

Golin to handle Lego's communications in the Americas

Lego has selected Golin as its Americas PR after a competitive review that started with an RFP issued in April.

Golin will lead Lego Americas' brand and product communications, including earned media and influencer work, in partnership with the toymaker's in-house brand relations and digital marketing teams - and in line with the Danish company's global PR strategy. The remit also covers Lego's retail businesses across the Americas.

The Lego/Golin partnership officially begins early next year.

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