

Brief Description

Target Group

<i>Users</i>	Boys, aged 5-12 years
<i>Product Development</i>	Boys, aged 6-12 years
<i>Communication</i>	Boys, aged 7-10 years

Product Concept

LEGO Play Themes

Story Line

Environment

The fantastic journey begins in early 20. Century England and the story takes place in different locations around the globe.

Mission

In launch 2000, the Adventurers have discovered Dinosaur life on a hidden Island. The band of Adventurers is trying to study and protect these miraculous life forms from greedy poachers who are trying to steal the dinosaurs and bring them to captivity.

Characters

The Adventurers (*Goods Guys*) The Poachers (*Bad Guys*)

Johnny Thunder (hero)	Sam Sanister (leader of the poachers)
Dr. Kilroy (group leader)	Mr. Cunningham (assistant to Sam)
Miss Pippin Read (journalist)	Alexia Sanister (sister to Sam)
Mike (new adventurer)	

Dinosaurs

- T-Rex
- Stegosaurus
- Triceratops
- Pterodactyl

Tone of Voice

Drama, heroism, and exploration.

Do & Don't

LEGO Adventurers is:

- exploring dinosaurs and their habits
- drama
- exciting adventures and stories
- fantasy and imagination

LEGO Adventurers is not:

- cruelty to animals
- boring educational
- predefined stories
- historical correct

Strategic Focus Points

Product

- **Story:** Story line gives the child unlimited opportunities to continue own play and exploration of the adventure.
- **Products:** Each box gives huge opportunities to continue the play. Ideas to make other creations in the story are given through the pieces in the box and through the other models. All examples are linked together in a self-explanatory story shown both on the box and in the inspiration material in the box. Also about dinosaurs and their habits
- **Inspiration Material:** The child is in control of the play and the development of the adventures

Marketing Mix

Product

- See assortment
- Activity sets should be used as impulse sets in special shops or for special placing

Communication

- Television support is an assumption for the sales budget
- Internet must be used to enrich the universe and demonstrate the sets
- Brochures must tell the story and display the assortment
- Trade catalogues must prompt to buy

Price

- The price and contribution is following the strategy for Play Themes

Distribution

- The assortment must be on medium and high market share markets
- The product range should be present at zoological museums, dinosaur exhibitions and similar venues

Objectives

Brand

- To make the LEGO Category attractive to a broad range of children
- To make relevant offer for all ready LEGO active children
- To be active with a proven property with a contemporary theme
- To let children be in charge of the Adventurers and dinosaur play.
Children must be an authority in knowledge about dinosaurs

Business

-Usable platform for making business propositions in more LEGO

Categories

-To achieve the sales and contribution targets for the product area

Story Line (with character descriptions)

Character Descriptions

Characters

Johnny Thunder

There is nothing he wants more than defying all kinds of dangers of the world in his search for new adventures. Johnny is therefore a man of action: determined, resourceful and is exceptional technically gifted. Johnny Thunder can solve any problem, but he is also good at grabbing them. Most of all because he doesn't comprise but always express his opinion frankly and doesn't tolerate dirty tricks from other people. He hates lies and unreliable friends. Johnny is incorruptible and loyal to his two friends: Dr. Kilroy and Miss Read. He is very different from his two friends, more wild and straightforward. Johnny Thunder is the motive power. He is the one who takes fast decisions - sometimes a bit too fast which leads him on a collision course with Dr. Kilroy and not to forget Miss Read.

Johnny Thunder has the typical background of an adventurer: From gold digger in Alaska to mountaineer in the Himalayas. At present, he works as photographer for the anthropological magazine "World Magazine" as this job gives him the opportunity to explore new adventures around the world. Johnny Thunder also looks like an adventurer. The almost closed eyes, the long whiskers and his moustache make him look tough. But you certainly notice his smiling lips telling that he is powerful and sincere (He is our rough favourite uncle of our childhood). Johnny Thunder has different equipment and outfits suitable for every mission, but one thing is for sure... he never leaves without his beloved Panama hat.

Miss Pippin Read

Is a well educated and a modern woman. She has studied at the fine universities and schools. She is extremely intelligent, well mannered, has an exclusive wardrobe. Miss Read is tired of her protected life and therefore she had a keen desire for seeing the world and using her theoretical knowledge in practice. She forced her farther, an ageing editor at "World Magazine", to give her a job as reporter. A job Miss Read is very good at.

Her talents benefit the adventure group, but she often has a conflict with Johnny Thunder who has a completely different character. However, his tactical mind supplements her strategic way of thinking and the disagreement is only superficial. In fact, they are the best of friends.

Dr. Kilroy

Dr. Kilroy is everybody's grand dad, who always talks about the old days. He is not easy to understand - but everybody loves him. He graduated from Cambridge and later he was appointed Dr. of anthropology. He has taught many good students among them Miss Read. Dr. Kilroy is a good-natured man, but not always easy. Mostly because he lives in his scientific world and therefore it is difficult for him to get on in our time. It makes him seem naïve at times and hopeless, but don't get it wrong.... Dr. Kilroy is a wise man who always has a solution to everything even though the solutions are hard to implement. The solutions are often a few days late. Dr. Kilroy gets on well when he is studying at home. On the other hand he sees it as his duty to travel and examine new scientific opportunities. (Well supported by Miss Read who is more open-minded than the old Dr.). Dr. Kilroy is easy to recognise. He has a white beard, glasses and he always wears a red bow tie.

Mike

Mike is 12 years old and homeless. He stole on board because he wanted to get away and see the world.

Mike is a smart boy - with a lower-class behaviour he is always good for a quick remark. He is very independent, however he seeks security with the Adventure group, as they are his family now. He fights to gain respect from each and every one and is doing his utmost all the time.

Sam Sanister

Sam Sanister is a villain of the old school. He is distinguished and unscrupulous in his search for collecting curios for his private collection. He comes from a British officer family who has made a fortune on oilfields in Alaska. It makes him a very dangerous and foxy opponent. Sam is a great strategist and has an enormous number of weapons and formidable inventions at his disposal. Sam is a bad loser and he has a grudge against the Adventure group who has spoiled his greedy plans more than once. He often represents the bad aspects of science, technology and anthropology and he is the symbol of a bad sport. Characteristics: moustache and monocle.

Mr. Cunningham

Is a man of the underworld, a tough guy who is not afraid of anything or anyone. A muscleman who serves Sam Sanister with the same devotion and efficiency as a ferocious watchdog. Mr. Cunningham is an ex-boxer and an ex-veteran. During his time in the military forces he was taught everything about mechanics. Like Johnny Thunder he can control most motorised inventions (planes, vehicles, boats). However, Mr. Cunningham lacks Johnny Thunder's ingenuity but he is a worthy opponent who uses dirty tricks - an opponent to watch out for.

Alexia Sanister

Sam Sanister' gloomy sister, a beautiful dark-skinned femme fatale. Alexia is the master of intrigues, a mastermind when it comes to think out planes. She can make anybody work for her brother and moreover she provides him with information about everything. She is the perfect spy. Alexia likes Johnny Thunder but she is furious about him working together with Miss Read who she sees as big rival. Therefore, she always asks Johnny to work for Mr.

Hates and she sabotages Miss Read's work so that she will get unpopular. Characteristics:
She wears black clothes and a very red lipstick.

Dinosaurs

T-REX

Is undoubtedly the king of the dinosaurs. It is the biggest predator ever in this world. A giant - 12 m long and with fearful jaws, filling anybody with instinctive respect. Its scaly skin is like the one of a crocodile but with a warmer colour. It has a snake-like belly. A beautiful animal with a masterful personality. The T-REX sit on eggs and has a young one which looks like its mother only more fat and not so fearful - even though it would like to be!

Stegosaurus

Literally speaking, the good-natured herbivore has a "sharp" look. A Stegosaurus weighs 4 tons and has two rows of sharp-pointed scales on its back. On the formidable long tale there are quills of approx. 1 meter forming a lethal striking weapon so the stegosaurus can defend itself. The Stegosaurus has an almost pale green complexion. It is shy, a bit clumsy and is very fond of good food.

Triceratops

The wildest bull of the past, a living armoured car that weighs more than an elephant and runs faster than a rhinoceros and doesn't put up with anything. With its massive head shield and two long horns on its forehead it can attack any opponent - even a T-Rex shouldn't feel too safe. The Triceratopses are gregarious animals just like the buffaloes in the African plains. Its colour is reddish brown more dark than a T-Rex. In the herd, the bulls challenge each other to a fearful fight in order to win a mate.

Pterodactyl

The flying lizard with a bigger wing span than the length of a bus. A pterodactyl has a reddish brown bat-like fur and a cockscomb priding on its long cawing head. A pterodactyl lives in the mountains in large colonies building nests on the rock ledges. It makes quite a lot of noise and always seems to grumble about something and while it is busy finding food. It only flies down from the mountains to catch fish in the river.

DINO ISLAND ADVENTURE - THE STORY

Early 20th century London

The Geological Museum

At the Geological Museum in London everything is peaceful at midnight. In the beautiful cold halls, one dinosaur skeleton after another rise more and more masterfully: Brachiosaurus, Stegosaurus and Tyrannosaurus. With their fossilised bones they act as visitors from an exciting and distant past. From the big library exciting voices are heard. It is Dr. Kilroy who discusses with his two friends: one the adventurer Johnny Thunder and the other the anthropologist Miss Read.

"But I was just as sceptical the first time I saw this photo" says Dr. Kilroy. The three adventurers look at the blurred black and white photo lying on the table - but it is true. This photo was taken on the beach of the newly discovered Volcano Island. Johnny Thunder looks at Dr. Kilroy with scepticism - "fresh tracks? - Made by a Tyrannosaurus"?

Dr. Kilroy nods approvingly - "the island and the tracks were discovered by Japanese shrimpers who were driven out of course".

Miss Read gesticulates enthusiastically - "how exciting this means that the dinosaurs may not be extinct after all"?

Dr. Kilroy - "possibly, let's not get carried away".

Johnny Thunder is still sceptical - shrimpers, "why did they only take one photo".

"Why didn't they explore the island"?

Dr. Kilroy answers calmly - "because they got afraid - very much afraid".

Miss Read gets curious. "Afraid? Afraid of what"?

Dr. Kilroy. "Some wild roars. Roars and thunder, which according to the shrimpers made the ground shake".

Johnny Thunder nods thoughtfully - "I'd like to take a closer look at that island".

Miss Read: "Me too - what a good story for World Magazine".

Dr. Kilroy smiles, "how convenient, as president of the geological association I have been appointed the leader of an expedition to to map the new Island and to uncover the mystery of the dinosaur tracks.

Johnny Thunder and Miss Read are enthused with excitement. Dr. Kilroy continues: "the expedition will leave in one week, before that we must pack all the equipment and devise a plan of action".

Suddenly, noise from the big hall is heard. The three friends run into the big hall to see what happens. The big skeleton of the Tyrannosaurus is lying on the floor.

Dr. Kilroy "oh no, oh no, what a shame".

Far away, steps from a running person are heard followed by the sound of the front door slamming. Miss Read - "somebody has overheard our conversation".

Johnny Thunder searches in the dark "I guess World Magazine isn't the only one who wants this story!".

Dr. Kilroy: "we must leave at once".

Miss Read nods "but how do we get to the island"?

Somewhere else in London

In a dark street leading into Baker Street Mike sits in his tumbledown woodshed, Mike collecting his few belongings; a catapult, a pocket-knife with a broken blade, a little handful of copper pennies and his dearest belonging - the brown cap. He has decided to see the world, because he is fed up with the dirty streets of London and the cumbersome life of begging.

By evening, he goes down to the harbour and steals into a big white cargo steamer on the verge of stoking the boilers. He hurries to get under the big tarpaulin on the deck. There, he finds a lot of equipment and a fulltrack vehicle where he makes himself comfortable. The last thing he notices is that the ship steams out of harbour as he falls asleep.

The Story about the Volcano Island

The Voyage

The proud white cargo steamer M/S Queen II fights her way through the towering Atlantic Sea. The loading deck is plastered by the rough seas, however, beneath the tarpaulins the vehicles and equipment are safely ensured. On the bridge, Johnny, wearing his beloved Panama hat, is at the wheel controlling every move of the ship with a steady hand. Miss Read stands next to him ensuring the ship keeps her course. She can read the position of the ship with the help of a sextant. On the ship there is also a radio room from which they can morse information home. Nightly, hidden in the dark Mike steals his way up to the galley to get some food and drink. Our heroes do wonder why food disappears from the gallery, but they don't do anything about it as each of them thinks that the others have snacks

between meals. Down in the cabin, Dr. Kilroy is lying terribly seasick in his bunk bed. He is longing to get ashore. But it is a long voyage with many dangers.

The New Land

Through the thick fog the vague and dark contours of the Vulcano Island emerge. As they get closer to the island the water starts to bubble, the sea around them is boiling! Dr. Kilroy has a thermometer by which he can measure the temperature of the water. It is a sunken volcanic eruption says Dr. Kilroy anxiously. They can not get any closer to shore and must shuttle all the equipment in by safe boat. But how?, they have a fulltrack vehicle, a motor bike and much scientific equipment to unload. Maybe, turning the boat and fulltrack vehicle into an amphibious vehicle?

To the adventurers great surprise, they discover Mike sound asleep in the fulltrack vehicle. Johnny almost loses his temper but falls down again when he sees Mike's ragged clothes. They wake him up and ask him what he is doing here. Afterwards, they escort Mike to the mess where Miss Read makes them all a cup of tea. Mike starts telling his story, about him being homeless and without any parents and that he looked for new challenges and adventures. Johnny says that they cannot send Mike back home now so they might as well get the best out of it.

On the beach, the four adventurers are captured by what they see. It is a very strange island formed by black lava and planted with very tall conifers, in the distant, and in the middle of the island a mountain can be seen, a smoking mountain. Now and then a terrible thunder shake the sizzling hot ground. Dr. Kilroy uses a seismograph to measure the tremor. There is volcanic activity here. He is about to get seasick again. Dr. Kilroy feels like in favour of observing the island from the ship. Miss Read wants to examine the big dinosaur tracks in the black sand on the beach. Johnny thinks that they have examined the beach enough he would much rather go into the big dark forest. What are they to choose, maybe they should return home before things get too dangerous.

The Journey to the Interior Island

In the dark coniferous forest where majestic pine trees and prehistoric cycas and huge ferns rise against the sky. The Adventurers drive through

the rugged terrain in the fulltrack vehicle. Its front wheels and the tracks behind eat their way through the volcanic ground.

The platform of the truck is heavily loaded with the adventurers' equipment and on top of it Miss Read is sitting in her green suit keeping watch, she has a powerful telescope. Now and then dinosaur roars can be heard - no animals are seen. At the end of the day, they camp in a clearing with lots of dinosaur tracks to examine and photograph. Before sunset they need to find wood for the fireplace and raise the tent - here Mike shows some of his talents, he can light a fire by means of Dr. Kilroy's magnifying glass. Miss Read asks why he doesn't use matches - he answers with red cheeks that he accidentally dropped them in the water. At night they take turns to keep watch for the others to sleep peacefully.

Next day the journey proceeds - but where to? Are they to continue towards the Volcano Mountain, which smokes more and more? Or follow the fresh dinosaur tracks leading to the west? Or... What's that? What is the drone sound from the sky? Is it a Pterodactyl? Behind the tree crowns a large object becomes visible, an enormous airship, a zeppelin! A formidable mouth with tusks and big staring eyes is painted on its belly (a bit like the old painted veteran planes). Much to the annoyance of the adventurers it's the dreadful Mr. Hates who has arrived on the island. Ha, Ha, he laughs, and waves to them and as he flies toward the smoking Volcano Mountain.

The World of the Dinosaurs

The adventurers drive towards the Volcano Mountain, they must use machetes to cut their way through the thicket. Maybe they can improve the fulltrack vehicle by fastening the machetes to the cooler? Or use the stem of the small boat as a kind of plough?

Soon they are at the foot of the high Volcano Mountain. An impressive sight welcomes them. The black volcanic rocks rise above their heads and high in the sky the big red Pterodactyls fly, cawing and fighting for the nesting sites.

In the valley far ahead, there is a big lake. The adventurers can vaguely see the animals down there. Yes, it is dinosaurs, a herd of drinking Triceratoper and one shy Stegosaurus. The sudden appearance of a roaring Tyrannosaurus (T-rex) frightens the herd. It is unbelievable says Miss Read, Dr. Kilroy nods gaping. Even Johnny Thunder is amazed by the sight of the live dinosaurs.

They camp close to the mountain and within safe distance from the dinosaurs. Dr. Kilroy and Miss Read set up their portable laboratory: they have a microscope, a Bunsen burner, flasks, a typewriter, measuring equipment including a scale for weighing eggs and different boxes for their findings. Johnny Thunder and Mike secure the camp so the dinosaurs or Mr. Hates wouldn't surprise them. Trees are to be felled to make a wharf that can keep the dinosaurs out. The cawing and teasing pterodactyls keep interrupting Johnny and Mike.

Not far from the adventurer's camp, Sam Sanister, his sister (Alexia Sanister) and his attendant, Mr Cunningham camp out. They have plenty of equipment for their dinosaurs' hunt for Sam's collection. A collection he can sell to zoos. A trap for catching the dinosaurs, lassos, rifles with poisoned arrows, each of them have their own motorbike - on which they can follow the dinosaurs. Will Sam Sanister succeed in catching a dinosaur? Which one will he catch? Or are the dinosaurs too wild to be caught?

Back in the adventurers' camp, Dr. Kilroy has thought out a number of missions to accomplish before they can return. Every morning, he delivers a speech and carefully goes through his plan of action. - Ladies and Gentleman.....

Dr. Kilroy's proposals for different missions:

Mission I

Johnny Thunder and Miss Read are to follow the herd of Triceratops and film them. They also have to measure how fast they run, but it is difficult as they easily get irritated and if you get too close to them they can gore you with their long horns.

Fortunately, Johnny has a rifle with poisoned arrows.

Concurrent Concerns

Mr. Hates and his men are also trying to catch one of the Triceratops with a lasso. Will they succeed in doing it? Or will they be driven away by the tempered animals. Or is it Johnny and Miss Read to save the animals from Sam Sanister.

Mission II

Johnny Thunder and Mike are to climb Volcano Mountain. Fortunately, Johnny has the equipment in order, a pick, a rope, wedges and a rucksack. The mission is to measure the wing span of a Pterranodon.

Great dangers lure, the rocks are frail and they must be very careful so that the Pterodactyl doesn't peck them. After all, they might be able to tame it and then get a flight down?

Concurrent concerns

Sam Sanister wants an egg for his collection, so Mr. Cunningham is lowered down from the helicopter. Will he be the first to arrive with his net? Or will the Pterodactyl cut his robe?

Mission III

Miss Read and Dr. Kilroy are to count the number of scales on a Stegosaurus back. Sounds easy, but a Stegosaurus is shy and good at hiding in the forrest.

You have to use tricks to make it come out and it pays to collect a big heap of fern leaves. And if you are really lucky you can ride on it - but watch out for the sharp scales on its back.

Concurrent concerns

Will Sam Sanister succeed in tempting the Stegosaurus into the camouflaged cage and if he does will the adventurers be able to cheat Sam Sanister and his men, so that it can be set free again?

Mission IV

The most dangerous mission of them all. The adventurers have to find the place in the forest where the Tyrannosaur has its nest. They must carry rucksacks, supplies and a scale for weighting the young ones/eggs. They have to work very hard in order to get away before the mother comes back to the nest.

Concurrent concerns

Sam Sanister and his gang are first to take one of the eggs for Sam' collection. When Sam Sanister and his men have left the nest, a small Tyrannosaurus comes out from the egg. The young one starts to call for its mother, and the mother is really bad-tempered. What happens when Sam drives away with his new finding? Will the mother catch them? Maybe Johnny Thunder and Miss Read can help bringing the young one back to its mother and they can become good friends with the Tyrannosaurus mother.

Mission V

The Adventurers are to set out on the lake in a small boat. In the water there are Plesiosauruses and Johnny Thunder is to examine how they catch fish.

Johnny Thunder is wearing a brass diver's helmet. In the small boat Dr. Kilroy and Miss Read take turns in keeping the air compressor going. If only Johnny gets enough air! If only the Plesiosaurus doesn't think that Johnny is a fish and eats him.

Concurrent concerns

Mr. Cunningham is also diving and he carries a poisoned harpoon! Will he frighten the Plesiosaurus?

The Volcano Explodes

Suddenly, the island starts shaking and all the dinosaurs get frightened and run bewildered about. A large explosion echoes and shortly after a column of fire rises from the volcano.

The Pterodactyls flutter away from the crumbling mountain. They flee into the valley with their young ones, safe from the lava flow from the crater.

Mr. Hates and his men are terrified and rush away in their airship leaving their base and equipment behind.

"It is a terrible disaster, the dinosaur valley is doomed" says Dr. Kilroy. Johnny Thunder nods, "we must do something". He looks at Miss Read - yes but what? The adventurers must save the dinosaurs from the flowing lava. Maybe they can bring them to a safe place on the beach? The adventurers must rebuild the fulltrack vehicle so it can transport the dinosaurs. The fulltrack vehicle needs a big platform. Maybe they can use Mr. Hates' equipment. Maybe they can build the motorbikes together and make a big vehicle? Or put wheels on Sam Sanister' base so it can function as a platform. Whatever they decide they must hurry to bring the dinosaurs to a safe place on the beach as the lava now threatens to cover the whole dinosaur valley.

To see how bad things are, Johnny Thunder flies over the island in his seaplane. He wants to avoid the gushing lava from the volcano. As he gets high up in the air he discovers a small island that is deserted. Johnny hurries back to the others and tells them about his new finding. Is it possible to transport the dinosaurs to the small island - do dinosaurs swim? And how will the young dinosaur cope with these hardships?

When they stand on the beach with all the dinosaurs and the lava close on their heels. They don't know how to transport all the animals safely to the other island. Mike hits a good idea! They can build a raft and fasten it between the larger animals. The largest animals can touch the bottom of lake and they have better swimming ability than the smaller animals standing on the raft. When all the animals have arrived safely to the other island they stand together on the shore and watch the power of the volcano eruption.

Finally, the air is clearing and it is time to go back to the dinosaur valley. The adventurers let all the animals loose and everybody returns through the burning coniferous forest. After a strenuous walk they arrive in the valley. It is a very sad sight that welcomes them, the

valley is desolated. The lava has removed trees and bushes and the lake is almost dried-up. Johnny Thunder and Miss Read look dejected, only Dr. Kilroy thinks everything will be all right. The others don't understand what he means and Dr. Kilroy explains that they will take the plants they collected earlier which are on board the ship and replant them in the nutritious volcanic soil. Very soon, the gold island will be blooming. Miss Read and Johnny Thunder roar with laughter and soon the three friends and Mike start to save the island.

Can you help rebuild the island so the dinosaurs survive? Watch out for Sam Sanister Hates and his sister!!!!