



Brand Positioning & Strategy

I – along with classmates Johanna Dickson, Mark Peterson, and Annie Smith – created the slide deck below for a presentation during an in-person intensive on brand marketing. Faculty and guest instructors included Erik Nisbet, Ph.D. (branding), Nathan Walters, Ph.D. (persuasive messaging), Anas Ghazi (digital marketing), and Steve Grand, Ph.D. (video storytelling). The prompt for this project was to pitch a new marketing strategy for an assigned brand based on a given problem statement. My personal contributions to this slide deck included collaborating on the SWOT analysis and marketing strategy; setting a creative direction; writing the copy on slides 5-8, 11-12, and 16; adapting my classmates' content to fit the creative direction; and creating the actual slide deck. This project provided me with an opportunity to practice critically analyzing messages as well as creating and delivering elegant messages that are appropriate to audience, purpose, and context.



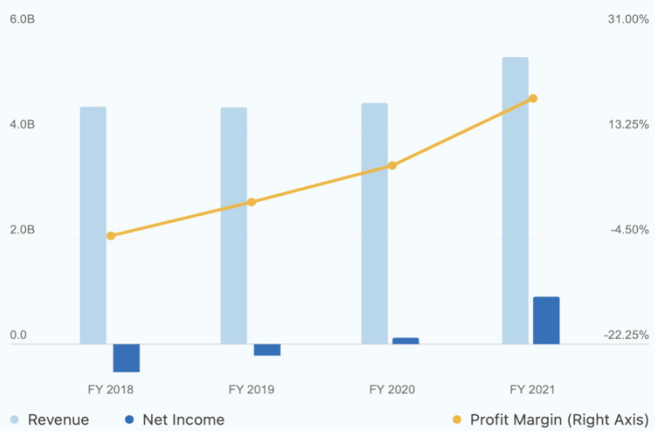
The Problem

Background

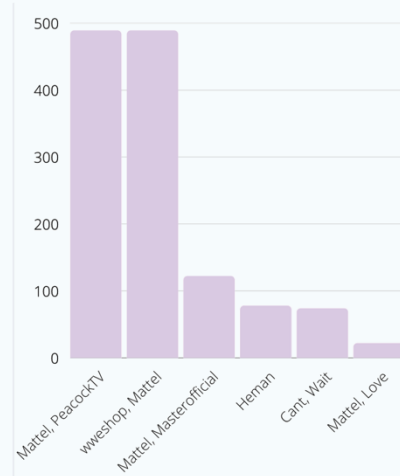
Revenue
increased 19%

Net income
increased 630%

Profit margin
increased 13.5%



What the Twittersphere is Saying



Competitive Analysis



Strengths

- Strong overall brand awareness
- Collaborating with cultural influencers
- Increasing revenue through branded characters



Weaknesses



Opportunities



Threats

Competitive Analysis



Strengths



Weaknesses

Arriving late to the digital space
Overall decline in market share & value
Limited awareness of community of brands



Opportunities



Threats

Competitive Analysis



Strengths



Weaknesses



Opportunities

Prevalence of digital play
Creation of in-person experiences
Untapped audience of nostalgia buyers



Threats

Competitive Analysis



Strengths



Weaknesses



Opportunities



Threats

Huge competition:
Disney, LEGO,
Nickelodeon, etc.

Declining birth rates
in the U.S.

Economic & trade
policies impacting
commodities

Brand Position

Mattel is a community of leading entertainment brands that connects families through purposeful play.

We inspire fun and laughter while stimulating young minds and nurturing social bonds.

Whether you're playing with a toy from one of our iconic brands, interacting with our beloved characters on-screen, or visiting the Mattel Adventure Park, Mattel creates shared experiences of wonder and joy for children and all who are young at heart.

Target Audience

Millennial parents who used to play with Mattel toys and who now want to introduce their children to the community of brands



Meet Mackenzie



- 39-year-old woman
- Has a partner, a 10-year-old son, and an 8-year-old daughter
- Lives in Austin, Texas
- Product manager for a tech company
- Earning \$100,000 a year
- Loves following mommy influencers, seeking out fun family experiences in Austin, and keeping up with the community-building efforts of her favorite brands

Persuasive Messaging



Gain-Framed Messaging

Aligning with our tagline – *Reimagining Connection Through Play* – we will use gain-framed messaging that highlights the advantages of engaging with Mattel's products and experiences.

Example: Barbie and American Girl Dolls

Playing with dolls encourages self-expression while empowering children to develop empathy and social skills.

Example: Mattel Adventure Park

The park will nurture social bonding, spark imagination, and create shared memories through immersive experiences.

Persuasive Messaging



One-Sided Argument

Is there truly a down-side to play? We don't think so. Our brand messaging will focus specifically on the upside and value that Mattel's products and experiences offer to families.

Persuasive Messaging



Source Credibility

We will partner with leading researchers and educators to verify and emphasize the developmental advantages of Mattel's products and experiences, matching what we "say" with what we "do."

Digital Storytelling Strategy

Website & SEO

Create a page or section to attract lovers of Mattel's nostalgic toys



Advertising

Run digital ads with relevant messaging for the target audience

Social Media

Regularly feature "If you loved that, then you have to check out this!" posts



Content Marketing

Produce more short-form content featuring millennial parents

**And now, what
you've been
waiting for...**



THANKS!

Presentation by:
Hillary Bullock
Johanna Dickson
Mark Peterson
Annie Smith

