

## 1

**Describe how you achieved membership and how you (and fellow RLUG members) make use of the VIP program today****How people achieved membership:**

It seems that most people signed up at a physical LEGO store (I'd say 70%), most of the rest signed up online, and a very small number transferred from loyalty cards. Most people heard about the VIP program either through a physical LEGO store or LEGO shop online (98%) while only a few (2%) were referred by a friend/relative or online fan site or LUG.

**How people use the card today:**

- Many people use points to help cover the cost of larger purchases
- People like to buy some "freebies" either for themselves or their children with the points
- If you're buying from a LEGO store (online or at a retail store), "why not get the card." It just makes sense to get one.
- People like buying when they can match it with a freebie (or Member-only gift) since they are planning on the purchase anyway, so why not time it nicely.
- For people without a LEGO store near them, they expressed disappointment on missing out on many of the other, seemingly retail-store-specific benefits. The 5% and occasional 10% rewards could often be beaten out by shopping elsewhere
- VIP emails somewhat inconsistent and unclear as to if it's store-only or applicable both online and in stores.

## 2

**Identify the key benefits the LEGO VIP program provide for mature LEGO users such as yourself and your fellow RLUG members****Monthly bonus points:**

As mentioned in another survey question, most don't really feel the monthly bonus points on certain sets influence anything. Rather, if a buyer happens to be at the right place at the right time, or needs to meet some minimum purchase requirement, these happen to be convenient.

## Periodic double points:

Probably considered to be the best key benefit (a few times when it was triple even more so).

Many use the double points time to stock up on points and make larger purchases.

## Early Access:

This, along with member-only gifts probably fall after the periodic double points

## Member-only gifts:

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## Member-only store events:

This did not seem like a key benefit because most did not know about such a benefit. Those who experienced one, however, did feel it added value to their VIP experiences.

The Star Wars May the 4th event seemed more like an RLUG event, so no one mentioned it as a member-only event.

There were some responses about early store openings unrelated to RLUGs, but they don't seem to be common knowledge and may not take place at all (or most) LEGO stores

## Sweepstakes:

What are VIP sweepstakes? This wasn't even mentioned in any of the responses.

## Misc:

Perhaps the most notable find is how so many people were not aware of bonuses outside default, double, and early access benefits.

Another notable find was the common theme of how the default 5% VIP points bonus isn't that much of an incentive. It's effectively a 5% discount. However, it's there so most should join the program anyway. Though since anyone can sign up, some note that they don't expect that much from the program. (VIP Plus!)

## VIP Benefits:

- Monthly bonus points offers on select sets or themes
- Periodic double points offers
- Early access to exclusive sets and promotions
- Member-only gifts
- Member-only LEGO® Store events
- Access to sweepstakes

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### How does the VIP program influence your LEGO experiences, such as the LEGO sets and themes you are interested in?

Most people responded with a "no."

Sometimes people would buy a little more to meet a minimum purchase requirement instead of holding off for a little while longer.

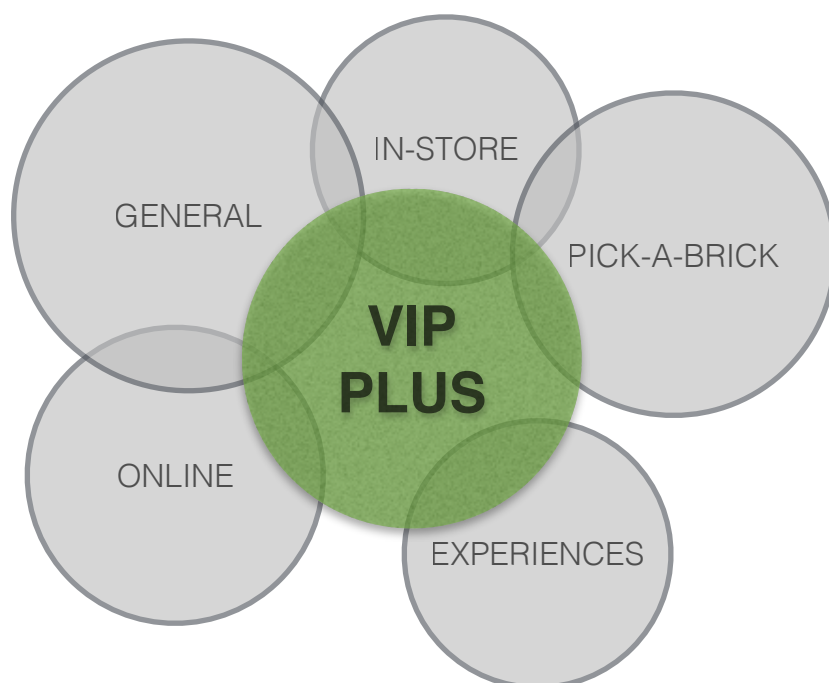
However, the most interesting find in the answers is that the VIP program at least somewhat affects *when* people buy the sets they were already planning to buy.

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### Brainstorm ideas related to additional experiences mature LEGO VIP members would like access to

There were lots of responses to this question. Ultimately the ideas could be separated out into 5 categories: General, Online, In-store, Pick-A-Brick, and Experiences.

The full list of ideas is detailed at the end, though idea in particular could encapsulate many of the other ideas, and ultimately help bring the other ideas into reality. That idea is VIP Plus. Basically, VIP Plus (or whatever name it would become) would be some kind of paid VIP card (similar to Amazon Prime) that gives card holders some extra bonuses.



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**Look into how mature VIP members would want to be treated as a VIP when they come to the LEGO store, call the contact center and otherwise get into contact with the LEGO Group**

The overwhelming majority noted how LEGO customer service is outstanding, and no one really expects to be treated any differently from any other customer.

A few ideas that were presented:

1. An "express lane"
2. VIP phone number
3. Recognition that someone may be buying for self (as an AFOL), not assume that purchases are for children
4. LEGO store 24-hour hold extended for VIP members
5. Random surprises or freebies, especially if regular customer



### Complete list of ideas from item 4

#### General:

##### *Points and Discounts:*

- The more you spend, the higher ratio of VIP points, a tiered system
- Better reward percentage. 5% is common, so it doesn't feel as special as it could be

##### *Info:*

- VIP-specific emails
- More information about deals and retiring sets
- AFOL magazine/emails/calendars
- Clarification if online perks do not apply to in-store purchases
- Bonuses:
  - Exclusive sets (micro modulars) or minifigures
  - Collector packages of x-month's worth of mini models
  - Reward for Anniversary/longevity of being an active VIP member
  - Buy x (4) from theme and receive (large) discount on the next (5th) set

#### Idea Categories for item 4:

##### General

- Points and discounts
- Info
- Misc.

##### Online

##### In-Store

##### Pick-A-Brick

##### Experiences



- Tiered exclusives or items based on amount spent
- Several VIP-only items or sets that can be redeemed using VIP points. These don't necessarily have to be LEGO sets or minifigs, but can be LEGO-themed merchandise like stickers, pouches for parts/minifigs, playing cards, etc.
- Free trials on games such as LEGO Worlds

### *Misc:*

- Capture set and part inventories from VIP purchases (though Brickset exists in part for that)
- Longer VIP history on website
- No point expiration
- Option to pay for exclusive free offers (instead of reaching minimum amount)
- More opportunities for feedback and suggestions, like future themes or sets, or bringing back a set for a final run
- Ability to return items over \$200
- Discounts on admission and purchases at LEGOLAND Parks and LEGO Discovery Centers
- Earn VIP Points at LEGO retailers when purchasing LEGO items
- LEGO Credit Card
- VIP Plus membership (think Amazon Prime). This could possibly encapsulate many of these other ideas like lower free shipping threshold, pre-ordering sets, always double VIP points, PAB and BAM perks, subscriptions, etc.

### **Online:**

- Store perks being available online
- Free shipping on small orders (lower threshold for VIPs)
- VIP World Store where members can order country specific sets not normally available in their own region
- Pre-order when a new product is announced. (gauge demand, avoid having sets suddenly go out of stock on opening day)
- Subscription service for things like seasonal sets
- VIP points for Bricks and Pieces orders

### **In Store:**

- Special in-store events available multiple times during a particular week/month so more people have a chance to participate
- Monthly Model builds for adults
- Speed build/contest with the mini models for adults



--Building competition for MOCs to be displayed in a store somewhere

**PAB:**

- Purchase full boxes of elements from PAB wall
- Free PAB box/cup after x-cups bought, or money spent, or per time frame
- A way to choose some new elements for the PAB wall
- VIP-only PAB event (with newer/requested pieces, and then after the event, extras appear in wall)
- Discount on PAB purchases
- Bonus point offers for PAB and BAM purchases at certain times
- A “random” or “bonus” VIP PAB slot (ideas include some parts from returned sets, extras from the play areas, etc.)

**Experiences:**

- Meet a set designer
- Special Building Sessions
- Tutorial Sessions
- Set viewings without glass case
- Behind the scenes factory tour of Billund, visits to Hub offices like the one in London, and VIP trip to LEGOLAND
- Special events at night, kid free