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## Hot Wheels® Unveils "Challenge Accepted" Brand Campaign

### New Marketing Efforts Embrace Growth Mindset to Communicate Fundamental Benefits of Hot Wheels Play Directly to Parents

EL SEGUNDO, Calif., Sept. 11, 2017 /PRNewswire/ -- Mattel (Nasdaq: MAT), a global learning, development and play company, today announced a new Hot Wheels® brand campaign, in partnership with BBDO San Francisco, titled "Challenge Accepted." As today's parents are focused on finding products and services that help their children grow and develop, Hot Wheels is rethinking its marketing to better communicate the benefits of its products directly to parents. The new campaign showcases how the challenges Hot Wheels provides to kids help them to build the skills and confidence they need to take on the world.

To launch the campaign, a 60-second video focuses on a mother and son, and draws parallels between play and reality to convey that life is full of challenges that build resilience and champion the challenger spirit in every kid. It emphasizes how Hot Wheels is more than a source of fun, but also a great way to learn important life skills.

"Hot Wheels has remained a beloved brand for nearly 50 years. Car play is an intuitive play-pattern which has contributed to Hot Wheels' success as the number-one selling toy in the world," said Chris Down, Senior Vice President and Global Brand GM, Hot Wheels, "We aim to nurture the 'Challenger Spirit' in all kids by encouraging them to try, fail, and repeat to achieve success. Our 'Challenge Accepted' campaign does exactly this in an unexpected and exhilarating way."

The campaign will launch during NBC's *American Ninja Warrior* to reach a co-viewing, parent and child, audience and will be supported by multi-year 360-degree marketing effort that will include television, cinema, social and digital. To learn more about Hot Wheels Challenge Accepted Campaign visit [www.HotWheels.com/ChallengeAccepted](http://www.HotWheels.com/ChallengeAccepted).

#### About Mattel

Mattel is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Through our portfolio of iconic consumer brands, including American Girl®, Barbie®, Fisher-Price®, Hot Wheels® and Thomas & Friends™, we create systems of play, content and experiences that help kids unlock their full potential. Mattel also creates inspiring and innovative products in collaboration with leading entertainment and technology companies as well as other partners. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at [www.mattel.com](http://www.mattel.com).

#### About BBDO

BBDO's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For ten years in a row, BBDO has been the most creative agency network in the world in *The Gunn Report*. More recently, BBDO was ranked the most awarded agency network across all marketing communications in *The Directory Big Won* for the 12<sup>th</sup> time in the 13 years since this ranking was first published. In addition, BBDO has been named Network of the Year at Cannes five times and has been chosen Agency of the Year multiple times by every leading industry trade publication.

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