

# IT'S BARBIE'S WORLD, YOU'RE JUST LIVING IN IT

## THE RIGHT FIT

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Barbie™

# Corporate Overview

## MATTEL, INC.

- Started in 1945
- Designs, Manufactures, and Markets
- Market Position: North America, International, Girls in America
- 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



Barbie

*“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



1961

REGISTERED NURSE



1965

ASTRONAUT



1984

DAY TO NIGHT



1995

BABY DOCTOR



1995

FIREFIGHTER



1999

PILOT



2015

DIRECTOR



2015

SCIENTIST



2016

GAME DEVELOPER



2016

PRESIDENT

# 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

Barbie

# Range of Products & Offerings




















- Barbie Dolls
- Kelly Dolls
- Ken Dolls
- Clothing
- Accessories
- Cars
- Airplanes
- Houses
- Furniture



Barbie



# Competitors

	Dolls with Female Child Target Market	Easily Identifiable Doll Age	Dolls with Distinct Personalities	Inspiring Role Models
<i>Barbie™</i>				
 (ALSO OWNED BY MATTEL)				
 (ALSO OWNED BY MATTEL)				
				
				



# SWOT ANALYSIS



## STRENGTHS

- Established Brand
- Global Recognition
- Classic/Timeless Toy



## OPPORTUNITIES

- Leverage brand affinity
- Nostalgic appeal



## WEAKNESSES

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



## THREATS

- New competitors entering market
- Appeal of technology to kids

*Barbie*

# Past & Present Campaigns



1960's  
Cognitive Approach



1980's  
"We Girls Can Do Anything"



2000's  
Pop Song + Catchy Slogan

# 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?”

Blonde	30.2%
Pretty	26.4%
Girly	18.9%

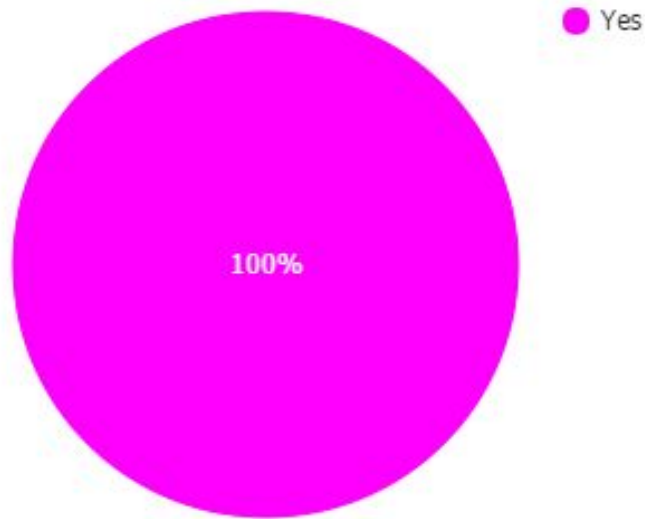
Pink	17%
Thin	17%
Perfect	13.2%

- Only one old campaign recall; response: “B-A-R-B-I-E, Barbie Girl”

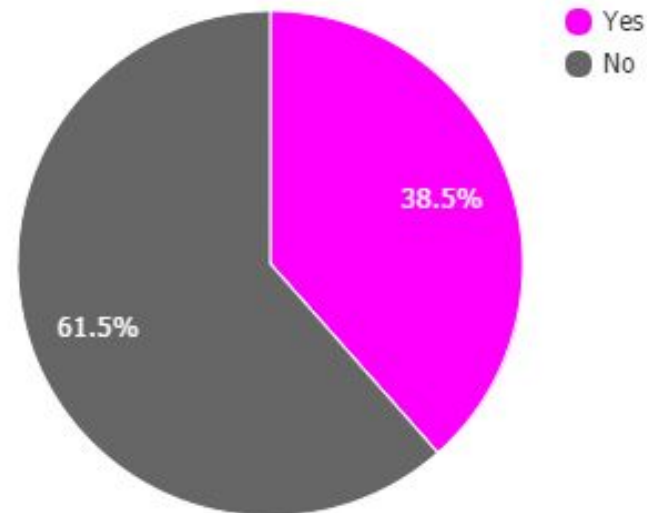
# Research

## FUTURE PLANS

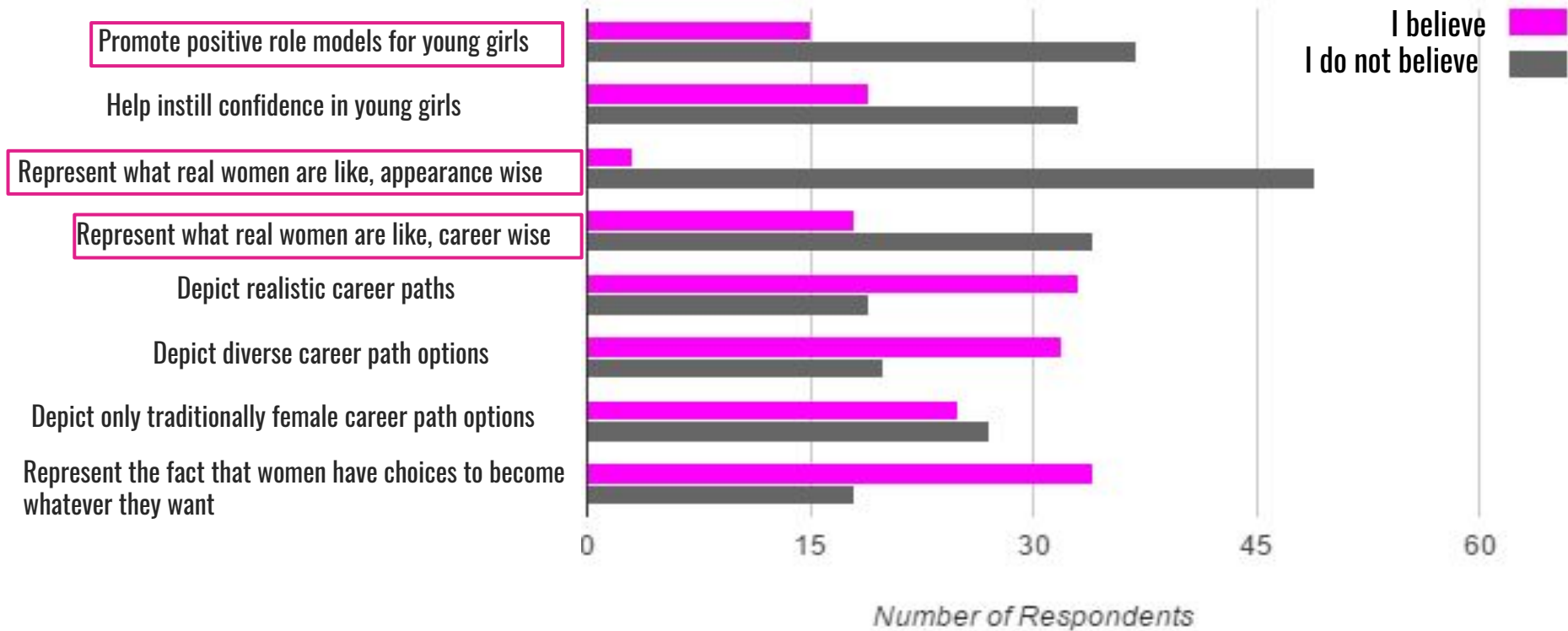
“If I ever have a daughter in the future, I will **let** her play with Barbies, **if she wants to.**”



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



## *I Believe Barbie dolls...*



# 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](http://BARBIE.COM)



*Barbie*

A black silhouette of Barbie's head and iconic ponytail is centered within a thick black circle. The background is a solid magenta color.

# *Image Reparation Campaign*

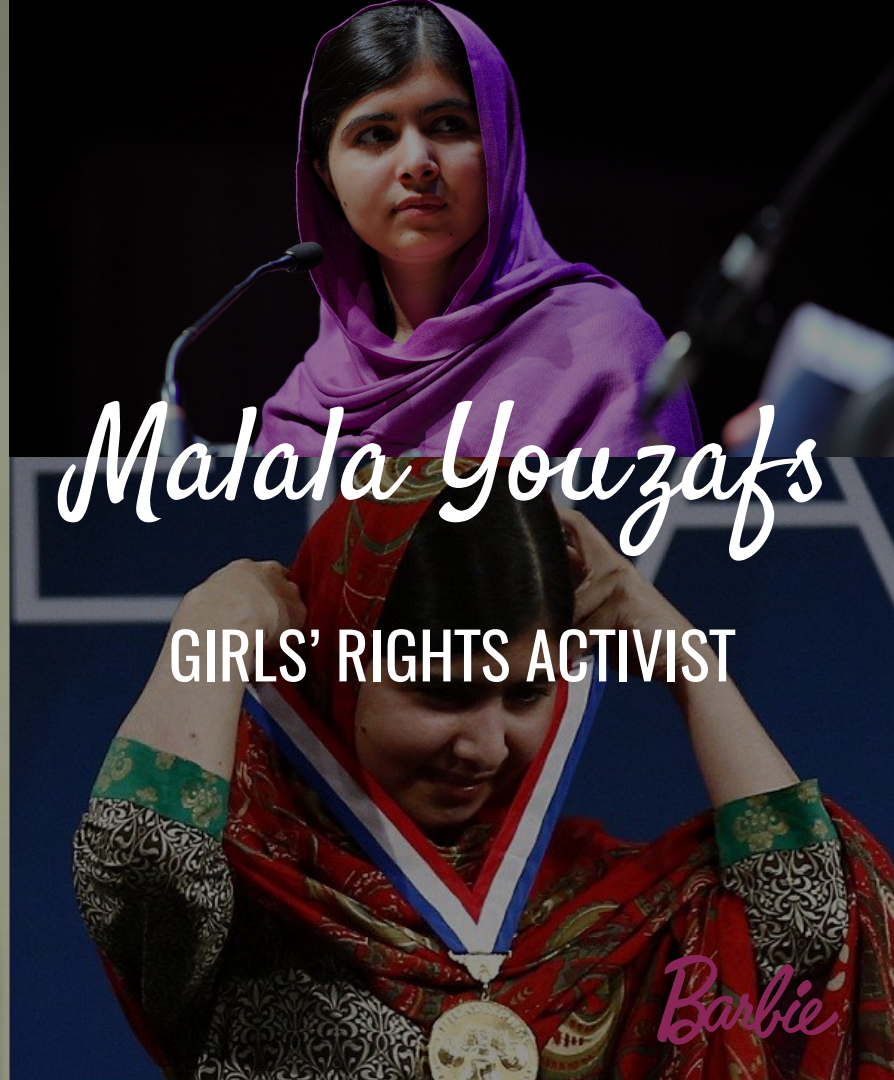
*Barbie*



Barbie™

REAL GIRLS • REAL LIFE • REAL BARBIE





*Malala Youzaf*

GIRLS' RIGHTS ACTIVIST

*Barbie*







*Zhan Haite*

POLITICAL ACTIVIST FROM  
SHANGHAI



*Barbie*







*McClain Hermes*



PARALYMPIC MEDALIST

*Barbie*





# 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

*Barbie*

# 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



Barbie.



# 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



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A large, textured red lipstick smudge is centered on a solid pink background. The smudge has a grainy, almost wood-grain-like texture and is slightly irregular in shape, resembling a kiss mark. Overlaid on the center of the smudge is the word "Questions?" in a white, elegant, cursive script font.

*Questions?*