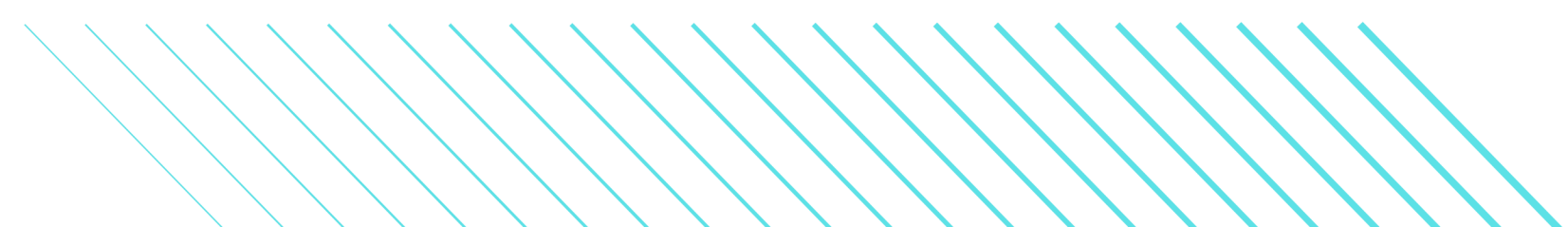
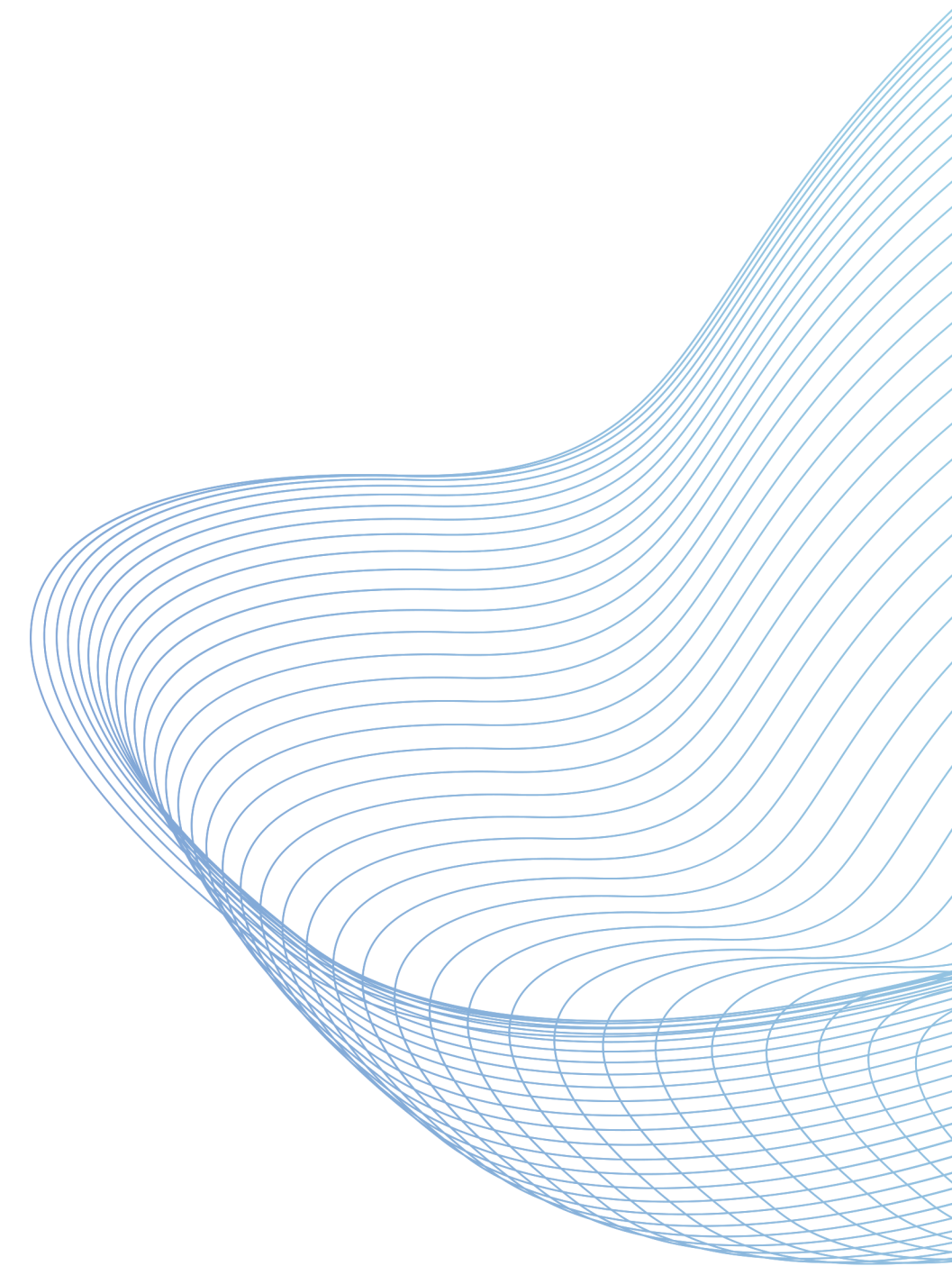
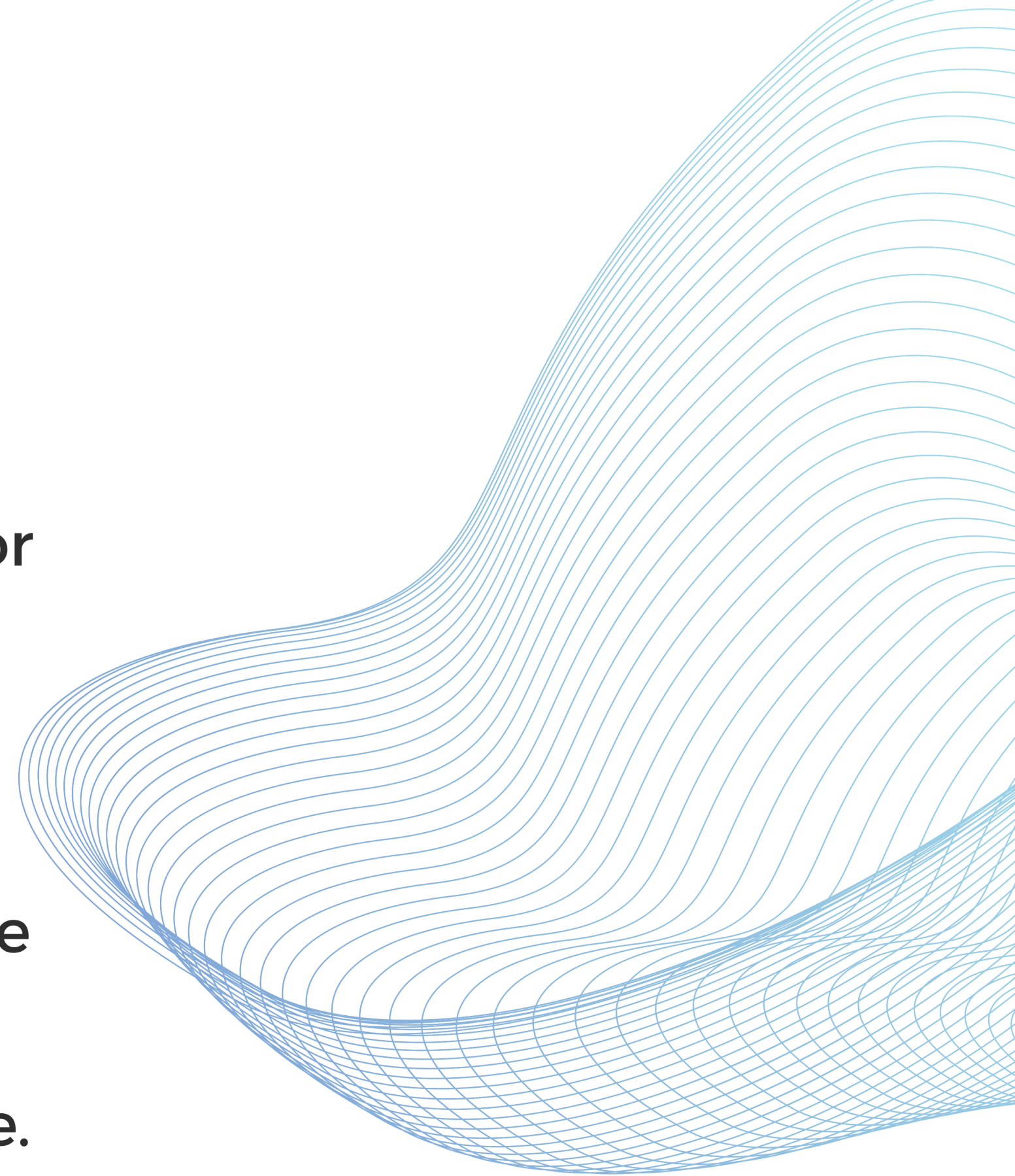


# **MATTEL GIVES ITS MARKETING STRATEGY A MAKEOVER**



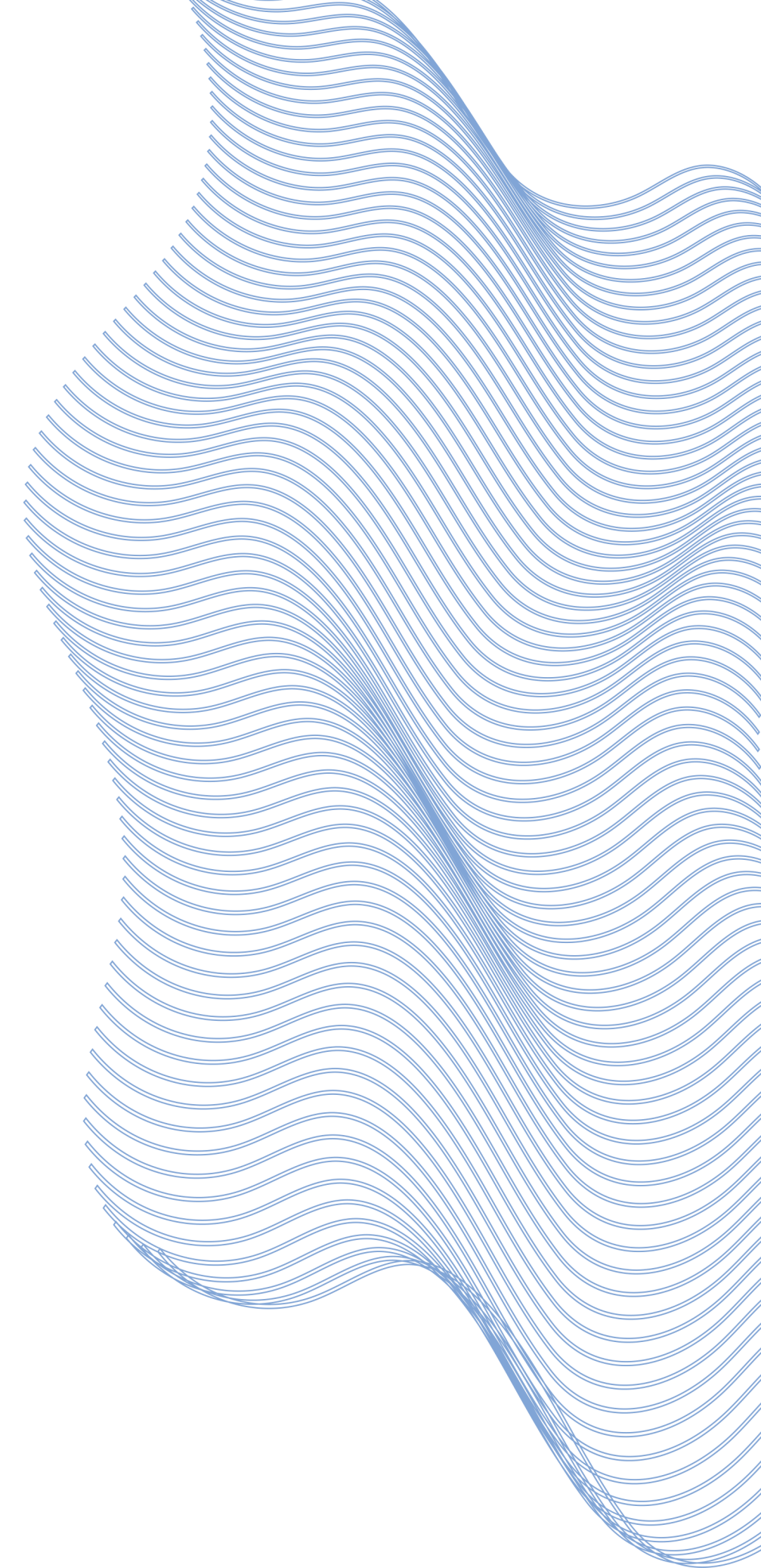
# INTRODUCTION

Thus, a desire for the new marketing strategy for the toy company was most crucial for Mattel, the global manufacturer of toys. Situating lesson: The case Mattel Gives Its Marketing Strategy a Makeover offers understanding of the company's effort to rejuvenate the brand and capture the attention of today's youth audience.



# STRATEGIC INITIATIVES

**Diverse and Inclusive Product Lines:** Thus, Mattel has attempted to diversify its products and be more inclusive. This also included the incorporation of dolls that are of different skin complexion, sizes and even have disabilities. In this way, Mattel tried to appeal to individuals of different ages and make the consumers feel included among the brand's target audience.



# RESULTS AND IMPACT

Strategic changes introduced in Mattel had fruitful outcomes in general. They were able to create brand awareness with the help of the company's policies such as issues to diversity, the use of digital platforms for sales, and the incorporation of more sustainable practices. The trends of the sales indicated that the company was on the right track and Mattel led the company towards a progressive and improved brand image with social responsibility.

# CONCLUSION

Analysing the case of Mattel which had to make a shift in its marketing strategy a fine example of the potential changes that can be made in this regard. Mattel revitalized the brand through incorporation of diversity, digitalization and sustainability and in the process created a benchmark for toy industry. This case stresses the importance of sustaining innovation and nonlinear adaptability to provide a competitive advantage in the rapidly evolving terrain.

# RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies

