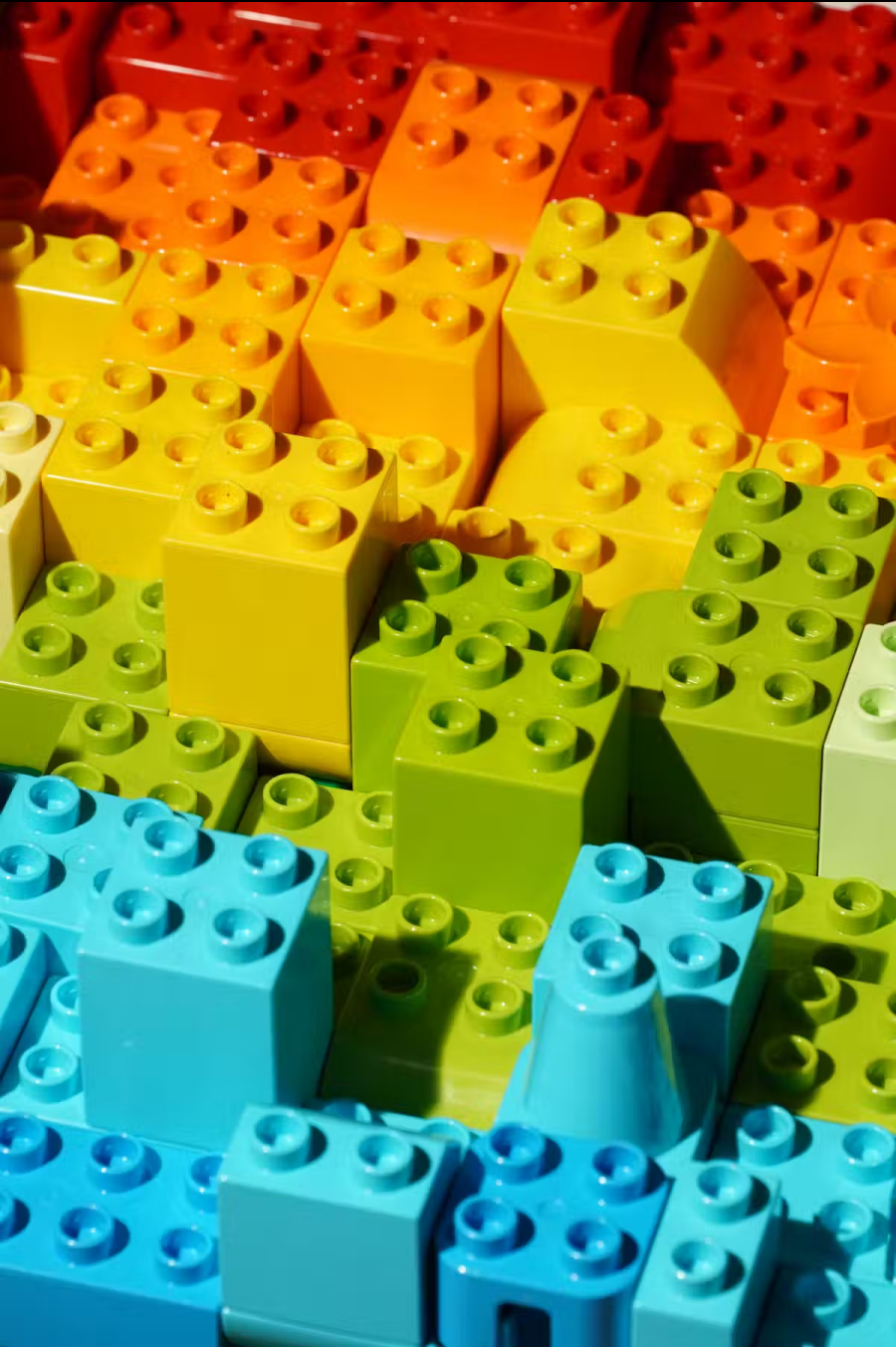




How LEGO Built a Winning Strategy With YouTube Shorts

LEGO is constructing something remarkable on YouTube, and it's built primarily from Shorts. The iconic toy brand has discovered a powerful formula for digital success by embracing short-form video content, transforming how it connects with audiences and achieving unprecedented growth in viewership and engagement.

Explosive Growth Through Strategic Short-Form Content



Data from [Tubular Labs](#) reveals LEGO's impressive performance metrics. The brand reached 14.1 million YouTube viewers in September 2025, ranking No. 9 among all brands and nearly doubling month-over-month. Minutes watched grew by 19% to reach 93.7 million.

The shift in content strategy is dramatic. Last September, only 16.8% of LEGO's YouTube videos were Shorts. This year, that number jumped to 46.3%, demonstrating a clear strategic pivot toward short-form content that resonates with today's digital audiences.

The Power of Creator-Focused Content



In-House Creators

LEGO employs various internal creators who produce authentic content across YouTube and other platforms, maintaining brand control while feeling genuinely engaging.



External Partnerships

The brand collaborates with external creators through content partnerships and affiliate programs that incentivize driving engagement and traffic to LEGO.



UGC-Style Videos

Content resembles user-generated videos rather than traditional ads, inviting additional views and engagement from audiences seeking authentic social video experiences.

LEGO's top September upload, [**Jumping Over 550 Bricks?!**](#), garnered 269 million views—the brand's most-viewed video of the year by far. This creator-focused approach transforms product content into entertainment that audiences actively choose to watch.



Smart Media Mix: Digital First, TV Strategic

While YouTube Shorts drives growth, LEGO maintains a strategic traditional TV presence. **iSpot** data shows LEGO spent just \$6.9 million on national TV through 2025 —similar to 2024's \$6.5 million for the same period.

The brand focuses TV advertising on networks targeting younger viewers like Nick and Disney, concentrating spending during February through May and the critical holiday season. Summer TV advertising remains minimal, allowing digital channels to carry the brand during slower retail periods.

This balanced approach demonstrates how traditional toy brands can thrive by prioritizing digital-first strategies while maintaining strategic traditional media touchpoints where they matter most.