

LEGO License Theme Proposal: Bluey

Why Bluey?

The LEGO Group's core values and Bluey's Themes/Messages share many similarities

Bluey is a 2-D animated Australian Preschool television show produced by Ludo Studio. The series follows the day-to-day life of a six-year-old anthropomorphic dog named Bluey Heeler and her family, her father, Bandit; her mother, Chili; and her younger sister, Bingo. Throughout the series Bluey, Bingo, and their family and friends play together using their imaginations to create games, worlds, characters, and stories through the world around them. The show spreads positive messages to kids and parents alike on how to be a better family and friend, and to get along with one another despite the difficulties and differences life may bring. The show is top-rated among kids and has a rising adult audience, it has received multiple awards and is loved by critics as well.

For many years now, The LEGO Group has focused on encouraging play and learning through its products. They want to leave a positive impact on the children, and adults, that interact with their products. This alone is a message/theme that is very clearly shared with the Bluey television series. Both brands encourage kids to use their imaginations, be creative, learn, and tell stories. Due to the popularity of the television series among children and adults, the LEGO product line will be able to generate profits while additionally providing the consumer with a quality product, due to children being inspired to play with the bricks in a similar style to how they see their characters play and interact on the screen, and adult fans will most likely want to collect the new Minifigure designs of their favorite characters.

What is Needed to Make the Product Line Succeed?

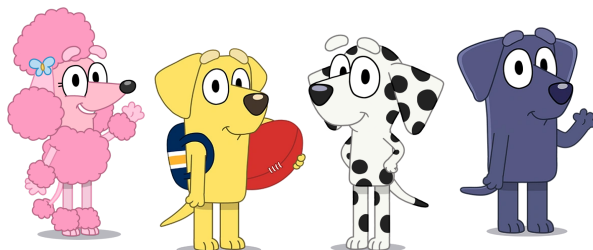
New Minifigure parts and strong set designs that depict popular scenes.

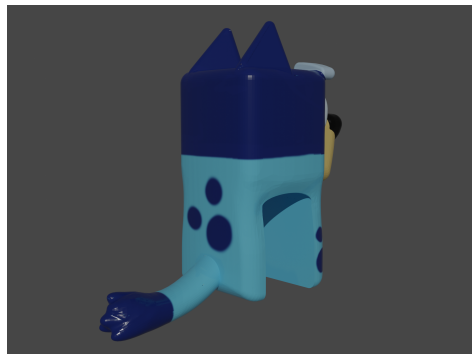
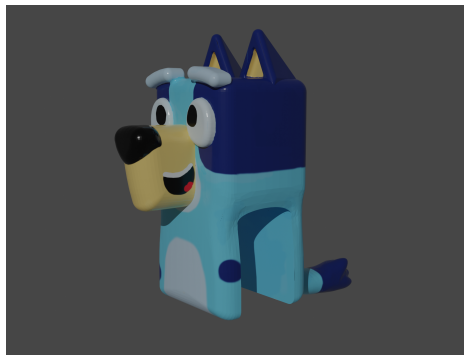
- Minifigures

To make this product line successful, a few new parts would need to be created to represent the different character designs seen in the Bluey series. Ideally, to create the most popular characters, at least three new minifigure molds would be needed.



Bluey, her family, and friends





Custom Minifigure headpiece made using Solidworks and Blender and painted in Blender. Minifigure renders done in Stud.io

The new Minifigure parts would be made as shown above so it fits with other pieces in the LEGO system. The plastic used would either be a mix of ABS and a hard silicone-like material to prevent breakage in the tail, or it would be entirely a hard silicone-like material. To get the highest quality designs/prints on the element, it is dual molded and printed.

- Set Designs

Fun and exciting sets are needed to make a fantastic product line for children. Bluey has many moments that would be easy to translate into the set form. Moments and locations/vehicles featured in many episodes that could easily be translated into set form include:

- The camper van featured in a very popular and well-known episode
- The family car
- The Heeler family home
- Bluey's school
- Muffin's drivable toy car
- The playground
- The Garbage/Recycling Truck

As the series continues to air and produce more episodes, there will be many more opportunities to select moments from the series to produce into LEGO products.



Set design examples

- Pricing

The first wave of sets would ideally launch in January, with a slight wave of four or five sets ranging from \$12 USD - \$50 USD. Since these sets are marketed towards a younger audience, having a low price range and a low number of sets will allow the kids to purchase the sets with either their own money or receive them as a gift for special occasions to be able to easily obtain the sets and minifigures they want. The later wave(s) could have some more expensive sets but none breaking \$100 USD so that the sets are still somewhat reasonable for kids to obtain themselves if they save up, or more likely as a gift.

Public Feedback / Conclusion

After sharing the images of the sets publicly, the public reception/feedback to the concept was extremely positive with both the adult fans who want the minifigures and the parents who want to provide their kids with a quality set that sends a positive message to their kids about creativity and play.

It is clear LEGO has a deep root in pop culture and knows what will sell as products for kids based on the current trends. Bluey is one of those special series that is promoting good messages and values in its brand and encourages learning through play in its own way, much like how The LEGO Group does in its own products and branding. It would not be surprising if The LEGO Group has already caught on to this trend and is attempting to seek out ways to make it work.