2016 FALL ANALYST DAY

Juliana Chugg

EVP | Chief Brand Officer

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1. BRAND PURPOSE
2. PRODUCT INNOVATION
3. CONSUMER ENGAGEMENT
4. LICENSED PARTNERSHIPS
5. COMMERCIAL EXECUTION

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1 BRAND PURPOSE

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1 BRAND PURPOSE

TO INSPIRE
& NURTURE
THE LIMITLESS
POTENTIAL
IN EVERY GIRL



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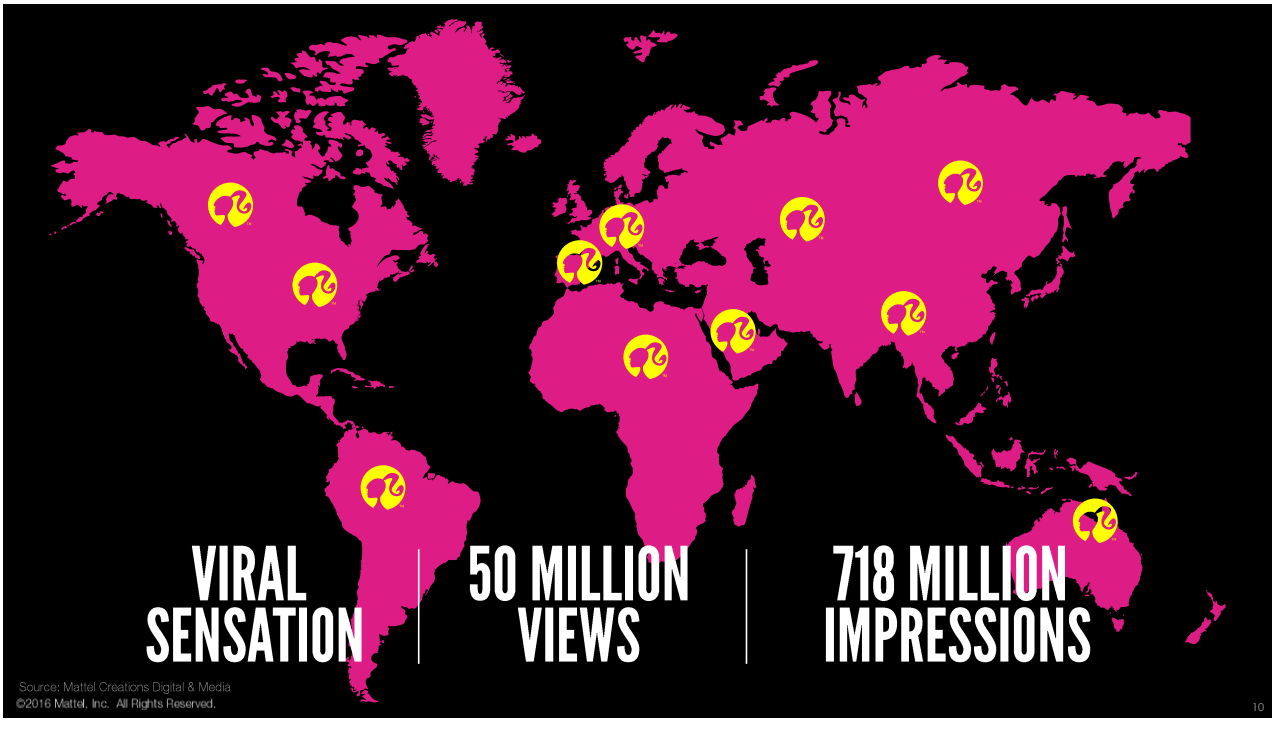
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WINNER OF

2015
YOUTUBE AD OF THE YEAR

2016
CANNES LION

2016
CLIO AWARD

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MASS MARKETING

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~~MASS MARKETING~~
MASS MATTERING

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"BARBIE IS BACK."

Goldman Sachs

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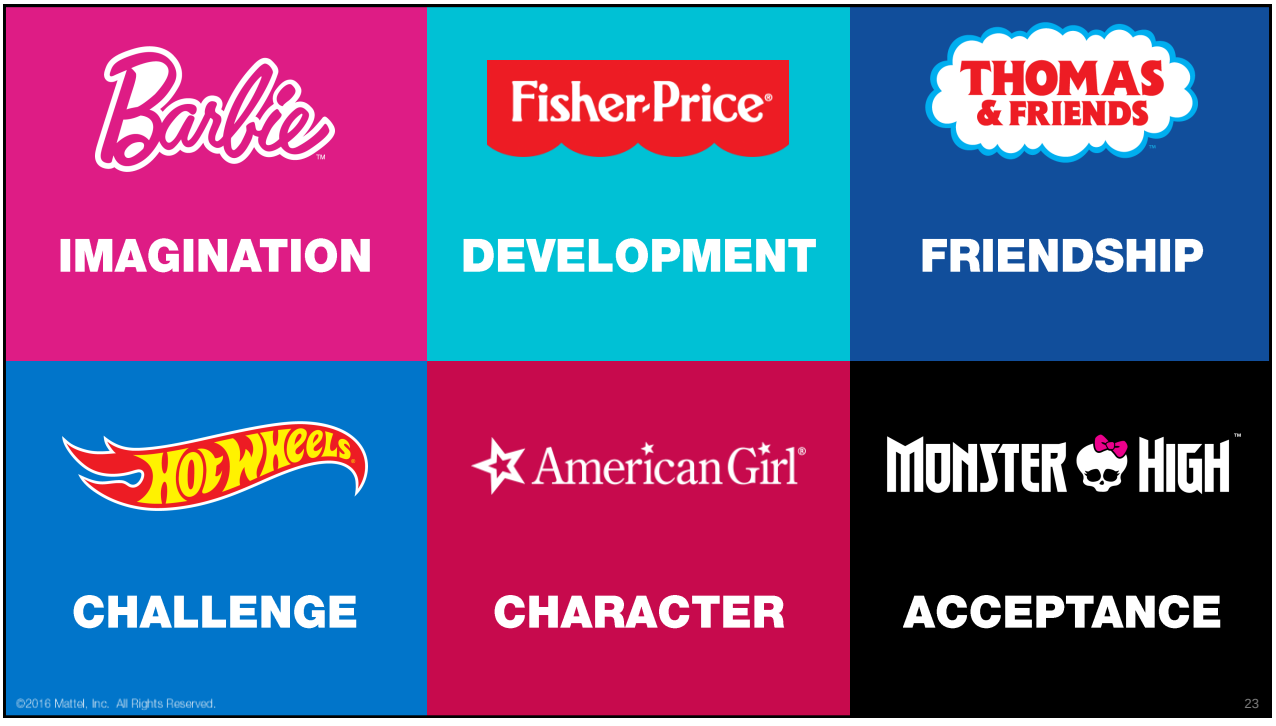
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1 BRAND PURPOSE





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2 PRODUCT INNOVATION



WIRED
BARBIE'S NEW SMART HOME IS CRUSHING IT SO HARD

Mashable
Even Barbie gets a smart home and a drone in 2016

Moynihan, T. (2016, September 19). Barbie's New Smart Home Is Crushing It So Hard. Retrieved from https://www.wired.com/2016/09/barbies-new-smart-home-crushing-hard/.
Murphy, S. (2016, February 13). Even Barbie gets a smart home and a drone in 2016. Retrieved from http://mashable.com/2016/02/13/barbie-smart-dreamhouse/#lUlVbYzTikqk.
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2 PRODUCT INNOVATION

Fisher-Price®

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CONNECTED NURSERY



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CONNECTED NURSERY



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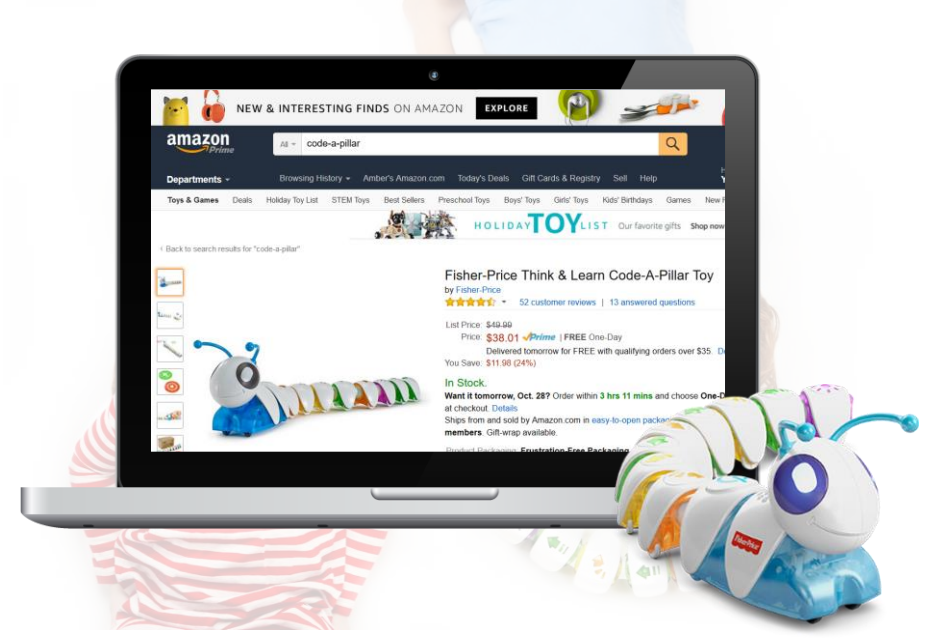
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PRESCHOOL LEARNING



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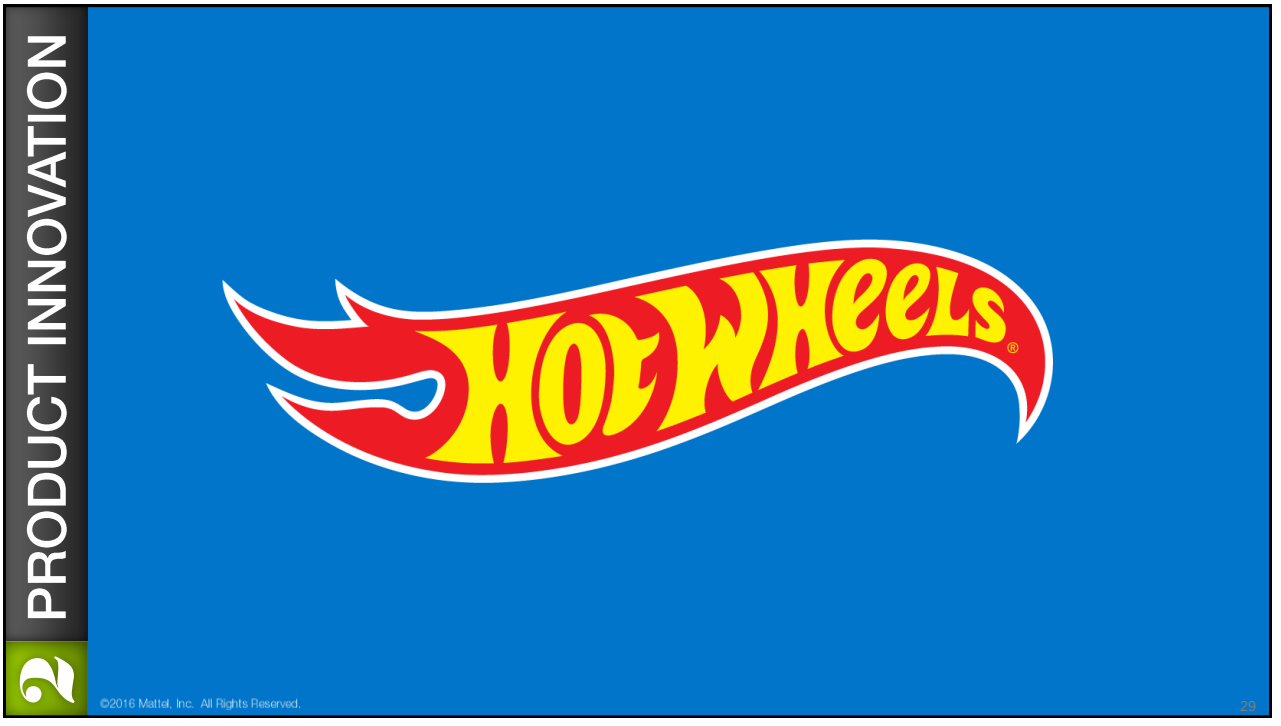
PRESCHOOL LEARNING



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2 PRODUCT INNOVATION



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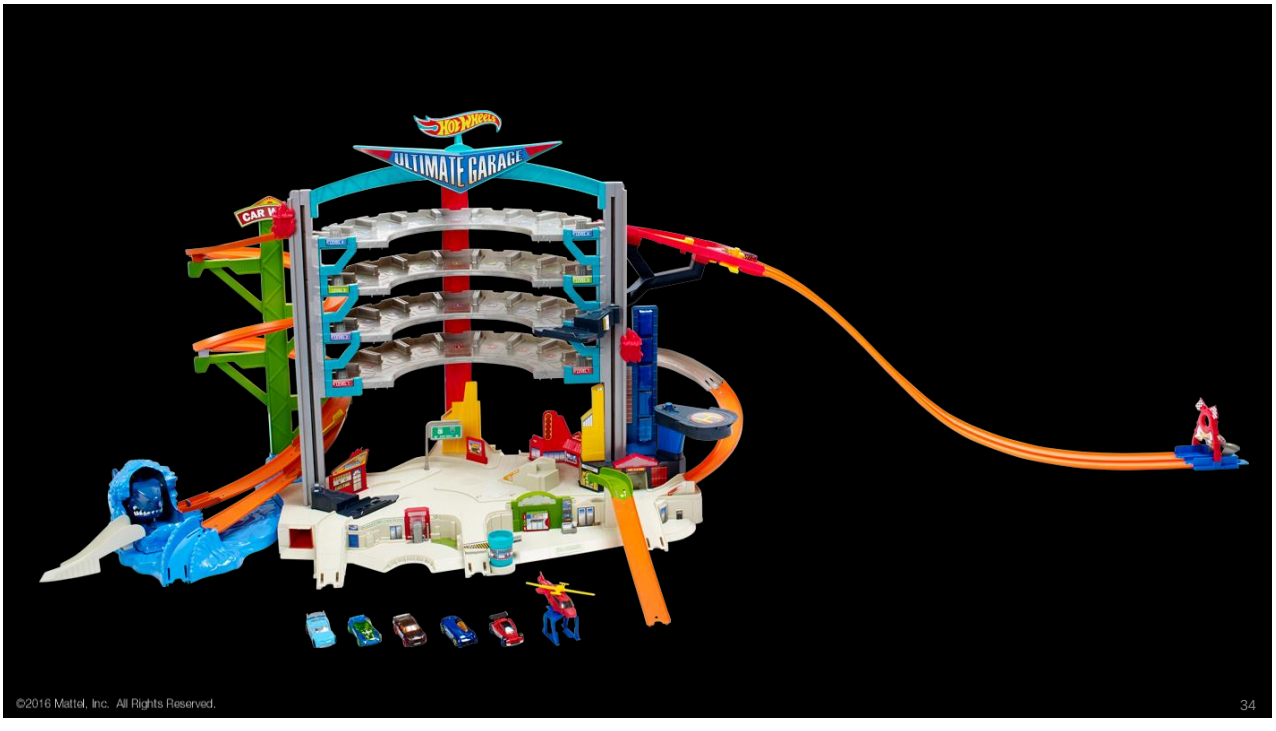
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2 PRODUCT INNOVATION

Barbie™

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DIVERSITY

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5B+
MEDIA IMPRESSIONS

#1
GLOBAL NEWS STORY

nearly 100%
POSITIVE SENTIMENT

Articles individually ranked by Weber Shandwick. Calculated according to CisionPoint.

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3 CONSUMER ENGAGEMENT

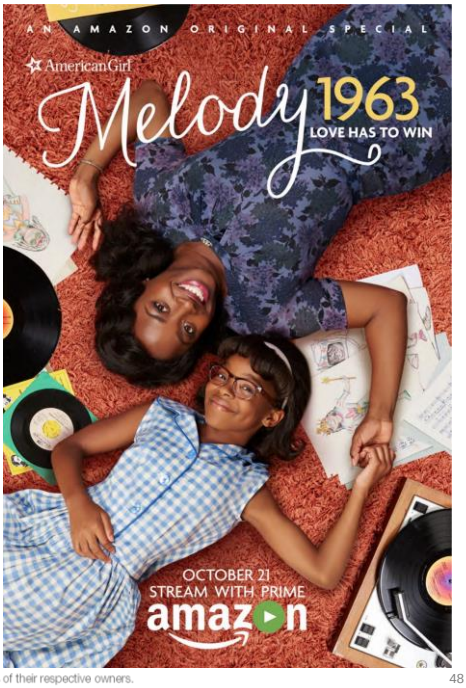
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American Girl®

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amazonstudios®



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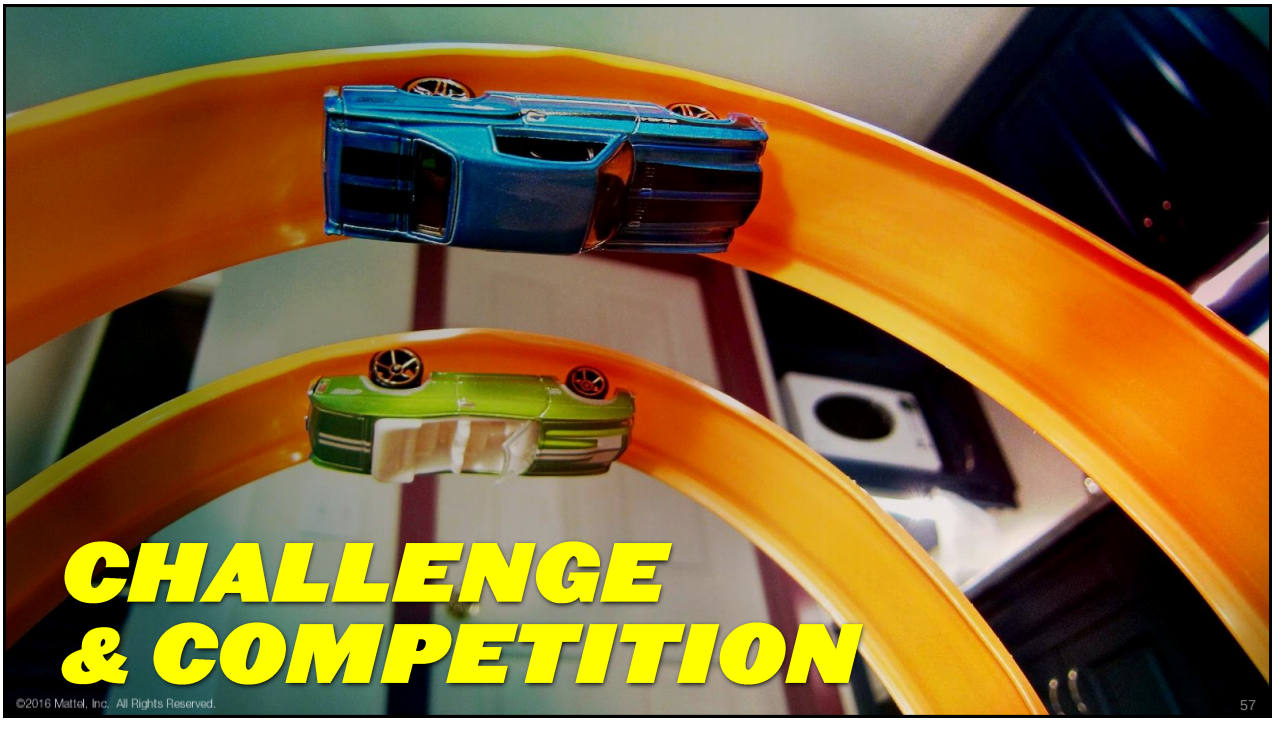
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CONSUMER ENGAGEMENT

Hot Wheels®

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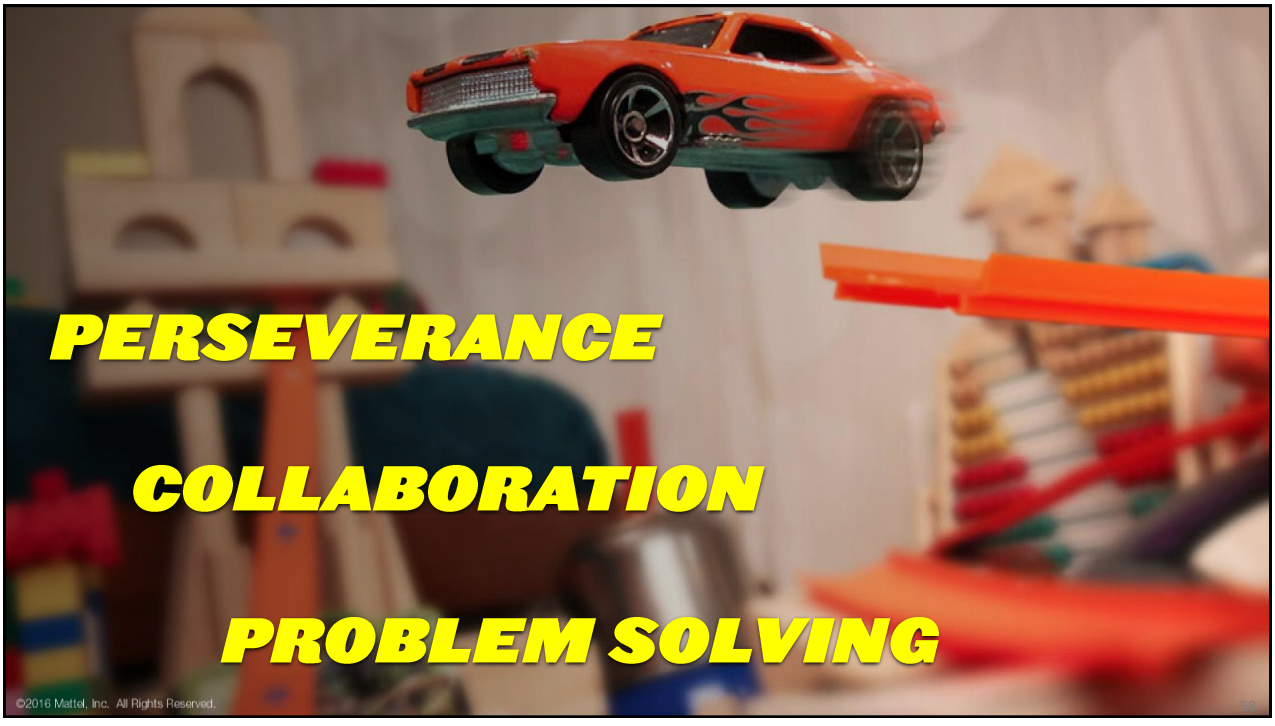
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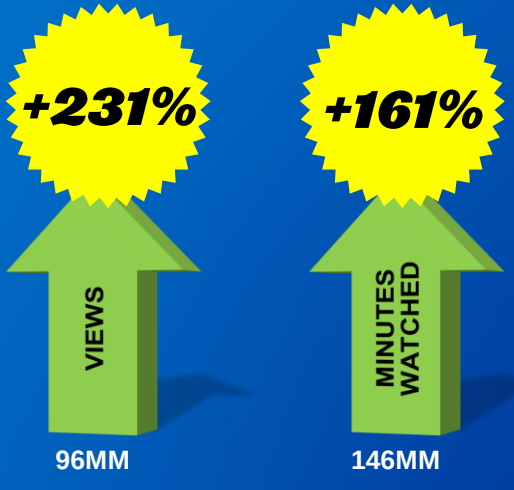
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BRAND POS +13% YTD





Source: Youtube analytics. Mattel Internal Analysis.

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4 LICENSED PARTNERSHIPS

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THOMAS & FRIENDS™

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BUILD A POWERFUL BRAND FRANCHISE

BRAND FRANCHISE APPROACH
Across the Entire
CONSUMER JOURNEY

ONE CLEAR MESSAGE
TO THE CONSUMER

Each Business Line Building
& Enhancing the Other
to MAXIMIZE REVENUE



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4 LICENSED PARTNERSHIPS

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JONATHAN ADLER
partnership





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premium capsule collection



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4 LICENSED PARTNERSHIPS

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5 COMMERCIAL EXECUTION

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Store of the Future | new york flagship



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party room



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5 COMMERCIAL EXECUTION







MOSCOW **MEXICO CITY** **SHANGHAI**

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5 COMMERCIAL EXECUTION



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Barbie

Fisher-Price

THOMAS & FRIENDS

HOT WHEELS

American Girl

MONSTER HIGH

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Barbie

2017 FOCUS

Brand Purpose

Consumer Engagement through **Content**

Leverage **momentum** through **Licensed Partnerships**

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Fisher-Price®

2017 FOCUS

Purpose driven marketing against **Best Possible Start**

Leverage Technology to **Innovate**

Improve Commercial execution to create **meaningful** destinations

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HOT WHEELS

2017 FOCUS

Invest in **Brand Purpose**

Product **Innovation** in New Segments

Accelerate Commercial Execution



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American Girl®

2017 FOCUS

Distribution Expansion
locally and globally

Engaging & **Compelling** Content

Expand into new segments
through licensing

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THOMAS & FRIENDS™

2017 FOCUS

Product **Innovation**

Commercial Excellence



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MONSTER HIGH

2017 FOCUS

Product **Innovation**

Compelling
Licensed Partnerships

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Barbie

- **Brand Purpose**
- Consumer Engagement through **Content**
- Leverage **momentum** through **Licensed Partnerships**

Fisher-Price

- Purpose driven marketing against **Best Possible Start**
- Leverage Technology to **Innovate**
- Improve Commercial execution to create meaningful destinations

THOMAS & FRIENDS

- Product **Innovation**
- Commercial Excellence

HOT WHEELS

- Invest in **Brand Purpose**
- Product **Innovation** in New Segments
- **Accelerate** Commercial Execution

American Girl

- **Distribution Expansion** locally and globally
- **Engaging** & **Compelling** Content
- **Expand** into new segments through licensing

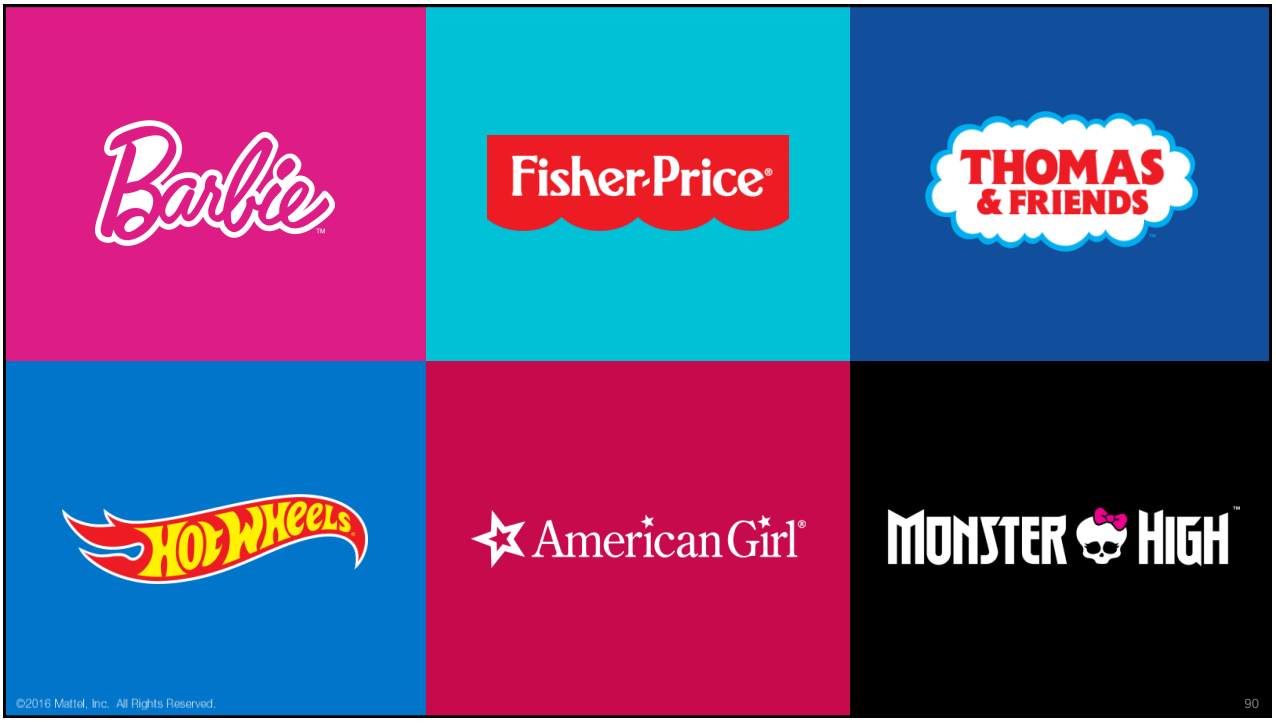
MONSTER HIGH

- Product **Innovation**
- Compelling Licensed Partnerships

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MATTEL

Mattel2016

setting the foundation for **growth**

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