

# Social Creative Extension

Adoption Highlights

**KIN ESSO**

Proprietary and Confidential

# LEGO

## Campaign highlights

- Objective: Branding
- Creative Source(s): Instagram
- Creative Format(s): Photo
- Market: Canada

40

Duration (days)

7

Creatives

Q2-21

Campaign flight



# LEGO

## Campaign highlights

- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Carousel
- Market: United Kingdom

25

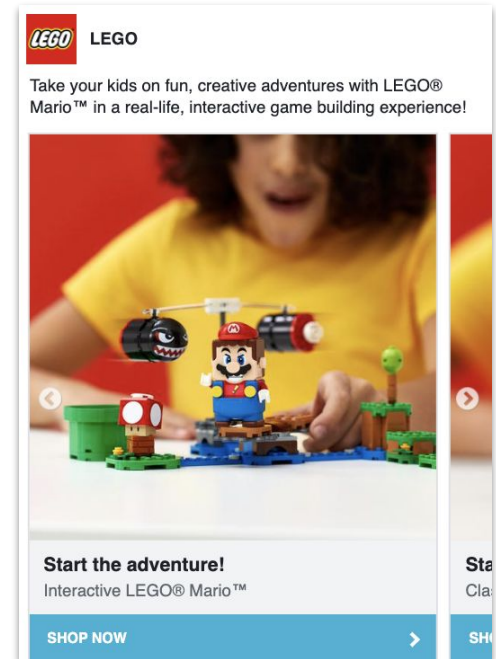
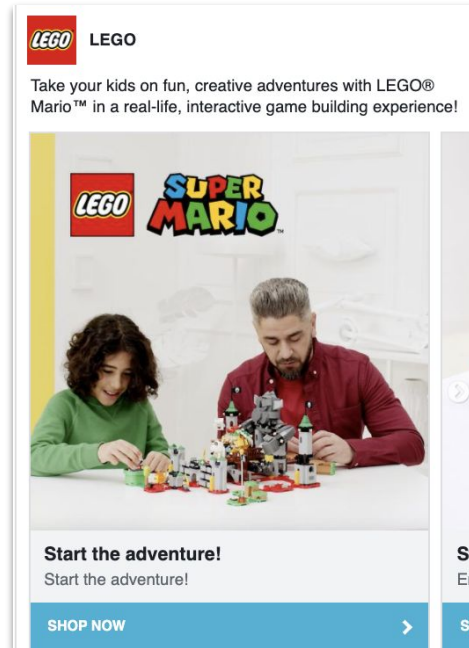
Duration (days)

3

Creatives

Q3-20

Campaign flight



# LEGO

## Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Hong Kong

21

Duration (days)

2

Creatives

Q3-20

Campaign flight



# Lego

## Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Taiwan

7

Duration (days)

1

Creatives

Q3-20

Campaign flight

LEGO LEGO

樂高線上新作 🎮 #想像力大作戰 開放登入!  
收集想像力金幣, 就有機會抽樂高瑪利歐冒險主機🎮  
在遊戲中, 孩子將扮演尋找想像力的勇者  
在樂高世界中尋找想像幣 🏆  
回答問題、過關升級, 累積你的想像力財富!  
只要玩遊戲集滿七枚想像幣  
就可至活動現場抽勇者獎勵 🎁  
樂高瑪利歐冒險主機、桌上冰球組與活動貼紙等你試手氣!  
萬人暴動登入、伺服器火熱加開  
快和小樂一起登入 #樂高想像力大作戰 🎮  
<https://bit.ly/LEGOPOST0703>

LEGO

收集想像幣

LEGO SUPER MARIO BROS. ADVENTURE GAME

抽

樂高 超級瑪利歐 冒險主機

樂高想像力大作戰: 即刻開放登入

# Lego

## Campaign highlights

- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Spain

7

Duration (days)

4

Creatives

Q3-20

Campaign flight

**LEGO** LEGO

Da rienda suelta a tu creatividad y personaliza tu mundo con LEGO DOTS

**DOTS**<sup>TM</sup>

▶

**DOT YOUR WORLD**  
Inspírate

**COMPRAR** >

**Thank You.**

