× Hybrid

CASE STUDY · TOYS & GIFTING

THE GIFT NOBODY SAW COMING

How Hybrid helped **LEGO Botanicals** break into Valentine's Day gifting



CATEGORY	PERIOD	GEO	CHANNELS
Toys & Gifting	Jan 26 – Feb 15, 2026	Pan India	Mobile Web · Desktop

Brief description

Valentine's Day is one of the most cluttered gifting moments of the year. LEGO's challenge was to build a new association: LEGO Botanicals as a meaningful Valentine's gift, beyond its traditional perception as a toy.

Hybrid used contextual intelligence to reach consumers within content already aligned with gifting, romance, lifestyle and Valentine's Day, helping LEGO Botanicals become part of the gifting conversation.

CATEGORY	Toys & Gifting
PERIOD	**Jan 26 – Feb 15**, 2026
GEO	Pan India
CHANNELS	Mobile Web · Desktop

01 / How AI was applied

Turning content context into a signal for gifting relevance.

- ⟶ Hybrid deployed VOX, using AI-powered contextual and visual intelligence to analyse text, keywords and imagery and identify content environments relevant to the Valentine's Day mindset.
- ⟶ LEGO Botanicals creatives were then placed within relevant editorial imagery, allowing the brand to appear where the surrounding content was already connected to gifting and lifestyle.
- ⟶ The content itself became a signal for relevance - moving beyond simply targeting a gifting audience to identifying the gifting moment.



© Hybrid. All rights reserved

Impact

Above planned CTR

+22%

More clicks than planned



+22%

WHAT AI CHANGED

From targeting a gifting audience to identifying the gifting moment.

AI-powered contextual and visual intelligence helped LEGO Botanicals appear within content where Valentine's Day, gifting and lifestyle were already part of the conversation - creating a more relevant environment for the brand.

About Hybrid

Hybrid is an independent global AdTech company building AI-driven advertising solutions across programmatic, attention and connected TV. Its suite includes the Hybrid Platform, an AI-driven programmatic DSP; VOX, an AI-Vision platform with in-image advertising; and CTV advertising with leading publishers. In India, Hybrid is certified a Great Place to Work and partners with leading brands and agencies to deliver measurable attention and outcomes.

© Hybrid. All rights reserved