



LEAVE THE PRESSURE TO ME  
I'VE GOT YOU COVERED

### INSIGHT:

#### ADULTHOOD COMES WITH CONSTANT PRESSURE.

What adults quietly crave isn't more stimulation, but small moments of relief: something familiar, tactile, and safe to decompress with.

### IDEA:

#### THE POP & BUILD RITUAL

Bubble wrap stops being just protective packaging and becomes part of the product experience. Adults can pop before building, release before thinking.

LEGO transforms from a creative toy into a pressure-relief ritual — where building and decompressing happen at the same time, turning play into a moment of safety and calm.

## INSIGHT:

### CHILDREN WANT TO GET THEIR PARENTS' ATTENTION.

Sometimes children are willing to reshape themselves, or their toys, just to earn their parents' attention.

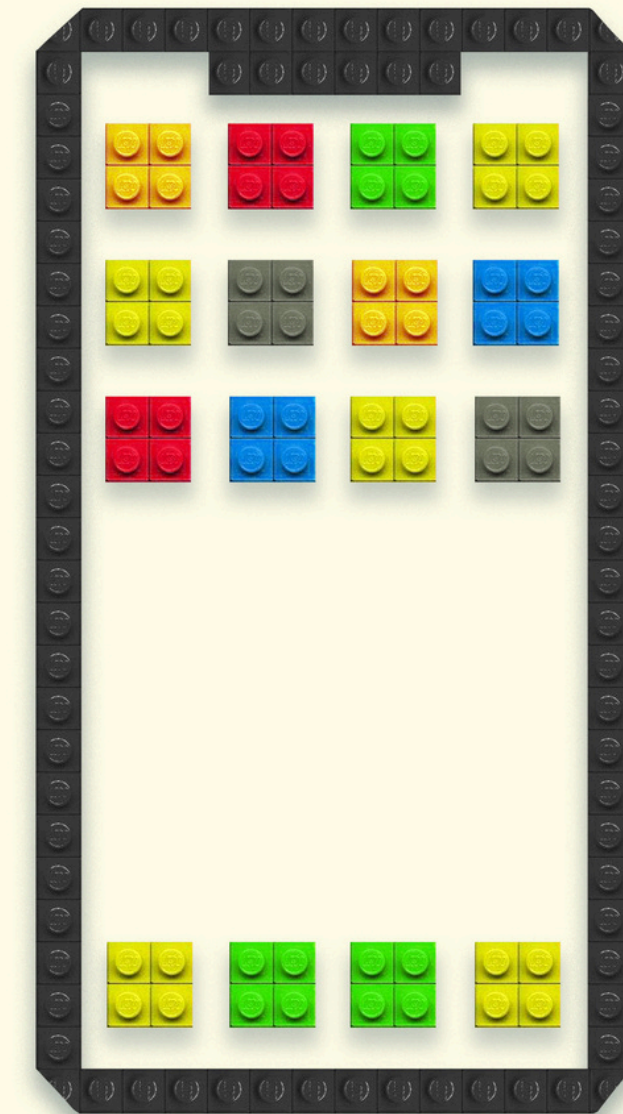
## IDEA:

### “MAYBE NOW MOM AND DAD WILL PLAY WITH ME!”

In this poster, a child rebuilds LEGO bricks to resemble something Dad loves—his smartphone. The child's logic is simple and innocent:

“If I make LEGO like what they love, maybe they'll play with me!”

Through this earnest, slightly heart-wrenching attempt to please, the project reveals children's longing for shared moments. It invites parents to empathize, encouraging them to spend more time playing and connecting with their kids.



**Dad loves his phone...**  
**So maybe he'll wanna build this with me!**

