

MEREDITH KELLER

# MATTEL

CLIENT PORTFOLIO // PREL 231 STRATEGIC WRITING FOR PR



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## MATTEL "THEN"

Mattel started in 1945 when Ruth and Elliot Handler, alongside Harold "Matt" Matson, joined forces to design and engineer children's toys. It quickly became a **leading global toy company**, creating popular franchises that children and families worldwide **enjoy**. Mattel has **successfully** followed popular culture trends and impacted society through its **iconic** toys and brands.

## MATTEL "NOW"

Mattel is the global leader in the toy industry and has a **wide** variety of products that capture both **kids' imagination** and **adults' nostalgia**. As the **innovator** behind **beloved** brands such as **Barbie, Hot Wheels, Fisher-Price, American Girl, Thomas & Friends, and UNO**, Mattel has created meaningful connections with children **worldwide**. Additionally, Mattel licenses additional popular intellectual properties from global entertainment companies to further engage their consumers.

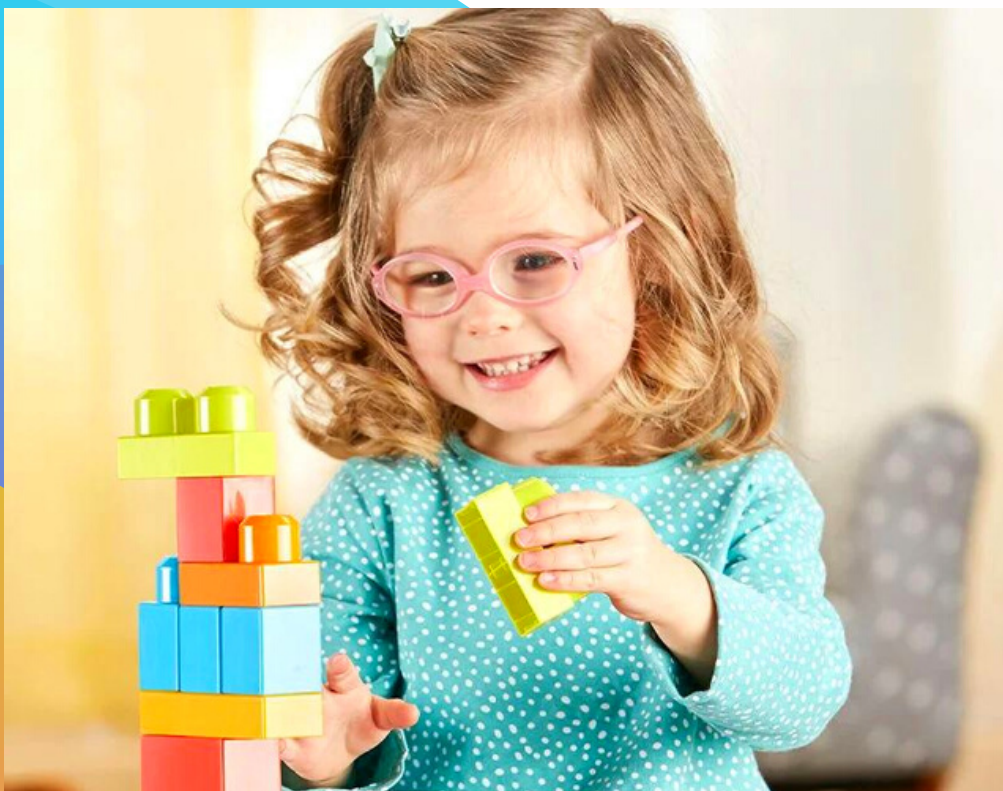


# MATTEL'S PUBLIC RELATIONS

Mattel's Public Relations focus is on **encouraging purposeful play**.

"We treat play as if the future depends on it – because it does. Play is our language, and we speak to our consumers authentically by representing the world as they see and imagine it".

Mattel creates toys and experiences that can add value to children's lives. They want to inspire, entertain, and educate kids through **play**. Over the past **seven decades**, Mattel has developed **robust** connections with consumers, which has enabled them to create an approach called **purposeful play**. This promotes **positive** behaviors concerning social and environmental issues to make the world better for **everyone**, whether kids or adults.





# SUCCESS IN WRITTEN COMMUNICATION

**Clear and Concise Language:** Mattel's website presents information about its products, services, and company in easy-to-understand language. Visitors to the site can quickly learn about Mattel's history and how it is shaping the future of the toy industry.

**User-Focused Content:** Mattel focuses on providing helpful and engaging information to their publics - such as parents, children, and toy enthusiasts - about their products. This includes product descriptions, usage instructions, safety guidelines, and educational content to ensure the user gets the best possible experience.

**Consistent Brand, Voice & Tone:** Mattel's brand is associated with fun, playfulness, and imagination. Their products are designed to bring entertainment and joy to children and families worldwide. Mattel's portfolio of toys includes iconic brands like Barbie, Hot Wheels, and American Girl. They promote creativity and imagination through play while also emphasizing the importance of learning. Regarding communication style, Mattel speaks in a friendly and relatable manner that resonates with their publics. They use an enthusiastic tone that reflects the enchantment of childhood.



# IMPROVEMENT IN WRITTEN COMMUNICATION

**Storytelling & Customer Testimonials:** Mattel does an excellent job maintaining a playful voice. To further this, they should emphasize creativity and storytelling in their products. Mattel can create engaging content by using stories of how their toys have impacted children or the imaginative play experiences they enable. Adding customer reviews from parents, children, and influencers who had positive experiences with their products will build trust in the brand. This will showcase the value and quality that Mattel offers.

**Visual Integration:** Mattel can improve their website by adding high-quality images, videos, and interactive features. This will help make the messaging more effective and enhance the user experience. Combining visuals with written content will create a stronger overall message.

**Simplification:** Mattel provides a wealth of information to its consumers, but it might be beneficial to simplify some of it. This is especially true for families and parents who are busy and don't have the time to read lengthy articles.





# DISCOVER A WORLD OF **PLAY** WITH MATTEL!



**Discover** a world where play **comes alive!**

Experience the **magic** of Mattel, where imagination knows no limits!

With beloved brands like **Barbie**, **Hot Wheels**, and **Fisher-Price**, Mattel brings **endless joy** to playtime.

In the words of our founder, Ruth Handler, "We treat play as if the future depends on it—because it does. **Play is our language**, and we speak to our consumers authentically by representing the world as they see and imagine it".

**Jump** into the world of play with us to create a future filled with **laughter, discovery, and limitless possibilities.**

**Let's view the world as *our* kids do - with love!**

Mattel—where **play comes to life!**

Be sure to visit [Mattel.com](http://Mattel.com) or your nearest toy store to explore our amazing toys and **unlock the magic** of play with **Mattel** today!

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# LET'S TAKE A LOOK AT ONE OF MATTEL'S MOST BELOVED BRANDS: BARBIE





# PUBLIC RELATIONS SITUATION

Mattel took a big step in **promoting acceptance and representation** on April 25th of 2023 with the release of Barbie's **first-ever Down syndrome doll**. This sends a **powerful message of inclusion and normalization of differences**, teaching children **empathy**. It also gives Mattel an advantage over other toy companies, potentially boosting sales and **customer loyalty**.



# ANALYSIS OF KEY PUBLICS

## PARENTS

**New Parents:** Mattel targets first-time parents looking for toys that can help their child develop in areas such as sensory exploration, fine motor skills, and cognitive development. These parents may seek advice from friends, family, or experts when selecting toys.

**Eco-Friendly Parents:** Mattel uses recycled materials to create eco-friendly toys with minimal packaging, appealing to parents concerned with sustainability and the environment.

**Inclusive & Diverse Parents:** Mattel strives to create diverse and inclusive toys that reflect different races, cultures, abilities, and body types, which can appeal to parents who value diversity and inclusivity for their children.

## KIDS

**Creative Children:** Mattel offers a variety of toys, such as dolls, action figures, and playsets which encourage children to use their imaginations and express their creativity through play.

**STEM-Learners:** Mattel provides educational toys that help foster an interest in STEM subjects, such as the Barbie STEM Kit and Hot Wheels engineering sets. These products allow children to explore, develop problem-solving skills, and engage in critical thinking.

**Outdoor-Lovers:** Mattel produces toys that appeal to kids who like sports and outdoor activities, such as Hot Wheels cars and track sets, outdoor playsets, and sports equipment.





# NEWS PITCH

Barbie has introduced a new doll with Down syndrome to reflect the world around us better and promote **inclusive play**. Barbie worked closely with the **National Down Syndrome Society (NDSS)** to create an **accurate representation**. The doll features a **unique** shorter frame and a longer torso, smaller ears, a flat nasal bridge, and almond-shaped eyes with single-line palms - all characteristics often associated with those who have Down syndrome. In addition to its **special** features, the doll also comes wearing pink ankle foot orthotics and a puff-sleeved dress pattern featuring butterflies and yellow and blue colors - symbols associated with **Down syndrome awareness**. The Barbie Fashionista doll with Down Syndrome is available online **now** or in-store this Summer or Fall at major retailers for **\$10.99 USD**.



## BENEFIT STATEMENT

Parents and kids would be **thrilled** for the new Barbie doll with Down Syndrome as it promotes **acceptance of diversity** in both the toy world and reality.

## tone of message

The tone of the release of the Barbie doll with Down syndrome is **celebratory**.

## ACTION STATEMENT

One can show their **support for the Down syndrome community** by **purchasing** the new Barbie doll with Down syndrome. It's part of the 2023 Fall Fashionistas collection, and it's **now** available online and in stores this summer and fall. The cost is USD **10.99**.



# INTENDED OUTCOMES

Mattel released the first-ever Barbie doll with Down syndrome to **foster inclusivity, promote positive role modeling, empower children with disabilities, expand their market reach, and demonstrate corporate social responsibility**. Their goal is to make a meaningful impact on society while promoting their brand.

**Inclusivity and Representation:** Mattel is introducing a Barbie doll with Down syndrome to encourage inclusivity and representation in the toy industry. This will help children with disabilities feel accepted and included while also providing an inclusive play experience for all kids.

**Positive Role Modeling:** Mattel is introducing a Barbie doll with Down syndrome to challenge stereotypes and promote empathy, understanding, and acceptance of people with disabilities, aiming to create a more inclusive society by teaching positive values to children.

**Empowerment and Self-Esteem:** A Barbie doll with Down syndrome can help empower children with disabilities by providing them with a representation of themselves. This representation can boost their self-esteem, creating a sense of pride in their identity and making them feel valued, supported, and included. Thus, improving their overall well-being.

**Market Expansion and Differentiation:** Mattel is increasing its representation and customer base by introducing more diverse dolls, appealing to parents and caregivers who value diversity and inclusivity. This could help Mattel gain a competitive advantage and strengthen its market position.

**Corporate Social Responsibility:** Mattel has released a Barbie doll with Down syndrome to demonstrate its commitment to corporate social responsibility and its dedication to creating positive change, increasing diversity, and responding to customer requests.



# PAVING THE WAY FOR INCLUSION WITH BARBIE'S LAUNCH OF ITS DOLL WITH DOWN SYNDROME

**EL SEGUNDO, Calif., April 25th, 2023** – Mattel, the world's leading toy company, has released its first Barbie doll with Down syndrome. This addition to the collection is **more than just for representation**; it is a **message of importance**. The release of this doll **encourages inclusive play** and marks a **crucial step towards creating an inclusive world** that respects and celebrates everyone's differences.

"Our goal is for Barbie to **reflect the world children see around them**. The addition of the Barbie with Down syndrome was created to allow even more children to find a doll that represents them," said Lisa McKnight, EVP & Global Head of Barbie.

"Barbie has evolved significantly over the past several years as we've continued to **increase our commitment to representation** with various diverse dolls. We **brought the doll to life** in close partnership with the **National Down Syndrome Society (NDSS)** to help our team **ensure** this doll resonates with the Down Syndrome community and is **celebrated by all**," stated Kim Culmone, SVP of Barbie & Dolls Design.

Kandi Pickard, President & CEO of NDSS, expressed her **enthusiasm** for this milestone: "This is a major step in inclusion for not only people with Down syndrome but with the **entire disability community**."

The release of the Barbie doll with Down syndrome has **touched the hearts** of families who have experienced the **impact firsthand**. One mother, speaking about the doll, said, "It brings tears to my eyes just to see that Barbie has Down syndrome. It's a representation of my daughter. It **captured the essence of what** Down syndrome is regarding the look and the features of what **I see on my child every day**." Another family with a baby with Down syndrome expressed their gratitude, stating, "**Truly don't have the words - a Barbie with Down syndrome is so special.**"







Individuals interested can purchase the new Barbie doll with Down syndrome to **show support for the Down syndrome community**. The doll is part of the 2023 Fall Fashionistas collection and is **now** available online and in stores this summer and fall for **USD 10.99**.

Mattel creates products and experiences to **inspire, entertain, and develop children through play**. With a strong portfolio of popular brands such as Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, and many more, Mattel products are available in over 150 countries, with operations in 35 locations worldwide. Since its founding in 1945, Mattel has strived to be a trusted partner in **empowering kids to explore the wonder of childhood**. To learn more, visit [mattel.com](https://about.mattel.com/) **online**.

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# Dear *Barbie* bestie!



We are excited to introduce our **new Barbie doll with Down syndrome**, a groundbreaking step towards creating a **more inclusive and accepting world**. Here are a few details about this remarkable doll, and we invite you to join us in **celebrating inclusivity**!

Our **collaboration** with the **National Down Syndrome Society (NDSS)** has been a heartfelt endeavor to create an **authentic representation** of someone with Down syndrome. The doll is thoughtfully designed with shorter limbs, a longer torso, smaller ears, a flat nasal bridge, and almond-shaped eyes with single-line palms. These intricate details **capture** the unique characteristics and **beauty of individuals with Down syndrome**, ensuring a genuine representation that resonates with everyone.

The Barbie doll is designed to promote **acceptance** of people with **all** types and levels of ability, from its shape to fit. It features pink ankle foot orthotics and a puff-sleeved dress patterned with vibrant yellow and blue butterflies, colors associated with Down Syndrome awareness. She even wears a pink chromosome necklace, signifying the defining genetic characteristic of Down syndrome, three copies of the 21st chromosome.

By purchasing the new Barbie doll with Down syndrome, you can **support the Down syndrome community** and contribute to advancing **inclusive** play. We believe that playtime should reflect the diverse world we live in, where everyone is **respected, celebrated, and included**. This doll is not just a representation; it is a powerful message of acceptance, encouraging children to **embrace differences** and **foster empathy**.



You can **buy** our **special** Barbie Doll with Down Syndrome this summer and fall from the 2023 Fall Fashionistas collection for just **\$10.99!** It's a great way to **encourage inclusive play** for everyone. You can find it both online and in stores.

Sincerely,  
Meredith Keller

**PS - Thank you for helping us create dolls that reflect our diverse world. With your support, we can promote an inclusive society that celebrates all types of beauty. Together, we can make a difference!**



*Barbie*



333 Continental Boulevard  
El Segundo, CA 90245 USA  
310-252-2000

# BEAUTY IS CREATING POSITIVE CHANGE

Mattel's **Barbie** has released its first fashion doll with **Down syndrome**, emphasizing a **powerful** message of **acceptance** and **inclusiveness**. They have partnered with the **National Down Syndrome Society (NDSS)** to create an accurate and meaningful representation that **celebrates diversity** and teaches children to **embrace differences**.

Mattel was founded in **1945** by Harold "Matt" Matson and Elliot Handler. It started as a small business in Southern California and has since grown into a global toy company that strives to help children **reach their potential through play**.

By providing toys and experiences that **inspire** and **educate** them, Mattel is committed to creating a better future by promoting **creativity, diversity, and endless possibilities** through **purposeful play**. Mattel is known for its iconic brands, such as Barbie, Hot Wheels, and Fisher-Price. These toys have **captivated children's imaginations** and promoted their development **for generations**.

Mattel's **commitment to inclusivity** can be seen in their efforts to introduce Barbie dolls of different backgrounds and looks so that children can find a doll that **reflects their identity**. This dedication to representation extends to their partnership with the National Down Syndrome Society (NDSS) in crafting a Barbie doll with Down syndrome, a step towards creating an inclusive society for **all**.

The launch of the Barbie doll with Down syndrome has received overwhelming **support** from **parents, advocacy groups, and individuals** within the Down syndrome community. Parents of children with Down syndrome have expressed **joy** at seeing an **accurate representation** of their son or daughter. This **positive** portrayal of children with Down syndrome **celebrates** their **abilities rather than their disabilities**. Mattel's Barbie doll sends a message to the world of **understanding, acceptance, and inclusion**, showing that diversity should be celebrated and embraced.



The impact of the Barbie doll with Down syndrome **extends beyond individual play experiences**. It has **sparked conversations** about the **importance of representation in the toy industry and the media**. Mattel's **commitment to reflecting the diversity** of the real world through their dolls **sets an example** for other companies to follow. By creating dolls that are more **inclusive and representative of different races, abilities, and body types**, toy manufacturers can contribute to building a more **equitable and accepting** society.

In addition to promoting inclusivity, the release of this Barbie doll has prompted important discussions about the **value of inclusive play** and its **impact on child development**. Playing with diverse toys can help children **develop empathy, problem-solving skills**, and an **appreciation for different perspectives**. By introducing a Barbie doll with Down syndrome, Mattel is not only providing children with a more accurate representation of the world but also **encouraging them to celebrate and embrace diversity**.

Mattel's commitment to **inclusivity** and **empowerment** through **purposeful play** aligns with the **evolving values and expectations** of consumers. Companies that **embrace and champion** these principles are **likely to resonate** more strongly with their **target audience**.

Mattel's **dedication to expanding** the Barbie brand's offerings to reflect the diversity of children's experiences positions them as a **leader** in the industry, **setting a positive example** for others to follow.

In conclusion, Mattel's partnership with the **National Down Syndrome Society (NDSS)** in creating a Barbie doll with Down syndrome represents a significant **step forward** in promoting **inclusivity and acceptance**. This **groundbreaking** launch not only provides children with a doll that accurately represents the diversity of the world but also **fosters empathy, understanding, and respect for individuals with disabilities**.

Through **purposeful play**, Mattel is **empowering children to embrace differences and celebrate the unique qualities that make each person beautiful**. By continuing to prioritize **inclusivity and diversity** in their product offerings, Mattel is **shaping a better future where everyone is seen, appreciated, and included**.



## BASIC NEWS

Barbie is continuing its **journey of inclusivity** by designing its first fashion doll with Down Syndrome.

## NEWS INFO

Mattel released their **first-ever Down Syndrome doll** on April 25th to promote acceptance and representation. The doll was created with input from the **National Down Syndrome Society (NDSS)** to accurately reflect characteristics typically associated with those who have Down Syndrome. It features a shorter frame, longer torso, smaller ears, flat nasal bridge and almond-shaped eyes with single-line palms. Additionally, it comes wearing pink ankle foot orthotics and a puff-sleeved dress pattern featuring butterflies and yellow and blue colors - symbols associated with Down syndrome awareness. This Barbie Fashionista Doll is now available online or in major retailers for \$10.99 USD this Summer. By introducing this doll, Mattel is sending a powerful **message of inclusion and normalization of differences while teaching children empathy and understanding** - significantly increasing sales for the company as well as customer loyalty.

## MATTEL BACKGROUND

Mattel is a **leading** global toy company that provides **innovative** products and experiences to **inspire children through play**. Through its **iconic** brands, such as Barbie, Hot Wheels, Fisher-Price, American Girl, and more, it engages consumers with film and television content, gaming and digital experiences, music, and live events. Mattel has locations in 35 countries worldwide, and its products can be found in over 150 countries through collaboration with major retailers. Since 1945 when it was founded, Mattel has been committed to **helping children reach their full potential**.





# ORGANIZATIONAL ID

*Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High®, and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations, and our products are available in more than 150 countries in collaboration with the world's leading retail and e-commerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](http://mattel.com).*



## SPECIFIC PUBLICS

*It's important to remember that parents buy toys with their kids in mind, so it is necessary to consider the children when analyzing Mattel's publics.*

**Parents: Millennial, Gen X, New, Eco-Friendly, Inclusive & Diverse** parents are all crucial customers for Mattel. Millennial parents prioritize quality, safety, educational value, and sustainable products when shopping for toys. Gen X parents prefer affordable, durable, and familiar toys. New parents look for toys that can help their child develop in areas like sensory exploration and fine motor skills. Eco-friendly parents are drawn to Mattel's recycled materials with minimal packaging. Finally, Inclusive & Diverse Parents appreciate the diverse range of races, cultures, etc., reflected in Mattel's toys

**Kids:** Barbie dolls have been a favorite of **girls** around the world, providing an outlet for imaginative play and inspiring them to pursue their goals. Mattel is committed to making its products accessible and **inclusive to all children**, including those with disabilities, exemplified by the Barbie with Down Syndrome.





# RECOGNITION & CELEBRATION

Barbie, the iconic doll that has shaped children's imaginations for decades, has taken an unprecedented step towards inclusivity and representation. In a bold move, Barbie introduced a new doll that embraces diversity and showcases the beauty of differences. **Lisa McKnight, EVP & Global Head of Barbie**, expressed the company's vision: "Our goal is for Barbie to be reflective of the world children see around them. The addition of the Barbie with Down syndrome was created to allow even more children to find a doll that represents them."

This groundbreaking development results from Barbie's commitment to evolving with the changing times. **Kim Culmone, SVP of Barbie & Dolls Design**, highlighted the brand's dedication to representation, stating, "Barbie has evolved significantly over the past several years as we've continued to increase our commitment to representation with a variety of diverse dolls." The Barbie with Down syndrome was created in close collaboration with the National Down Syndrome Society (NDSS), ensuring that the doll resonates with the community and is celebrated by all.

**Kandi Pickard, President & CEO of NDSS**, hailed this move as a significant step towards inclusion for people with Down syndrome and the entire disability community. Introducing a Barbie with Down syndrome sends a powerful message: "**Creating a Barbie with Down syndrome is saying we see you.**"

A mother, deeply moved by the representation, tearfully expressed, "It brings tears to my eyes just to see that Barbie has Down syndrome. **It's a representation of my daughter.** It captured the essence of what Down syndrome is regarding the look and the features of what I see on my child every day." Another family, touched by the beauty of the moment, stated, "Truly don't have the words – **a Barbie with Down syndrome is so special.**"

Barbie has taken a significant step towards inclusivity by introducing a doll with Down syndrome. This doll is a powerful representation of acceptance and love for all children, regardless of background. It encourages children to be more inclusive and understanding, **promoting an atmosphere of compassion.**



## IMAGES, VIDEO & AUDIO

**Images:** The doll has a shorter frame, longer torso, smaller ears, flat nasal bridge, and almond-shaped eyes with single-line palms. It is wearing pink ankle foot orthotics and a dress pattern featuring butterflies in yellow and blue - colors associated with Down syndrome awareness.

<https://corporate.mattel.com/news/barbie-introduces-its-first-doll-with-down-syndrome-further-increasing-representation-in-the-toy-aisle>

**Videos:** Mattel has partnered with the National Down Syndrome Society (NDSS) to create a new Barbie with Down syndrome. Kandi Pickard, president, and CEO of NDSS, praised this move as a big step towards acceptance for people with Down syndrome and those in the disability community. By introducing this doll, Mattel is sending a powerful message that they "see you" and are committed to being inclusive.

[https://www.youtube.com/watch?v=wjw7Mi00OVk&embeds\\_referring\\_euri=http%3A%2F%2Fcorporate.mattel.com%2F&source\\_ve\\_path=Mjg2NjY&feature=emb\\_logo](https://www.youtube.com/watch?v=wjw7Mi00OVk&embeds_referring_euri=http%3A%2F%2Fcorporate.mattel.com%2F&source_ve_path=Mjg2NjY&feature=emb_logo)





**Audio:** Ellie Goldstein, a British model with Down Syndrome, recently partnered with Mattel to share her feelings about seeing the new doll on Instagram. She expressed that she was proud and emotional when she saw it, saying that it means a lot to her that children can play with the doll and learn that everyone is different. Ellie stated that Barbie's decision to feature her showcased diversity meaningfully, showing that people like her should not be hidden away.

<https://www.npr.org/2023/04/25/1172017348/barbie-doll-down-syndrome-mattel>





# The Malibu Cafe is Now Open!



Set foot in the Malibu Barbie Cafe and unlock the doors to a captivating universe where Barbie Land springs to life!

# THE HEART OF BARBIE BEATS ON

Hello! My name is Meredith, and I am a **fellow Barbie enthusiast**. Today, I wanted to share a new collection of virtual collectibles called “**Boss Beauties**,” which **celebrates more than 250 career paths and encourages women to reach their dreams**. Since Barbie’s release in **1959**, Barbie has been **empowering girls** by showing them that they can achieve their goals **no matter what society says**.

The **Boss Beauties** collection allows young girls to consider various careers and makes them feel confident as they pursue their **dreams**. Lisa McKnight, Senior Vice President and Global Head of Barbie & Dolls at Mattel, expressed, “**Barbie believes that if you can dream it, you can be it.**” We **need** initiatives like the **Boss Beauties** virtual collectibles to create an environment where **women are accepted and supported in whatever dreams or goals they wish to pursue**.

This launch of virtual collectibles serves as **another milestone** in Barbie’s **mission of inspiring and empowering women worldwide**. It reminds us all that we have the **potential within ourselves** to conquer any obstacle on our journey toward achieving our goals – no matter how big or small they may be. **The heart of Barbie seeks to channel inner curiosity, challenging our customers to dream big and boldly**. Thank you.





# THANKS FOR READING!



Hello! Thank you for reading my client portfolio on Mattel! I hope you're as inspired as I am by Mattel's commitment to creativity and diversity.

## About Me

I am pursuing a double major in Music and Public Relations with a Concentration in Events and Entertainment at Biola University. My passion lies in harnessing the transformative power of Public Relations to build meaningful connections and unforgettable experiences to spread joy throughout the world.

Feel free to check out my website and/or LinkedIn to learn more about my experience!

## Contact Info

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