Topic 2

Case Study 1: LEGO House – The Ultimate LEGO Experience (Billund, Denmark)

Overview:
LEGO House, known as the "Home of the Brick," is an immersive visitor experience located in Billund, Denmark—the birthplace of LEGO. Opened in 2017, it blends playful learning, brand storytelling, and interactive technology to create a memorable experience for children and adults alike.

Key Features:

- **Zoned Exploration:** The house is divided into coloured zones, each representing a different aspect of child development (e.g. creativity, problem-solving, emotion).
- **Interactive Play:** Visitors build LEGO creations that come to life through AI, motion sensors, and AR experiences.
- **Brand Storytelling:** The History Collection and Vault showcase LEGO's origins, evolution, and global impact.
- **Personalization:** Digital wristbands allow visitors to save and share their creations via a unique online profile.

Results:
LEGO House has achieved high levels of customer satisfaction, brand loyalty, and media attention. It offers a model of how a brand can deepen emotional connections through immersive, purposeful play.

Case Study 2: Guinness Storehouse – A Multi-Sensory Brand Journey (Dublin, Ireland)

Overview:
The Guinness Storehouse, located in the heart of Dublin, is Ireland's most-visited attraction. It invites visitors to discover the history, culture, and craft behind one of the world's most iconic beers through a seven-floor self-guided journey culminating in the Gravity Bar.

Key Features:

- **Immersive Storytelling:** Each floor focuses on a different theme, from brewing methods to advertising heritage, using multimedia, art installations, and interactive exhibits.
- **Experience Design:** The layout is designed around a giant pint-shaped atrium and uses scent, sound, and visuals to engage the senses.
- **Cultural Integration:** Live music, food pairing, and storytelling events celebrate Irish heritage and the role of Guinness in national identity.

- **Memorable Moments:** Visitors pour their own pint or enjoy a 360-degree view of Dublin from the Gravity Bar.

Results:
The Guinness Storehouse transformed a former industrial site into a world-class destination that strengthens brand identity, drives tourism, and contributes significantly to Ireland's economy.

Discussion Question:

"How do both the LEGO House and the Guinness Storehouse create immersive brand experiences that go beyond traditional tourism? What can other brands learn from their approach to storytelling, interactivity, and emotional engagement?"