



Mattel

DESIGNING THE FUTURE OF TOY SHOPPING

DISCIPLINE

Experience Innovation

"The Bulldog team gave us a fresh and unique perspective to take our retailer partner which opened up a new conversation and new opportunities."

PAM GREER, VP INSIGHTS

CHALLENGE

Mattel commissioned a research study to explore the toy shopping experience for moms and kids. They wanted to understand the consumer retail experience and to use the insights and learnings gained to identify how they might collaborate with their retail partners to redefine the toy shopping experience. They asked Bulldog Drummond to design an innovative process that would take the Mattel team from research insights to actionable ideas.

RESULT

We designed a program that helped Mattel designers, product managers and retail specialists think in new ways about the toy shopping experience. We designed three innovative retail experience platforms that allowed Mattel to launch partner initiatives with their largest retail partners around the complete toy shopping experience.

