IT’S BARBIE’S WORLD,
YOU’RE JUST LIVING IN IT

THE RIGHT FIT
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Corporate Overview

MATTEL, INC.
- Started in 1945
- Designs, Manufactures, and Markets
- Industry: Dolls, Toys, Games

HISTORY OF BARBIE
- March 1959 Introduced
- Ruth Handler watched daughter play with paper dolls
- Most dolls at the time were of infants
“My whole philosophy of Barbie was that through the doll, the little girl could be anything she wanted to be. Barbie always represented the fact that a woman has choices.”

-Ruth Handler
Historical Milestones

- 1959: Barbie was released
- 1977: Barbie was made more realistic
- January 2015: Diversity overhaul
- October 2015: Career overhaul
- January 2016: Body types overhaul

Past & Present Trends, Core Equities

2012-2014:
● Sales down 20%

2014:
● $1.9 billion in sales

2015:
● Successful in Q4
● Sales 15% of Mattel’s total quarterly revenue
● Sales down 10%

2016:
● First half of year: $301.7 million in sales compared with $416.5 million in sales in 2012 during same period
● Sales rose 23%

● $1 billion in average sales across 150 countries every year
● 92% girls in America ages 3-12 own Barbies
Range of Products & Offerings

- Barbie Dolls
- Kelly Dolls
- Ken Dolls
- Clothing
- Accessories
- Cars
- Airplanes
- Houses
- Furniture
<table>
<thead>
<tr>
<th>Competitors</th>
<th>Dolls with Female Child Target Market</th>
<th>Easily Identifiable Doll Age</th>
<th>Dolls with Distinct Personalities</th>
<th>Inspiring Role Models</th>
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<tbody>
<tr>
<td>Barbie</td>
<td>✔</td>
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<tr>
<td>(ALSO OWNED BY MATTEL)</td>
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<td>Monster High</td>
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<td>(ALSO OWNED BY MATTEL)</td>
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<td>American Girl®</td>
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<td>(ALSO OWNED BY MATTEL)</td>
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<td>Bratz</td>
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<td>Disney Princesses</td>
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SWOT ANALYSIS

STRENGTHS
- Established Brand
- Global Recognition
- Classic/Timeless Toy

WEAKNESSES
- Dolls without personalities
- Negative media attention
- Poor brand image

OPPORTUNITIES
- Leverage brand affinity
- Nostalgic appeal

THREATS
- New competitors entering market
- Appeal of technology to kids
Past & Present Campaigns

New Barbie Fashionistas launched January 2016

“Imagine The Possibilities” October 2015

Moschino Barbie November 2015
Research

- Survey with 53 female respondents

CURRENT PERCEPTIONS

- Free response: “What words and phrases do you think of when you think of Barbie?”

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<tr>
<th>Attribute</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Blonde</td>
<td>30.2%</td>
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<tr>
<td>Pretty</td>
<td>26.4%</td>
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<tr>
<td>Girly</td>
<td>18.9%</td>
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<tr>
<td>Pink</td>
<td>17%</td>
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<tr>
<td>Thin</td>
<td>17%</td>
</tr>
<tr>
<td>Perfect</td>
<td>13.2%</td>
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</table>

- Only one old campaign recall; response: “B-A-R-B-I-E, Barbie Girl”
“If I ever have a daughter in the future, I will let her play with Barbies, if she wants to.”

“If I ever have a daughter in the future, I will want her to play with Barbies.”
I Believe Barbie dolls...

- Promote positive role models for young girls
- Help instill confidence in young girls
- Represent what real women are like, appearance wise
- Represent what real women are like, career wise
  - Depict realistic career paths
  - Depict diverse career path options
  - Depict only traditionally female career path options
- Represent the fact that women have choices to become whatever they want
THE FUTURE OF BARBIE
Target Market

Imaginative Isabella
5 Years Old

Pre-teen Tina
11 Years Old

Mommy Mandy
32 Years Old
Communication Objectives

- TO INCREASE POSITIVE AFFINITY FOR THE BARBIE BRAND BY PROJECTING BARBIE AS A BRAND THAT PROMOTES POSITIVE ROLE MODELS
- TO DRIVE TRAFFIC TO BARBIE.COM
Image Reparation Campaign
REAL GIRLS • REAL LIFE • REAL BARBIE
Malala Youzafzai
GIRLS’ RIGHTS ACTIVIST
Zhan Haite

Political activist from Shanghai
McClain Hermes
PARALYMPIC MEDALIST
Campaign Contest

- Nominate an inspirational girl - it could be yourself!
- You can become the face of the next Inspirational Barbie!
- The team at Barbie will select four girls they believe serve as role models and create a doll in each of their images
Message Strategy

APPEAL
● Affective: Emotional and Resonance
  ○ Emphasizing relational aspects
● Cognitive: Unique Selling Proposition

EXECUTIONAL FRAMEWORK
○ Authoritative

POSITIONING
○ Bringing Barbie to real life

STRATEGY
● Cause-related Marketing
  ○ Empowerment of women and young girls through strong role models immersed in everyday life beginning at a young age

REAL GIRLS • REAL LIFE • REAL BARBIE
Campaign Tactics - Media Placement

- **TELEVISION AD SPOTS**
  - Nickelodeon
  - Disney Channel

- **DIGITAL VIDEO**
  - YouTube
  - Social

- **RICH MEDIA ADS**
  - Parenting Websites
  - Mommy Blogs

- **IN STORE**
  - POS Display
Timeline and Execution

- CAMPAIGN DURATION: 1 YEAR
  - 3 MONTHS: Campaign Launch & Contest Promotion
  - 1 MONTH: Contest Voting
  - 8 MONTHS: Doll Release
    - 4 Dolls Selected as Contest Winners
      - 1 Doll Released Every Other Month
Measures of Success

● POPULARITY OF CAMPAIGN
  ○ Campaign Interactions
    ■ Click-through rates on ads
    ■ Social Media Followers
  ○ Contest Doll Sales

● BRAND SENTIMENT ANALYSIS
  ○ Social Listening
    ■ Social Media Mentions
    ■ Positive strength, sentiment, passion, & reach
    ■ Sprout Social or Crimson Hexagon


Questions?