

ADV 300: **Creative Brief**
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<http://www.barbie.com/>

Situation – Barbie is a figurehead of a brand of Mattel dolls and accessories, as well as other family members and collectible dolls. Consumers may not be aware of the Barbie brand's optimistic message. Consumers may also be unaware of the unique emotional connection that is solitarily brought by Barbie through the consumer's childhood.

Target Profile – Barbie focuses on fun-loving consumers, usually young girls around the age of 3-7. This is Barbie's primary market. Their secondary market is mostly adult women at the average age of 40, typically Barbie collectors.

What do they think now – Currently, many mothers with young daughters view the Barbie brand as a bad example. They see them as a negative role model for self image, which gives young girls the desire to be 'perfect.' The Barbie doll and her lifestyle has been a controversial issue in today's society. Young consumers continue to recognize the Barbie figure as a highly distinguished brand; some may even consider her their idol.

What do they think about the competition – Barbie's main competition is MGA Entertainment's Bratz doll and discounted knock-offs sold in dollar stores. These competitors continue to search for ways to slice into Barbie's market and mind-share. Some consumers realize that Bratz tries to cash in on present American youth culture with a brash image. Young consumers have responded to this brand but with an approach that seems to be just a fad.

What you want the target to think – The Bratz dolls continue to stay separated from what Barbie really is. Barbie wants consumers to know that it has higher quality and a more evolved and historic brand than its competitors. Barbie signifies a clean-cut image that many moms remember from when they were young, and Mattel continues to keep it that way.

Supporting evidence – Barbie is a brand whose history mirrors America's own history from the 1950s to the present, unlike the brand's competitors. Playing with Barbie dolls as a child is a cherished memory of many women. These dolls are more than just toys; they resemble a free-spirited, self-sufficient woman. Mattel also had a response to feminists through their various career-affiliated dolls to give off an encouraging activist image.

Message – "More than just a doll."

Tone- genuinely serious, whimsical, vibrant, impassionate