

HERO, HUB, HYGIENE CASE STUDY: THE LEGO YOUTUBE CHANNEL

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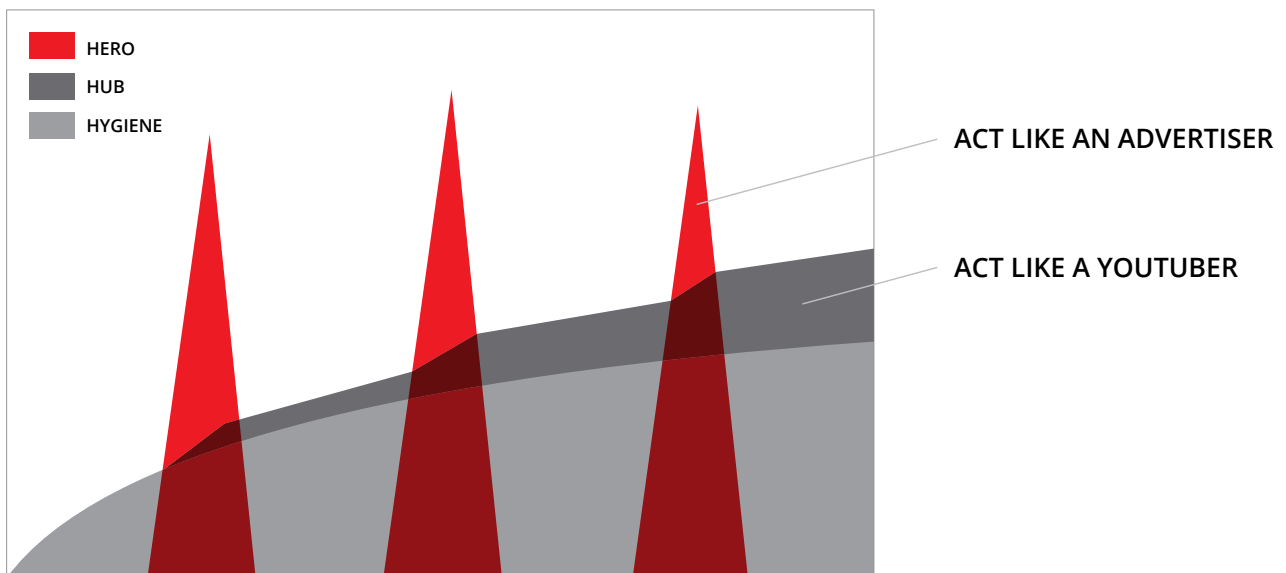
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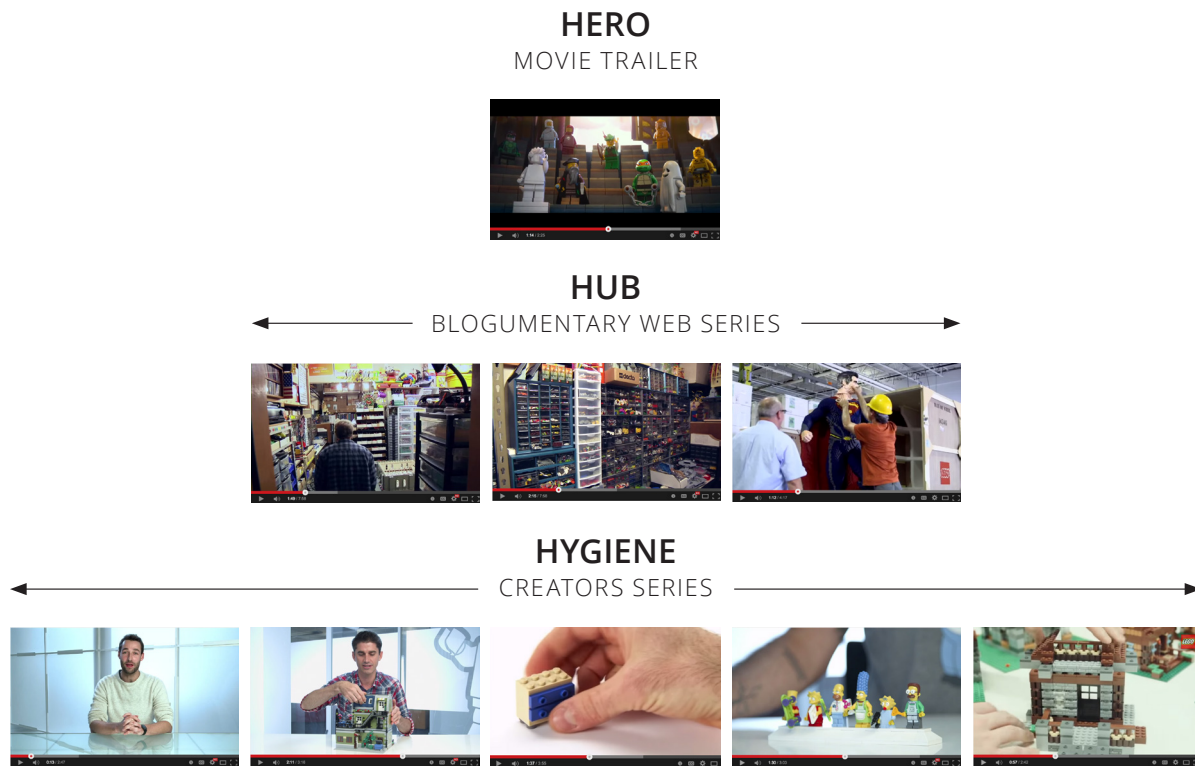
Viral videos have made some brands instantly recognizable. However, a viral video is difficult to create and with over [100 hours of content uploaded to YouTube](#) each minute competition is fierce.

Success for brands on YouTube rarely comes via a one hit wonder. Instead, growth is more likely through ongoing content creation, where a channel grows over time through the implementation of the [hero, hub, hygiene](#) strategy.



HERO, HUB, HYGIENE

The [hero, hub, hygiene](#) strategy is a three-pronged approach to content creation on YouTube. Each type of content serves a distinct role:



Hero videos are meant for major initiatives/mass awareness campaigns. This type of content is created less frequently and reserved for major advertising moments (ie a Super Bowl) or major product launch.

Hub videos keep the existing community coming back. It's regularly scheduled programming (often meant to entertain the viewers) and the primary focus is keep the existing subscribers engaged.

Hygiene videos primarily capture relevant viewers via search. This content often comes in the form of 'how to videos' or product demos and help pull relevant viewers into the channel to grow the community

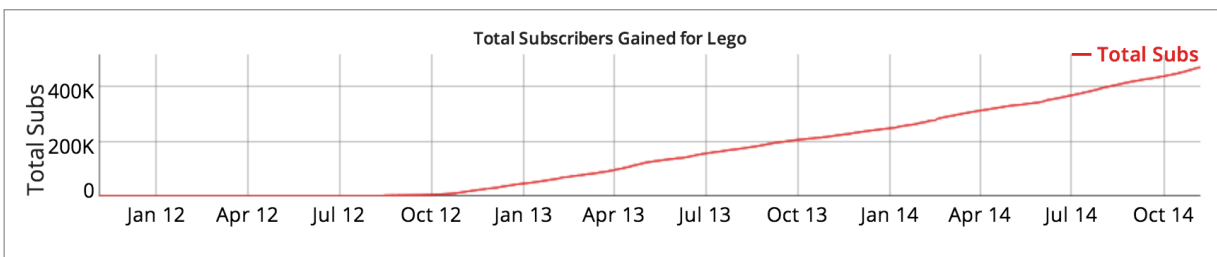
It's worth noting that the implementation of a [hero, hub, hygiene](#) strategy alone is not enough to build a community for a brand on YouTube. Successful channels incorporate [YouTube's best practices](#), create compelling content and understand the [emotional an`d psychological triggers of consumers](#).

One company successfully implementing the [hero, hub, hygiene](#) strategy is Lego.

↓ LEGO'S YOUTUBE STRATEGY

Lego has amassed an impressive following on YouTube. With over 460,000 subscribers and nearly 500,000,000 views as of October 2014, Lego is exponentially larger than fellow toy creator and competitor Hasbro. Even when taking into account Hasbro's massive media properties such as [Nerf](#) and [Transformers](#), the brand is still dwarfed by Lego with less than a third of the total subscribers.

To date Lego has uploaded over 3,700 videos and jumped from a little over 6,000 subscribers in October 2012 to the nearly half a million it has today.



<http://socialblade.com/youtube/user/lego/monthly>



LEGO'S YOUTUBE STRATEGY

HERO

A great example of Lego's 'Hero' content – its mainstream content intended for the masses – is it's [The Lego Movie trailer](#), the film which was released in theaters in February of 2014. Produced by Warner Brothers, Lego's first Hollywood foray featured major stars such as Will Arnett, Elizabeth Banks, and Chris Pratt as the character voices.

Hero videos such as the Lego movie trailer, are typically focused on awareness versus community building. They're often supported by media dollars and expand far beyond the core brand evangelist (who is likely already subscribed to the brand channel).

HUB

Hero content is all about driving mass awareness, while hub content is meant to engage the existing community of channel subscribers. Lego drives this engagement through a variety of hub content tailored to Lego enthusiasts.

One of Lego's most prominent pieces of hub content comes in the form of its "[Lego Blocumentary Web Series](#)." Now in its fourth season, the Blocumentary's highlight "Great Creations" from around the world and provide an overview of Lego fans, and their innovative creations. For example, one recent episode highlights Kawaguchi Akiyuki from Japan who created a piece known as the "[Great Ball Contraption](#)" which is a "[Rube-Goldberg style contraption, only it is done with Legos](#)".

HYGIENE

[Lego's YouTube Channel](#) produces Hygiene content in the form of their '[Creator](#)' series, which are essentially how-to videos. These videos provide basic information about Lego products, such as basic assembly, the function of various Lego pieces, and Lego construction tactics.

For example, one video covers '[Quick window building ideas](#)' - narrated by a Lego designer, the video walks through how to improve window's made out of Legos. Another video in the series outlines [how to build sliding doors](#) for Lego houses.

[These videos](#) provide value to consumers searching for answers in an arena where Lego is the expert. Effectively capturing viewers searching for information related to the brand, this content is "always on" and plays a vital role in building Lego's subscriber base.

WRAPPING UP

While the [hero, hub, hygiene strategy](#) is only one contributing factor to Lego's success, it is a good place for companies to start. Instead of trying to chase the next viral hit, a business's time and money is best spent investing in a steady stream of videos tailored to their customers needs and interests.

Lego's focus on understanding what consumers were searching informs their creation of their 'Creator Series' webisodes which effectively pull relevant consumers into the channel. Meanwhile, their episodic Blocumentary series keeps that community engaged, and their hero videos (such as their movie trailer) help expose the brand to the masses.

Ultimately, their tactics have proved a winning formula, and Lego's channel has generated nearly half a billion views to date.

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