

**MONDAY EXTRA****As Barbie Sales Slow, Mattel Looks to Simplify Its Iconic Line****OVERVIEW**

Mattel reported flat world-wide sales for the Barbie brand, which reflects a 12% decline in the U.S. Now the toy company is looking to simplify its iconic brand as it tries to attract the fickle attention of young girls.

**REVIEW**

Read the article “As Barbie Sales Slow, Mattel Looks to Simplify Its Iconic Line” and answer these questions:

1 Why is the Barbie brand struggling?

---

---

2 Describe Mattel’s efforts to recapture the attention of young girls.

---

---

3 Why is Mattel committed to reviving the Barbie line?

---

---

**DISCUSSION/RESEARCH IDEAS**

■ What do you think is the attraction of social networking for companies like Mattel? Explain Mattel’s social-networking strategy and assess its prospects for success.

■ Prepare a 10-minute PowerPoint presentation with fewer than five slides to “sell” your brand revival ideas to the CEO of Mattel.

---

MONDAY EXTRA

## As Barbie Sales Slow, Mattel Looks to Simplify Its Iconic Line

### ANSWERS

- 1 Mattel is facing competition for girls' attention from other products, including consumer electronics.
- 2 In many of last year's Barbie lines, the company sought to modernize the doll with more electronic features. Yet some of Mattel's attempts to infuse technology into Barbie have backfired and confused its young customers. Now, Mattel is looking to make Barbie over with a series of changes to simplify.
- 3 Despite its troubles, Barbie remains the No. 1 brand in girls' toys and is important to the company's finances.