MATTEL TOYS...
YOUR PARTNER
IN PROMOTION

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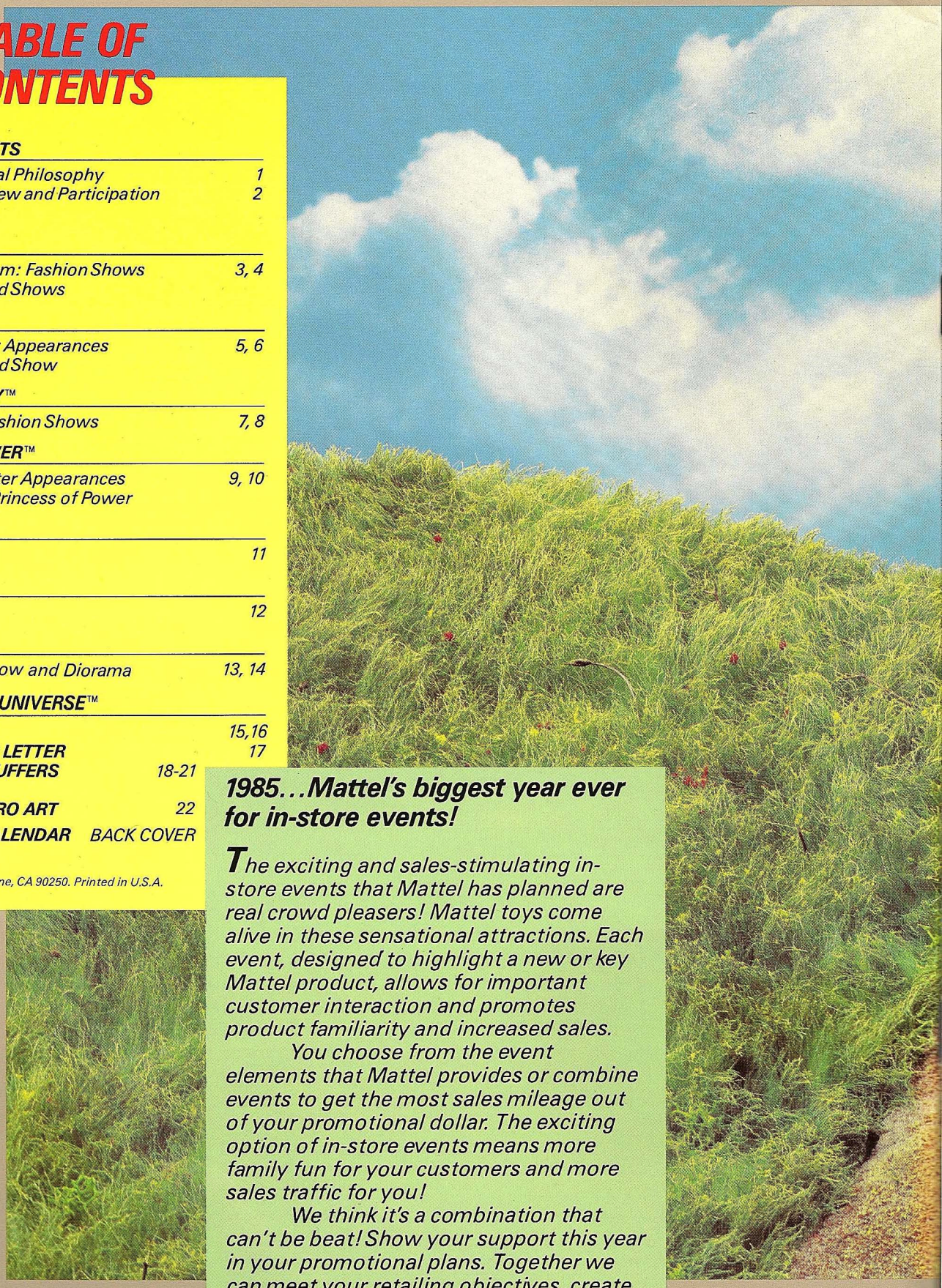
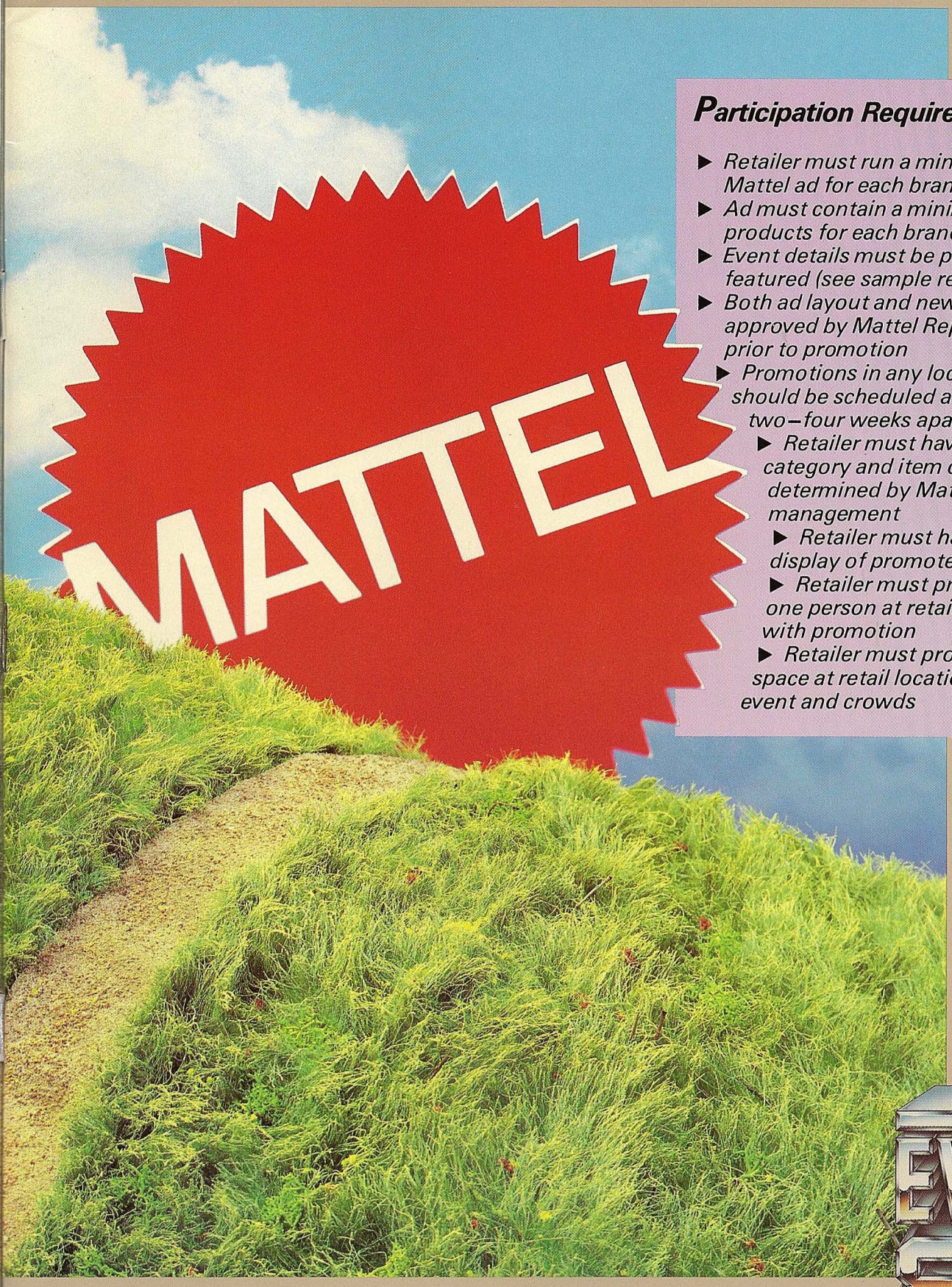


1985...Mattel's biggest year ever for in-store events!

The exciting and sales-stimulating in-store events that Mattel has planned are real crowd pleasers! Mattel toys come alive in these sensational attractions. Each event, designed to highlight a new or key Mattel product, allows for important customer interaction and promotes product familiarity and increased sales.

You choose from the event elements that Mattel provides or combine events to get the most sales mileage out of your promotional dollar. The exciting option of in-store events means more family fun for your customers and more sales traffic for you!

We think it's a combination that can't be beat! Show your support this year in your promotional plans. Together we can meet your retailing objectives, create promotions with real impact and stretch your promotion budget!



Participation Requirements

- Retailer must run a minimum ¼ page Mattel ad for each brand promoted
- Ad must contain a minimum of 4 Mattel products for each brand promoted
- Event details must be prominently featured (see sample repro art)
- Both ad layout and newspaper must be approved by Mattel Representative prior to promotion
- Promotions in any local market area should be scheduled a minimum of two–four weeks apart
- Retailer must have adequate category and item coverage as determined by Mattel sales management
- Retailer must have an end cap display of promoted products
- Retailer must provide at least one person at retail location to help with promotion
- Retailer must provide adequate space at retail location to handle event and crowds

EVENTS 85

Barbie®

As easy as 1,2,3...it all adds up to fashion, fantasy and fun!

Create your own BARBIE spectacle...with Mattel's help! Three big promotions. Pick one, two or all three and create increased store traffic, consumer excitement and of course, more sales! All are centered around BARBIE doll's exciting new promotional campaign.

1. *The "Can't Miss" "We girls can do anything, right BARBIE!" Fashion Show*
   - ▶ *BARBIE and SKIPPER share the spotlight in a one hour traffic-building guest appearance*
   - ▶ *Each model carries the doll she represents:*
     Day-to-Night™ BARBIE® in both day and night fashions
     DREAMTIME™ BARBIE® and BB
     Peaches 'n Cream BARBIE®
     Hot Stuff SKIPPER®
     SKIPPER® So Active
     BARBIE® Travel Pack
2. *The premiere of an all new "We girls can do anything, right BARBIE!" Sight and Sound Show*
   - ▶ *A big success in 1984 and back by popular demand with an even bigger show in 1985!*
   - ▶ *The addition of the Sight and Sound attraction to BARBIE Fashion shows in 1984 made a 73% increase in sales and a 38% increase in attendance**
   - ▶ *The all new show for 1985 features the "We girls can do anything, right BARBIE" theme*
   - ▶ *Products starring in the show include a full array of dolls, fashions and accessories*
3. *Create a sales sensation with an in-store event that attracts boys and girls!*
   - ▶ *Combine a BARBIE event with the HOT WHEELS Sight and Sound and action diorama show*

Mattel provides everything you need:

- ▶ *Costumes*
- ▶ *Giveaways (200 per store)*
- ▶ *Bag stuffers*
- ▶ *In-store signs*
- ▶ *Repro art*
- ▶ *PA Announcements*
- ▶ *Personnel to run event*

**Comparison to BARBIE Fashion Shows without Sight and Sound Show.*

Barbie
Barbie
EVENTS
85

Rainbow Brite™*

Make someone happy with RAINBOW BRITE !

Your choice. Two ways to make customers happy with RAINBOW BRITE in 1985!

1. *RAINBOW BRITE and her special sprite TWINK make a bright and cheerful appearance in your store*
   - ▶ *Each little boy and girl attending the event will have the opportunity to tell RAINBOW BRITE how they made someone happy*
   - ▶ *Every child in attendance gets a "Happy Certificate" to commemorate the special day*
2. *The colorful world of RAINBOW BRITE comes to sparkling life in her Sight and Sound Show*
   - ▶ *Meet all the colorful characters in a media cube show complete with slides and sound*
   - ▶ *The fascinating story of RAINBOW BRITE and all her friends unfolds in a magical, memorable event*

Mattel provides all the elements:

- ▶ *Costumes*
- ▶ *Giveaways (200 per store)*
- ▶ *Bag stuffers*
- ▶ *In-store signs*
- ▶ *Repro Art*
- ▶ *PA Announcements*
- ▶ *Media cube show*
- ▶ *Personnel to run event*

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Rainbow Brite
EVENTS 85

The Heart Family

Fashion and fun for your customers to enjoy!

It's a fashion show for the whole family to come and see. THE HEART FAMILY™ mother, father, son and daughter all model their charming fashions!

- *A total of eight fashions will be modeled by a real live "family" of four*
- *There are three mother/daughter ensembles and one outfit each for the father and son*
- *Mothers and daughters will love the photo special: Free picture in a heart shaped frame of each mom and daughter that dresses up in matching fashions for the occasion*
- *Extra giveaway adds to consumer excitement and participation! Free tickets to local family entertainment will be provided for each store (Maximum of 24 tickets or six sets of four)*

And the best part of all! Mattel makes it easy for you by providing everything you will need:

- *Fashion Costumes*
- *Giveaways*
- *Bag stuffers*
- *In-store signs*
- *Repro Art*
- *PA Announcements*
- *Personnel to run event*

EVENTS 85

Princess of POWER™

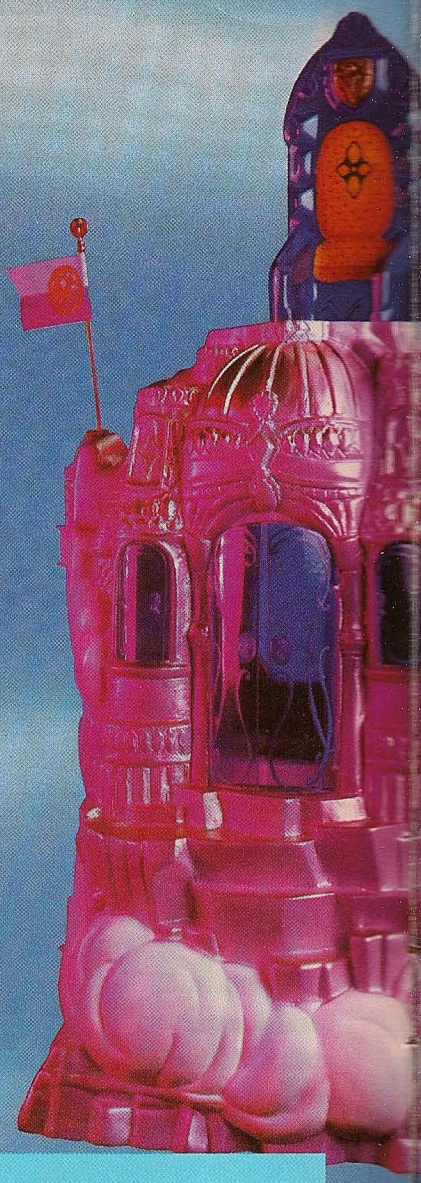
The PRINCESS OF POWER will create a sales sensation during thrilling in-store appearances!

SHE-RA™ and CATRA™ provide the excitement for the introduction of this "powerful" new product line. Imagine each little girl's excitement when she is initiated by SHE-RA into the Legions of Good. Every little girl becomes an official PRINCESS OF POWER.™

- *Exciting giveaways add to the magic as well as reinforcing product awareness and multiple sales*
- *Each new PRINCESS OF POWER commemorates her initiation into the Legions of Good by receiving a beautiful golden ring and inscribed poster*
- *SHE-RA and CATRA make a powerful impression during their one hour appearance!*
- *Sight and Sound cubes featuring characters add even more fun to the appearance*

Mattel will provide the following materials and services:

- *1000 Bag stuffers*
- *Sample Repro Art*
- *Sample PA Announcements*
- *Sample Publicity Releases*
- *250 Legions of Good posters*
- *250 Golden Rings*
- *Costumed Characters*
- *Coordination by a Mattel Retail Merchandiser*



And introducing PRINCESS OF POWER !

We're rolling out the red carpet for PRINCESS OF POWER! Planned events start with blockbuster PRINCESS OF POWER book promotions from Mattel Publishing in the following markets:

- *Boston*
- *Los Angeles*
- *Houston*
- *St. Louis*

SHE-RA will make in-store appearances to personally autograph the books.

The exciting toy introductions culminate the events by celebrating with:

- *Blockbuster TV Advertising*
- *A giant 15' high Crystal Castle for limited store events*
- *Major Mall Promotions*
- *Dynamic In-Store Appearances*
- *Premieres of new TV Programming*

EVENTS
85

LARGE DOLLS

Moms and daughters make friends with Mattel's huggable, loveable dolls!

This in-store doll show features a demonstration of Bottle Time Baby™ and new Baby Kickie™ and shows off Baby Bunting Beans,™ too.

- *On-sight exhibit introduces mom to Mattel product and promotes purchases*
- *A real live swimming demonstration of Baby Kickie will make her a bathtime best friend little girls will want to make their own*
- *The program begins in the early summer to coincide with a blitz TV campaign*

Sales are a sure thing because Mattel provides all the materials and services you'll need:

- *Mattel doll experts (your retail merchandisers)*
- *Product and table for demo purposes*
- *In-Store signs*
- *Excitement-generating bag stuffers*
- *Public Address Announcements*

EVENTS 85

MARVEL SUPER HEROES™

SECRET WARS

It's ferocious fun when the good guys meet the bad guys...in your store!

When MARVEL SUPER HEROES™ character CAPTAIN AMERICA™ and MARVEL SUPER VILLAINS™ character DOCTOR DOOM™ come to life in your store, it's non-stop action for everyone!

- *Children visiting your toy department during their appearance will get the characters' autographs*
- *Boys and girls will also receive a free watercolor Secret Wars™ poster*
- *Double your promotion impact by concurrently staging a girls toy tie-in promotion*

Mattel makes it super special and super easy by providing everything you will need:

- *Day of event coordination by Mattel personnel*
- *Giveaways (200 per store)*
- *Bag stuffers*
- *In-store signs*
- *PA announcement*
- *Special product display featuring all of the MARVEL SUPER HEROES™ product*

See your Mattel representative for details

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EVENTS 85

Lots of thrills, chills and spills in the fast-paced HOT WHEELS™ Sight, Sound and Action Show!

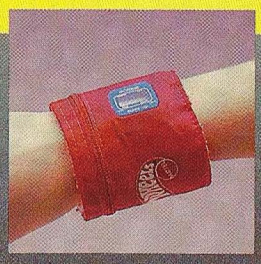
The sales action will be fast and furious when kids take the front row at this in-store extravaganza. Extra special giveaways and purchase incentives tally up to winning sales!

- *The event features a sales generating media cube Sight and Sound show even more engaging than HOT WHEELS TV action!*
- *This three day to one week repeating attraction is shown on media cubes shared with BARBIE and promotes key products in the HOT WHEELS line– fun for the whole family!*
- *At the kickoff of the HOT WHEELS Sight and Sound Show there's an extra added attraction: Starring HOT WHEELS Crack-Ups,™ it's the world's most compact thrill and stunt show: a 4' x 40" action packed display!*
- *Mattel will provide 200 HOT WHEELS kid's drivers' licenses to be given away free to kids attending*
- *Sales will really take off when retailers offer free Sport Quartz Watch/Wallet with minimum $7.00 HOT WHEELS product purchase during the one hour event*

Mattel, your partner in promotion, provides everything you will need:

- *Media cube show*
- *Thrill and Stunt show*
- *Product display on-shelf diorama capability*
- *200 HOT WHEELS drivers' licenses giveaways*
- *Up to 100 free HOT WHEELS Sport Quartz Watches*
- *Bag stuffers*
- *In-Store signs*
- *Advertising repro art*
- *PA Announcement*
- *Personnel to run the event*

See your Mattel representative for details



HOT WHEELS Sport Quartz Watches

REPAIR
BODY SIDE
Hot Wheels
EVENTS
85

MASTERS® OF THE UNIVERSE

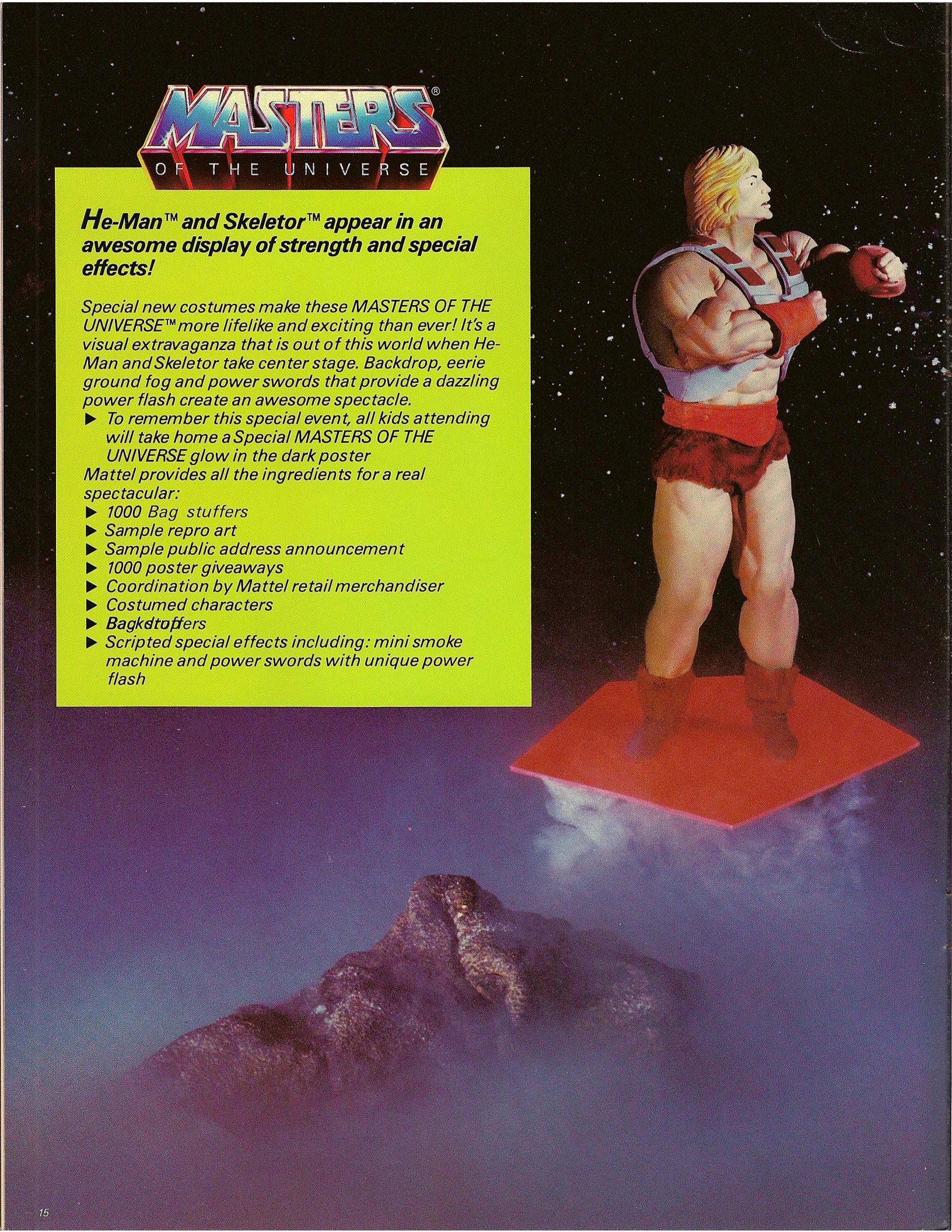
He-Man™ and Skeletor™ appear in an awesome display of strength and special effects!

Special new costumes make these MASTERS OF THE UNIVERSE™ more lifelike and exciting than ever! It's a visual extravaganza that is out of this world when He-Man and Skeletor take center stage. Backdrop, eerie ground fog and power swords that provide a dazzling power flash create an awesome spectacle.

- *To remember this special event, all kids attending will take home a Special MASTERS OF THE UNIVERSE glow in the dark poster*

Mattel provides all the ingredients for a real spectacular:

- *1000 Bag stuffers*
- *Sample repro art*
- *Sample public address announcement*
- *1000 poster giveaways*
- *Coordination by Mattel retail merchandiser*
- *Costumed characters*
- *Backdrop*
- *Bag stuffers*
- *Scripted special effects including: mini smoke machine and power swords with unique power flash*



EVENTS
85

SAMPLE RETAIL LETTER

ATTENTION: STORE MANAGER AND/OR TOY DEPARTMENT MANAGER

Promotion: Mattel has designed exciting in-store events to compliment and enhance corresponding promotional efforts. Teaming innovative in-store events with attention-getting promotions adds up to increased consumer awareness and sensational sales for you. Depending on the brand, events can last one hour or two events can be combined and last from 3 to 5 days. Visiting kids and parents are treated to fun-filled activities and special giveaways. Here's what you'll need for any Mattel promotion:

ADVANCE PREPARATION

P.A. ANNOUNCEMENTS: A sample P.A. announcement is below and should be read intermittently throughout the week of the promotion.

STORE SIGNS AND BAG STUFFERS: You will be provided with an event store sign(s) to be displayed up to one week prior to your Mattel event. An optional 1,000 bag stuffers (flyers) can be provided for advance placement on checkout counters.

MATTEL MERCHANDISE END CAPS: On the day(s) of the event, insure maximum exposure of the appropriate Mattel product by setting up all special end cap displays at least one week prior to event. If the actual event will be staged away from your existing Mattel toy area, then a special product display(s) should be set-up adjacent to the event site.

MATTEL CONTACT: You will be contacted at least one week prior to the event by a Mattel Sales Representative or Mattel Retail Merchandiser to review all details.

DAY OF PROMOTION OR FIRST DAY OF EVENT

SET-UP: Your attending Mattel representative will arrive at a pre-arranged time with all of the necessary event elements, giveaways, appropriate costumes and models. A small table should be set up in the event area for giveaways, drawing entry box, forms, etc.

PERSONNEL: At least one of your store personnel is required to assist throughout the event. Two persons should be allocated to help with the opening hour aspects of the promotion. Those people will be responsible for helping to set up crowd control and handing out giveaways. Depending on the event and the extent of advertising, Mattel will supply additional security personnel.

P.A. ANNOUNCEMENTS: During the promotion, these should be read every ten minutes, starting one-half hour before the event.

PERSONAL APPEARANCES: One-half hour prior to Mattel character appearances, a Mattel representative will arrive at the front entrance with the giveaways. You will need a dolly available to transport these materials to the designated event area in the store. Personnel should immediately prepare for the character's arrival. On the scheduled hour, the character(s) will enter the store from the appropriate entrance and be escorted to the event area. At the conclusion of the character appearance, your Mattel Retail Merchandiser will pack up elements that do not remain in the store as part of an extended event.

LAST DAY OF EXTENDED EVENT: Your Mattel representative will arrive and remove the event elements and equipment.

SAMPLE P.A. ANNOUNCEMENT:

Attention shoppers...On (day), (date), at (time), we will be presenting (specific Mattel event) in our store. There will be free souvenirs, while they last, handed out during the event. Don't miss this (brand name or names) spectacular! Remember, (day), (date), at (time) for fun and fantasy!

SAMPLE BAG STUFFERS

STORE NAME

presents...

Barbie®

in an exciting

MULTI-MEDIA EVENT

★ Come in and join the fun!
★ See the fabulous "BARBIE Sight and Sound Show" ...A big screen slide and sound show brings the glamorous world of BARBIE to life in our store!
★ Special FREE Gift (while supply lasts)

Appearance Schedule

© Mattel, Inc. 1984

STORE NAME

presents... Barbie

in a LIVE FASHION SHOW

- Beautiful models dressed in life-sized BARBIE doll and SKIPPER doll fashions bring the glamorous world of BARBIE to life in our store!
- Autograph sessions with the models.
- Special FREE Gift (while supply lasts)

MATTEL

Mattel, Inc. 1984

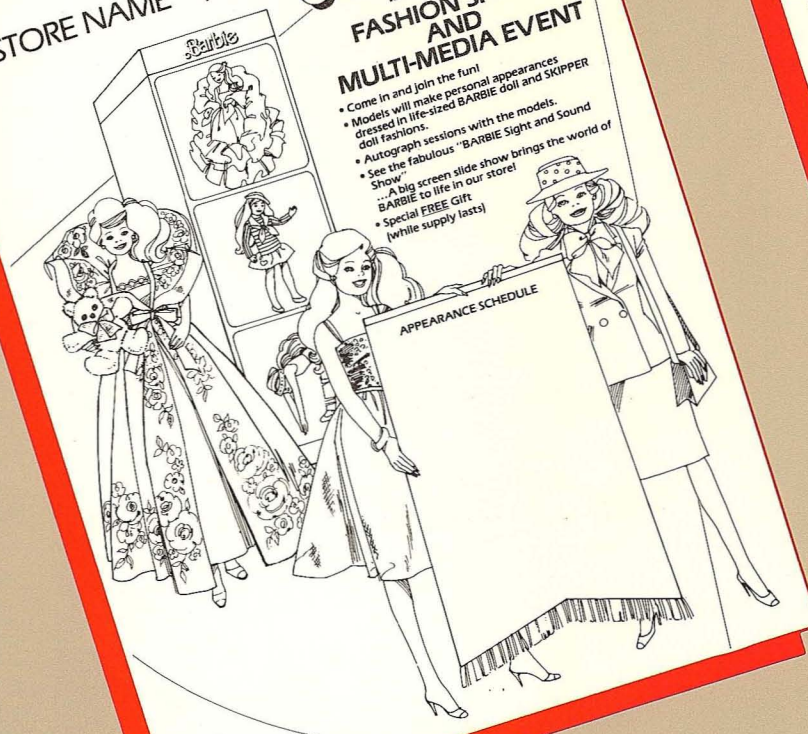
APPEARANCE SCHEDULE

STORE NAME presents... Barbie

in an exciting

FASHION SHOW AND MULTI-MEDIA EVENT

- Come in and join the fun!
- Models will make personal appearances dressed in life-sized BARBIE doll and SKIPPER doll fashions.
- Autograph sessions with the models.
- See the fabulous "BARBIE Sight and Sound Show" ...A big screen slide show brings the world of BARBIE to life in our store!
- Special FREE Gift (while supply lasts)



APPEARANCE SCHEDULE

MATTEL

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EVENTS 85

SAMPLE BAG STUFFERS

Store Name

Barbie

Hot Wheels

MULTI-MEDIA EVENT

Barbie

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Hot Wheels

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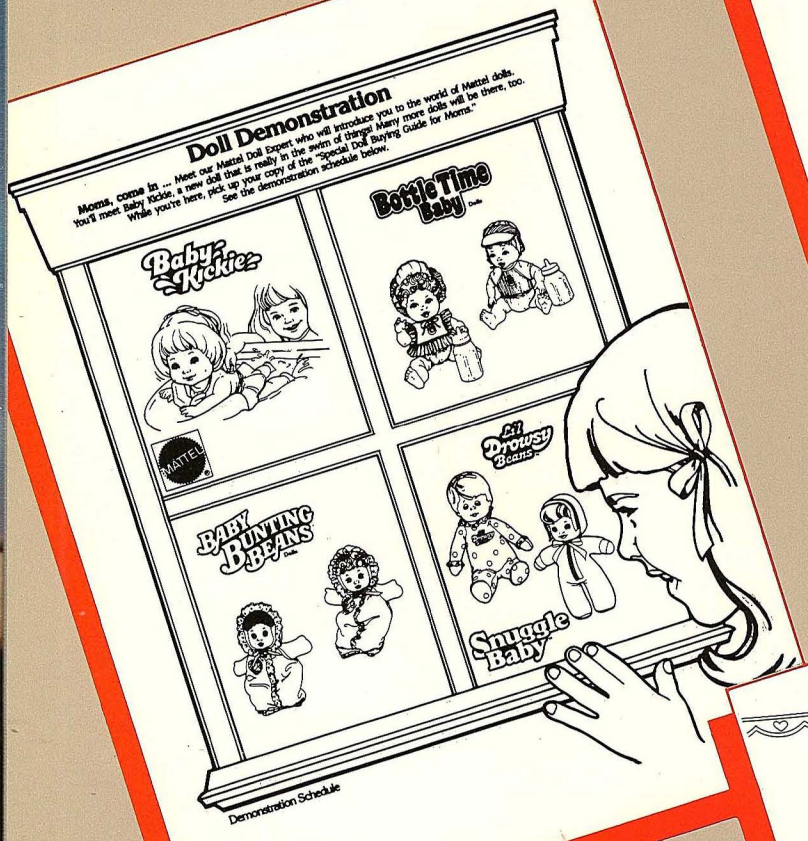
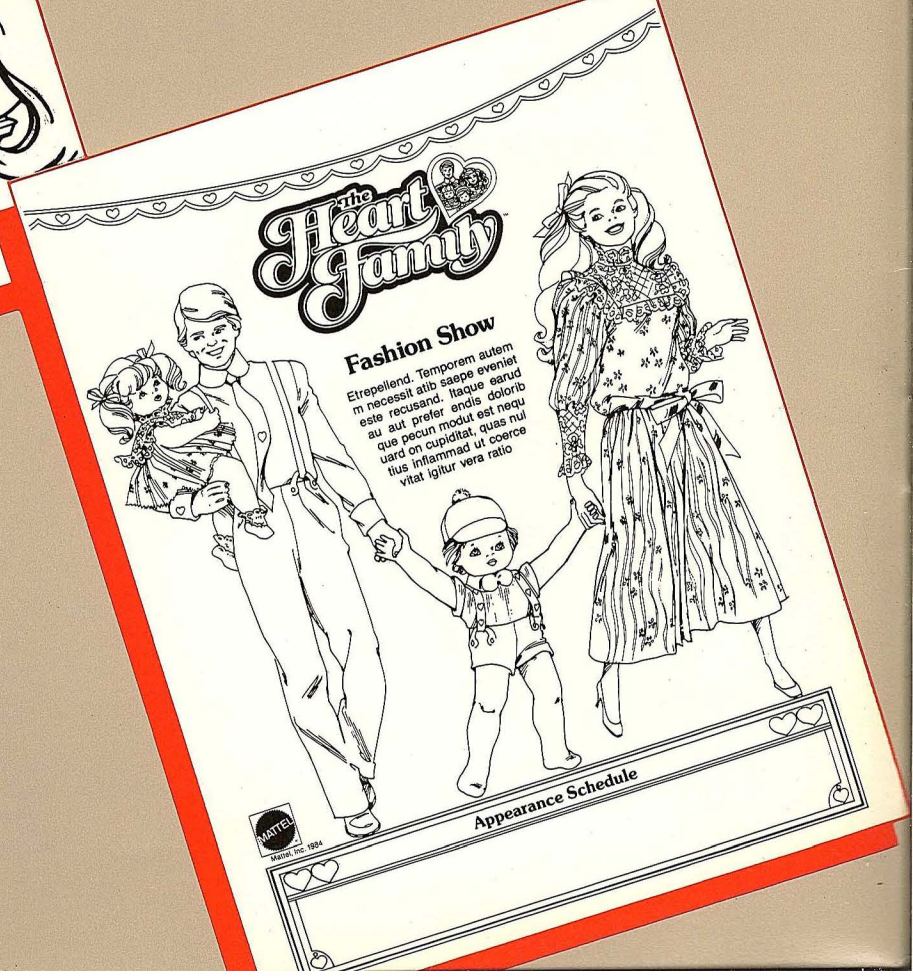
APPEARANCE SCHEDULE

Doll Demonstration

Moms, come in ... Meet our Mattel Doll Expert who will introduce you to the world of Mattel dolls. You'll meet Baby Kickie, a new doll that is really in the swim of things! Many more dolls will be there, too. While you're here, pick up your copy of the "Special Doll Buying Guide for Moms." See the demonstration schedule below.



Demonstration Schedule



The Heart Family
New Fashion Dolls
COMING SOON
MATTEL
© Mattel, Inc. 1984

The Heart Family
New Fashion Dolls
JUST ARRIVED
MATTEL
© Mattel, Inc. 1984

Rainbow Brite™
MATTEL
In the magical kingdom of Rainbow Land lives a little girl named **Rainbow Brite.**™ She uses the colors of the rainbow to make our world brighter and our hearts lighter. The sprites are colorful, happy little workers and **Twink** is the favorite sprite of **Rainbow Brite.**
Come in, **meet Rainbow Brite and Twink in person** as they spread color and joy to every girl and boy.
Free Special rainbow coloring books for children (while supplies last).
APPEARANCE SCHEDULE
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EVENTS
85

SAMPLE BAG STUFFERS

Store Name

Princess of POWER™

Meet SHE-RA™ and become a PRINCESS of POWER™

Et harumd dereud facilis est er
r cum soluta nobis eligend optio co
quod maxim placeat facer possim
omnis dolor repellend. Temporem
aut tum rerum necessit atib saepe eve
testia non este recusand. Itaque
nte delectus au aut prefer endis dol
cum tene sentntiam, quid est cur
accommodare nost ros quos tu paul
Nos amice et nebevol, olestias

Appearance Schedule

Mattel, Inc. 1984

Store Name

MASTERS OF THE UNIVERSE

See He-Man™ and Skelator™ alive!

Hanc ego cum tene sentntiam, quid
ne ad eam non possing accommodare
nost ros quos tu paulo ante cur vereer
cum memorite it tum etia ergat. Nos amice
potest fier ad augendas cum conscient
to factor tum toen legum et nebevol,

Appearance Schedule

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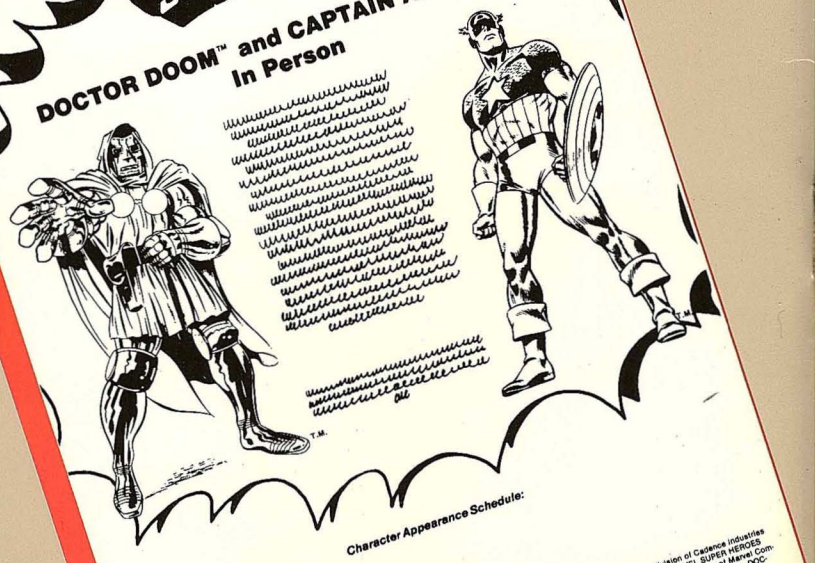
MARVEL SUPER HEROES SECRET WARS

DOCTOR DOOM™ and CAPTAIN AMERICA™ In Person



Character Appearance Schedule:

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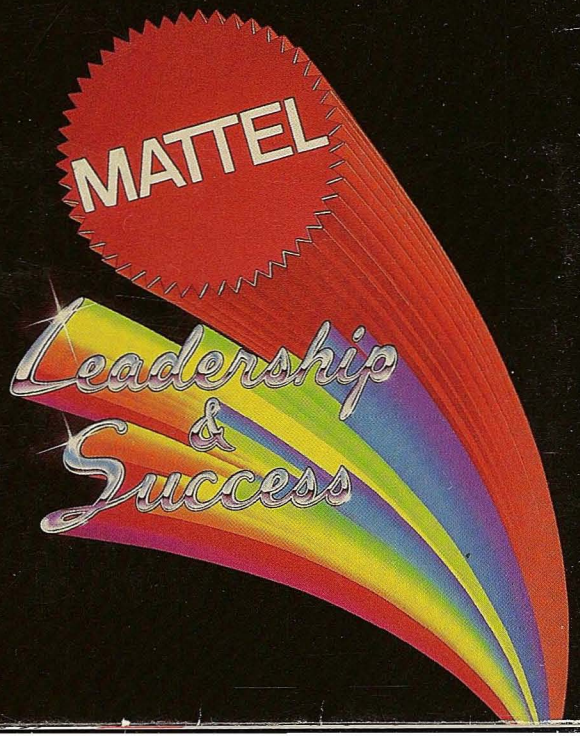
EVENT CALENDAR

In-Store Event	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
BARBIE® Fashion Shows												
BARBIE® Sight & Sound Show												
RAINBOW BRITE™ Sight & Sound Show												
RAINBOW BRITE™ Appearance												
THE HEART FAMILY™ Fashion Shows												
PRINCESS OF POWER™ Promotion												
LARGE DOLL Demos												
SUPER HEROES Appearances												
HOT WHEELS™ Diorama and Sight & Sound Shows												
MASTERS OF THE UNIVERSE™ Appearances