

Hot Wheels Unleashed: Mattel's Strategy for Bringing Brand Legacy to Web3



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MATTEL CREATIONS

**WE STARTED
HERE IN
1945.
YES, IN A
GARAGE.**

A history of innovation

Mattel toys that blazed the trail to today's metaverse.



Virtual Reality

We did that . . . in 1939.



Handheld Digital Gaming

Another first-place finish in
1976.



Downloadable Experiences

Not bad for 1981.

INTELLIVISION™ by Mattel Electronics ®

The home video system comes of age. Never before has a home video system offered such vividly exciting and challenging game action.

Realistic graphics. The Intellivision game characters actually have arms, legs, heads and hands. They run out on the field when you press "reset." They pass, catch, jump and dribble.

Realistic action. The players are in proportion to the size of the field, and the field often "scrolls" from one end to another. So you always have a close-up view of the action.

Challenging games. Conventional video games often have limited strategic options. But the powerful built-in Intellivision computer offers far more video game variety. The NFL Football cartridge, for example, features more than 180 different plays for passing, running, tackling, and intercepting.

A lot more fun. Intellivision has video games for everyone. Choose from major league sports excitement, Las Vegas-style gaming, rousing battle action, adventures in outer space, children's learning programs and classic strategy games.

And a whole lot more. Each Intellivision game program comes with custom overlays for your game controls. So you spend more time enjoying the game and less time figuring it out. Intellivision is as easy to connect as a "rabbit ears" TV antenna. Just attach the switch box to your TV antenna connection, plug in a couple of wires, and enjoy. Then when you feel like watching regular TV programming, just flick the switch.

Quality and value. A lot more than conventional video game systems. Better graphics. Better sound effects. More realistic video game action. And a beautifully engineered product that will provide you years of fun, games and family entertainment.

Each cartridge sold separately. For color TV viewing or

ALTO RACING
HOCKEY
BASEL SOCCER
NFL FOOTBALL
TENNIS
Poker & Blackjack
BACKGAMMON
SEA BATTLE
HULA BASKETBALL
ADVENTURE ISLANDS
SPACE BATTLE
SPACE BATTLE







Motion Tracking Controllers

Taking gaming to another
dimension – in 1989.

AI Babysitting

OK – maybe 2017 is
too soon.



HOT WHEELS®



Physical to Digital

What will the future bring?





WEB 3

NFTs

AR/VR

?!

BLOCKCHAIN

METAVVERSE

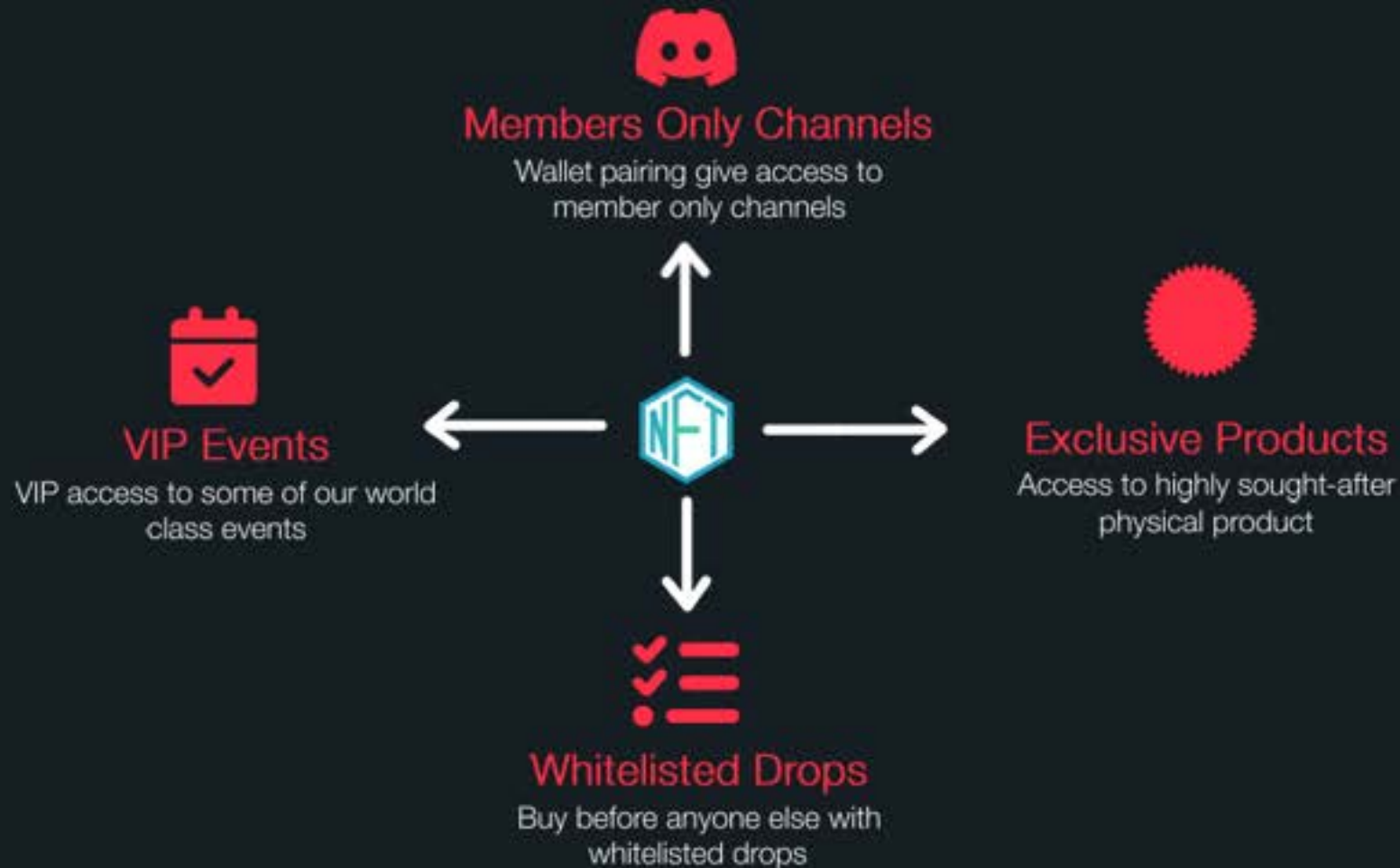
A tablet is shown at an angle, displaying a black and white photograph of a baseball player in a pinstriped uniform and cap. The player is looking towards the camera with a slight smile. Overlaid on the bottom half of the photo is a quote in white text. The background of the image is white with a red diagonal shape in the top left corner.

**"If you don't know where you are
going, you'll end up someplace
else"**

- Yogi Berra

BUILDING COMMUNITY

Access. Membership. Belonging.





**IS UNLOCKING
A NEW WAY
TO COLLECT**



The background features a dark blue color palette with intricate wireframe and network-like patterns. On the left, there are several thick, curved, wireframe structures that resemble stylized letters or abstract forms. On the right, a more complex network of thin lines and dots is visible, resembling a data network or a molecular structure. The overall aesthetic is futuristic and technological.

**VISION &
ANTICIPATION**



**DIRECTION &
PERMISSION FOR THE MISSION**

The background features a dark blue, almost black, color palette. It is filled with intricate, glowing blue wireframe structures. On the left side, there are several thick, curved, tube-like shapes that resemble a complex knot or a series of interlocking loops. These tubes are composed of a grid of small dots and lines. On the right side, there is a network graph consisting of numerous small, light blue dots connected by thin, white lines, forming a complex, interconnected web. The overall aesthetic is futuristic and technological.

**EXECUTION &
CHALLENGES**

「MATTTEL」
FUTURE
LAB.」

MISSION

To create a **scalable, monetizable Web3 product platform** that will usher in a new paradigm for how people experience, engage, and interact with our brands, our products, our creators, and other likeminded fans.



MATTEL
FUTURE
LAB.

Team focused on **pioneering the future of play** by enabling and accelerating innovation and growth beyond Mattel's conventional product offerings and categories.

「MATTTEL」
FUTURE
LAB.

WHY?



「MATTTEL」
FUTURE
LAB.」

To meet consumers' evolving behaviors and take advantage of unconventional opportunities that our core structures and mechanisms are not equipped for (or are not focused on).



NFT GARAGE™





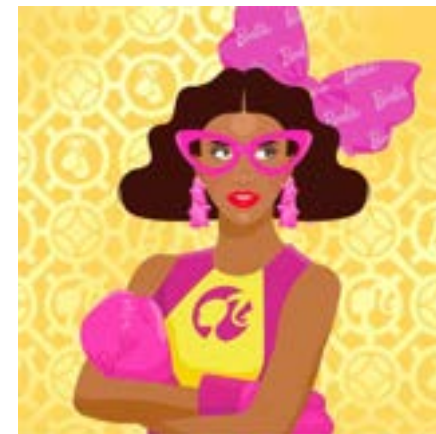
BARBIE X BOSS BEAUTIES

NFT PFP Collection

Part of Barbie's purpose-driven expansion into Web3

Celebrates Barbie's 250 careers for International Day of the Girl

Dream Gap Fund Donation



NFT-Enabled Gaming

Coming soon



toekenz





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Thank You