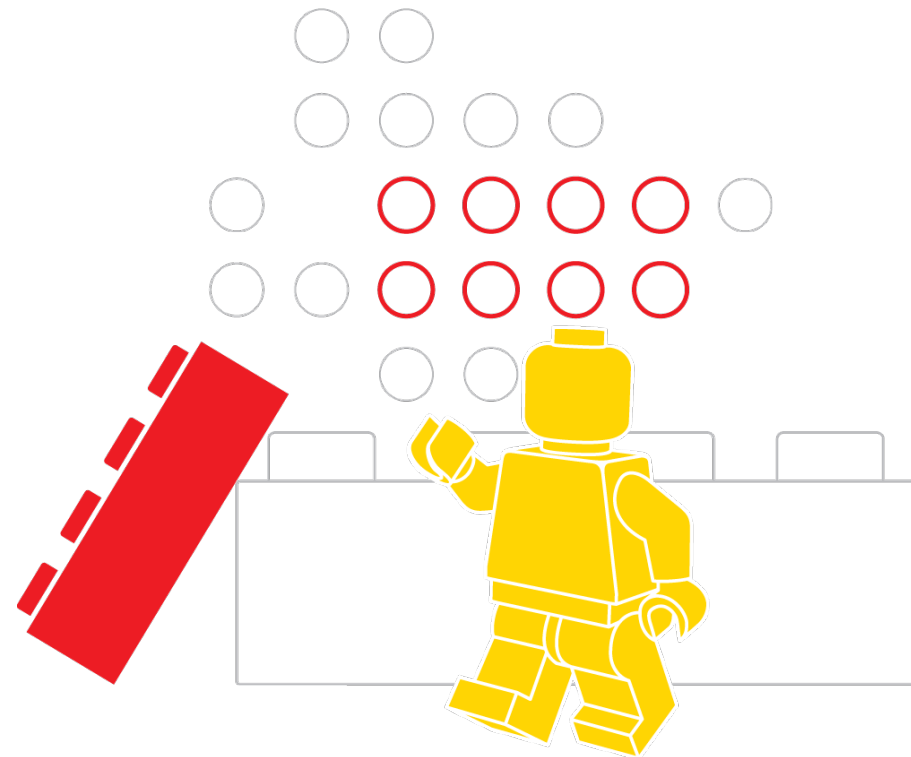




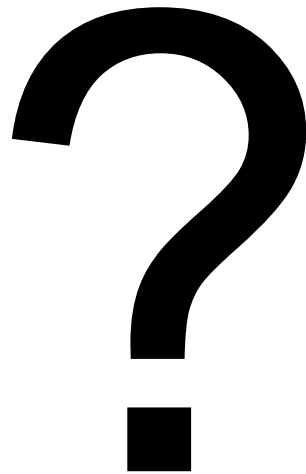
Ideas for the next LEGO Play Theme

Open story brief





Play Theme Idea





So, that is where you come in!

An invitation to your imagination



We would like to invite you to pitch your great idea for a big story or strong products for 7-9 year old boys.

Use your own fantasy and not build on established universes (like Star Wars, Harry Potter, etc.)

Things to consider...



The following questions should be answered
in words and/or images:

What is the world?

Who are the good guys?

Who are the bad guys?

Why do they fight?

What do the models look like?



What to submit?

As a minimum, please use the template to answer the following points:

- A short and catchy headline/theme name
- 50-100 words story premise.
- A list of the main trigger points in the story – what makes it exciting for the boys?
- Fill out the theme template in words or images

See next two pages for examples



Story brief - Example 1

Theme name: Atlantis

Story Premise:

a hero diving team with never seen before hybrid submarines goes down deep under water to find the 5 secret and different treasure keys that will unlock the portal to the sunken city Atlantis – with all its treasures. On their way, the divers must fight 5 different fantastical and dangerous sea creatures - each guarding their key.

Main trigger points: Classical treasure hunt spiced up with never seen before treasure keys, new hybrid subs and fantastical sea creatures.



Example of story test board developed by the PG2 front end team based on a great story idea



Story brief - Example 2

Theme name: Ninjago

Story premise:

In the ancient land of Ninjago 4 good Ninjas use their special martial art spinjitzu (spinning as fast as a tornado) to fight evil skeletons over 4 magical and powerful weapons. Hell breaks loose, if the very evil skeleton general Samukai gets all 4 weapons and therefore the ninjas guard the weapons with their lives.

Main trigger points: fight over weapons, double sided conflict where skeletons want the ninja weapons and the ninjas want the weapons back as the skeletons steal them, very clear evil and very clear good



Example of story test board developed by the PG2 front end team based on a great story idea



How do you participate?

Submit you great ideas before...

...the 15th of November...

Email the ideas to KimT@LEGO.com



What is in it for you?

If your great idea is selected you will get the chance to interact with LEGO Group on making your idea come to life as a real LEGO Play Theme

How to participate? : Please inform us by mail at KimT@LEGO.com, so we can send you a “Release Form” and the Idea-Template to fill out. You need to print, sign, scan and return the “Release Form” in order to participate – any submissions without the “Release Form” are rejected.

Notice: Release Form in brief.

“The participation in this project and the work performed by you will be performed on a principal “work for hire” basis, where all rights to the ideas will belong to the LEGO Group.

You accept not to present any information, including but not limited to any technique, procedure, idea or work, which is already protected by intellectual property rights or protected by any other rights, which could prohibit the use of the presented information during the project and also prohibit use of results or suggestions afterwards.

All rights related to any suggestion, results or submission made by you are hereby assigned to the LEGO Group, who shall be entitled to exploit the suggestions and submissions in any way it may want now and in the future.”



Thank you...

...for reading our open brief, and we hope that you feel inspired to submit your idea.

Best regards

LEGO Design Team