



# JUST FOR PROGRAMMERS

March 12, 2014

## Everything is Awesome: Three Things Radio Can Learn From the Lego Movie

Making a movie based on a line of toys is a gamble on the best of days. The Transformers movies have done reasonably well at the box office but recent efforts centered on Battleship, G.I. Joe, American Girl and Bratz have all had middling success at best. But with more than \$200 million in earnings and a sequel already in the works it looks like 'The Lego Movie' defied the odds.

A recent article in Variety points out some of the ways that 'The Lego Movie' stands out from other pictures in the genre and, not surprisingly, several of the things that made the film so successful are very applicable to programming radio stations.

- Diverse Characters:** Part of the charm of the movie was the diverse cast of characters all working together (some more than others) toward a common goal. They had different viewpoints and argued amongst themselves. That same diversity of viewpoints is a big part of what makes a good morning show interesting to listen to. Making sure your cast has unique characters with distinct personalities the audience can delineate between is a huge building block (pun intended) for success.
- Audience Involvement:** Lego called on its superfans to help market the movie. The company tapped into the Lugs – Lego User Groups – and invited them to build displays at theaters where the movie was showing. That helped the toys biggest fans to feel like they were a part of the release and fed word-of-mouth promotion about the movie. Stations on the other hand often dismiss our biggest fans instead of using them to promote the brand. Look for ways to involve the listeners who care the most by creating ways for them to have input on your product and enabling them to help promote what you are doing.
- Underserved Demographic:** 'The Lego Movie' is a rare childrens move that actually targets young boys. Generally underserved, young men have turned out in droves making up more than half the tickets sold. Looking for and targeting an underserved audience is something radio rarely does. Finding ways to take smart, measured chances on cultivating new listeners would go a long way toward securing the future of our industry.

It's also worth noting that "Everything is Awesome", the movie's catchy theme song by Teegan and Sara with a rap breakdown from The Lonely Island (Andy Samberg's musical comedy group) is taking on a cult life of its. It's a ridiculously hooky song which only serves as a reminder that hits can come from almost anywhere today.

So we hope you will take these suggestions to heart. They can help you BUILD your ratings, BLOCK your competitors and LE(t)GO of things that are holding your station back.

