



# Barbie Evolution

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Fine 3415



**Brand Mission:** “We create innovative products and experiences that inspire, entertain and develop children through play.”

**Brand Purpose:** “We empower the next generation to explore the wonder of childhood and reach their full potential.”

## Value Statements

**Brand Quality:** “We put the consumer experience at the center of our innovation by creating products with purposeful play. We focus heavily on how our toys look, how they function, what materials they are made of, and how they are packaged. Our products are designed to deliver on their purpose and withstand the test of time.”

**Brand Values:** “We create innovative products that are accessible to many. Our commitment to our consumers is to make their investment worthwhile. We aim to ensure that parents and families get the most from their play budget by designing and building products that meet their expectations at the right cost.”

**Brand Safety:** “Our products are designed and developed to meet or exceed all applicable safety standards and are constructed with consumer safety in mind. When parents and families choose to buy our products, they can be assured that the safety and well-being of their children is a top priority.”

# New Barbie

**New Mission:** At Barbie, our mission is to inspire limitless potential in every child and celebrate their uniqueness through inclusive and diverse play experiences that empower them to imagine a world of possibilities.

**New Vision:** Our vision is to create a world where every child sees themselves reflected in our dolls and playsets, and feels empowered to pursue their dreams and ambitions, no matter their background or identity.

## New Value Statements

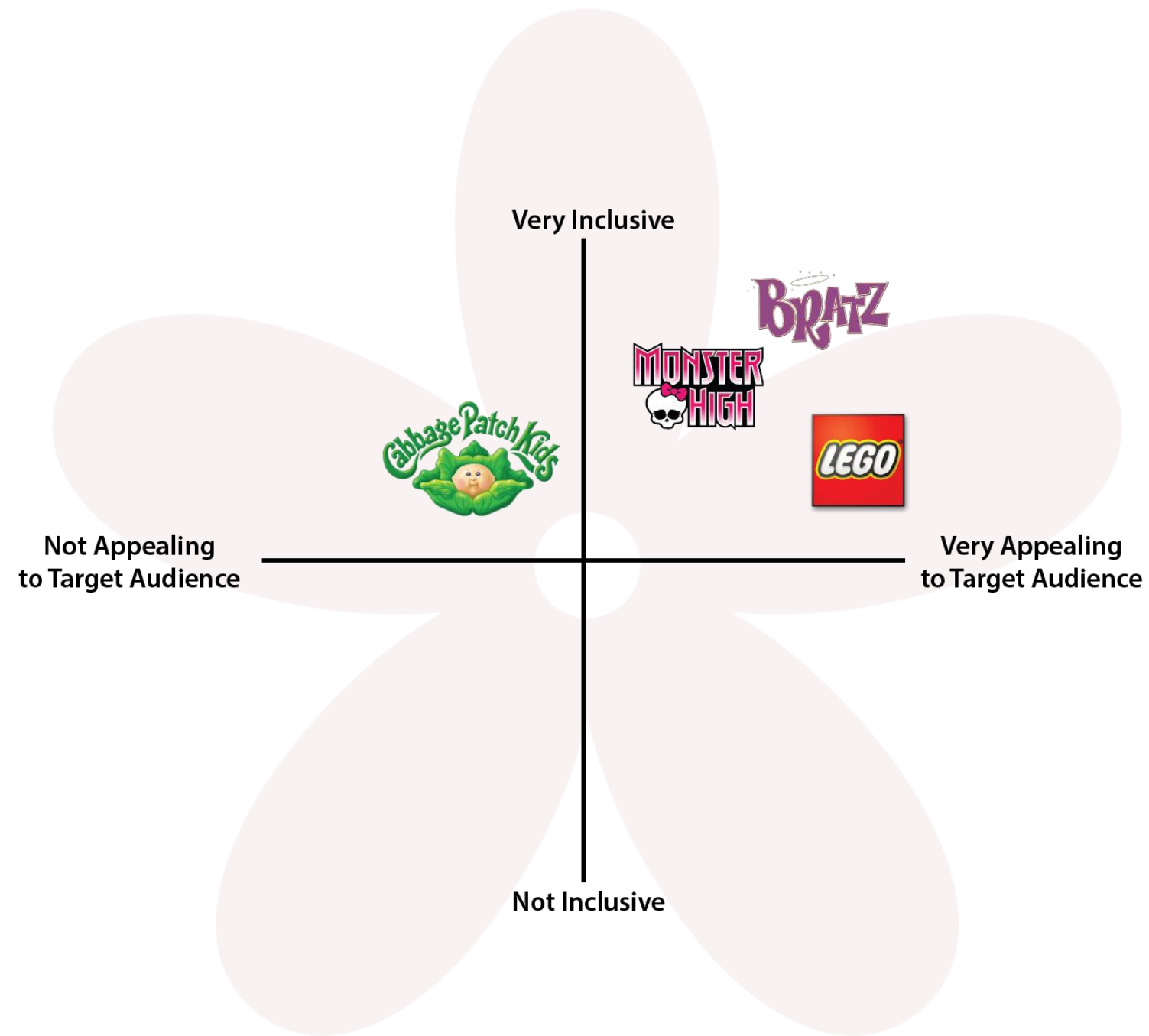
**Inclusivity:** We believe that every child deserves to see themselves represented in our products, and we are committed to creating a diverse range of dolls and playsets that reflect the world around us.

**Community:** We believe in the power of connection and the importance of building strong communities. We strive to foster a sense of belonging and inclusion through our products and initiatives, and to give back to the communities that support us.

**Quality:** We take pride in our commitment to creating high-quality products that stand the test of time and bring joy to children around the world.

**Innovation:** We are always pushing the boundaries of what's possible, from incorporating new technologies into our products to exploring new ways to promote sustainability and social responsibility.

**Empowerment:** We are dedicated to inspiring and empowering children to believe in themselves, pursue their passions, and achieve their goals, no matter how big or small.



# Competitive Analysis

# Main Persona

- **Name:** Ben & Beth
- **Age:** 10
- **Located:** Phoenix, AZ
- **Education:** Some Elementary School
- **Job:** Student
- **Hobbies:** Drawing, Coloring, Playing with friends





# Secondary Persona

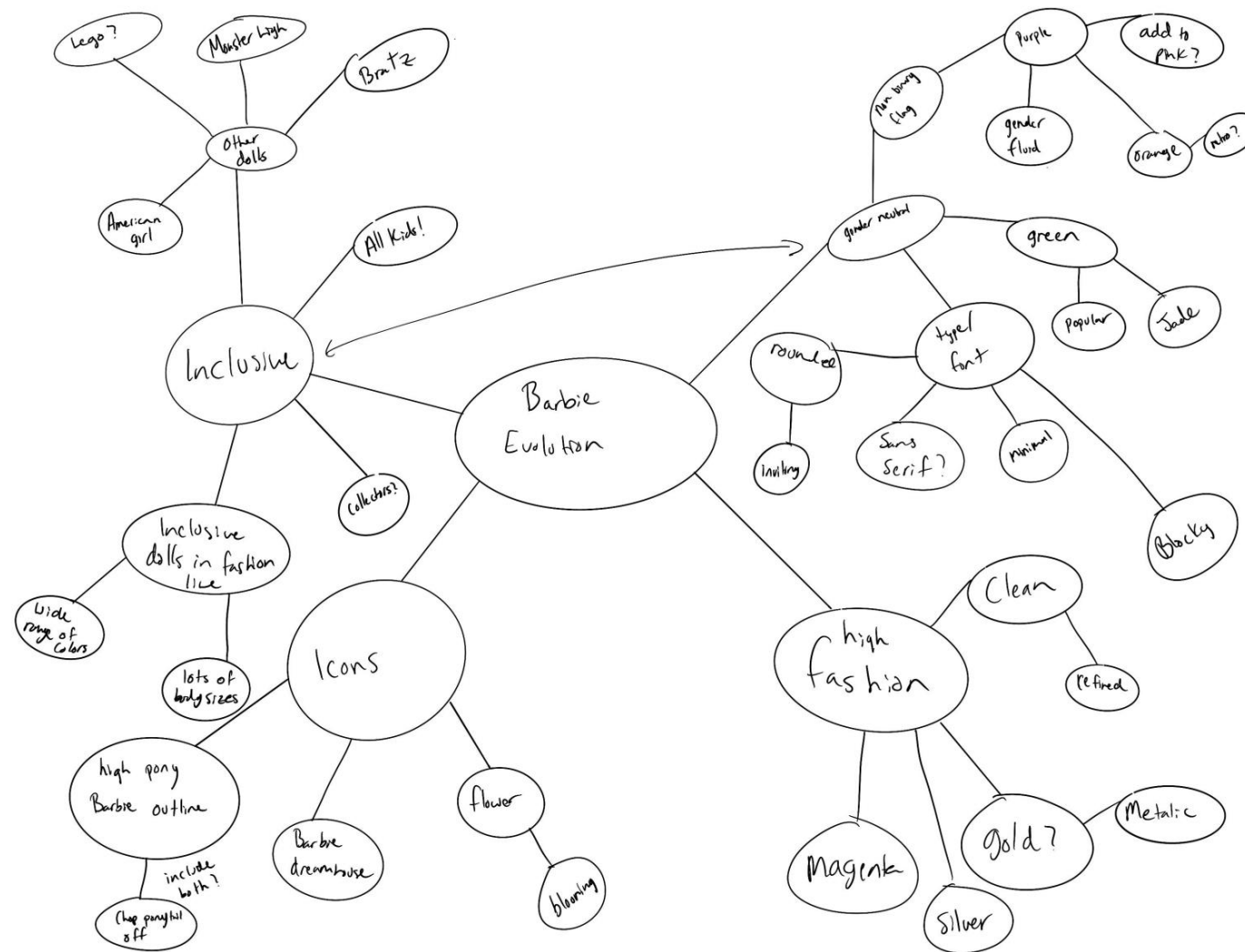
- **Name:** Kat
- **Age:** 26
- **Located:** Seattle, WA
- **Education:** Bachelors
- **Job:** Influencer
- **Hobbies:** Collecting, Painting, Photography



# Hidden Persona

- **Name:** Theresa
- **Age:** 46
- **Located:** San Francisco, CA
- **Education:** Bachelors
- **Job:** Insurance Agent
- **Hobbies:** Drinking wine with friends, Cooking, Yoga



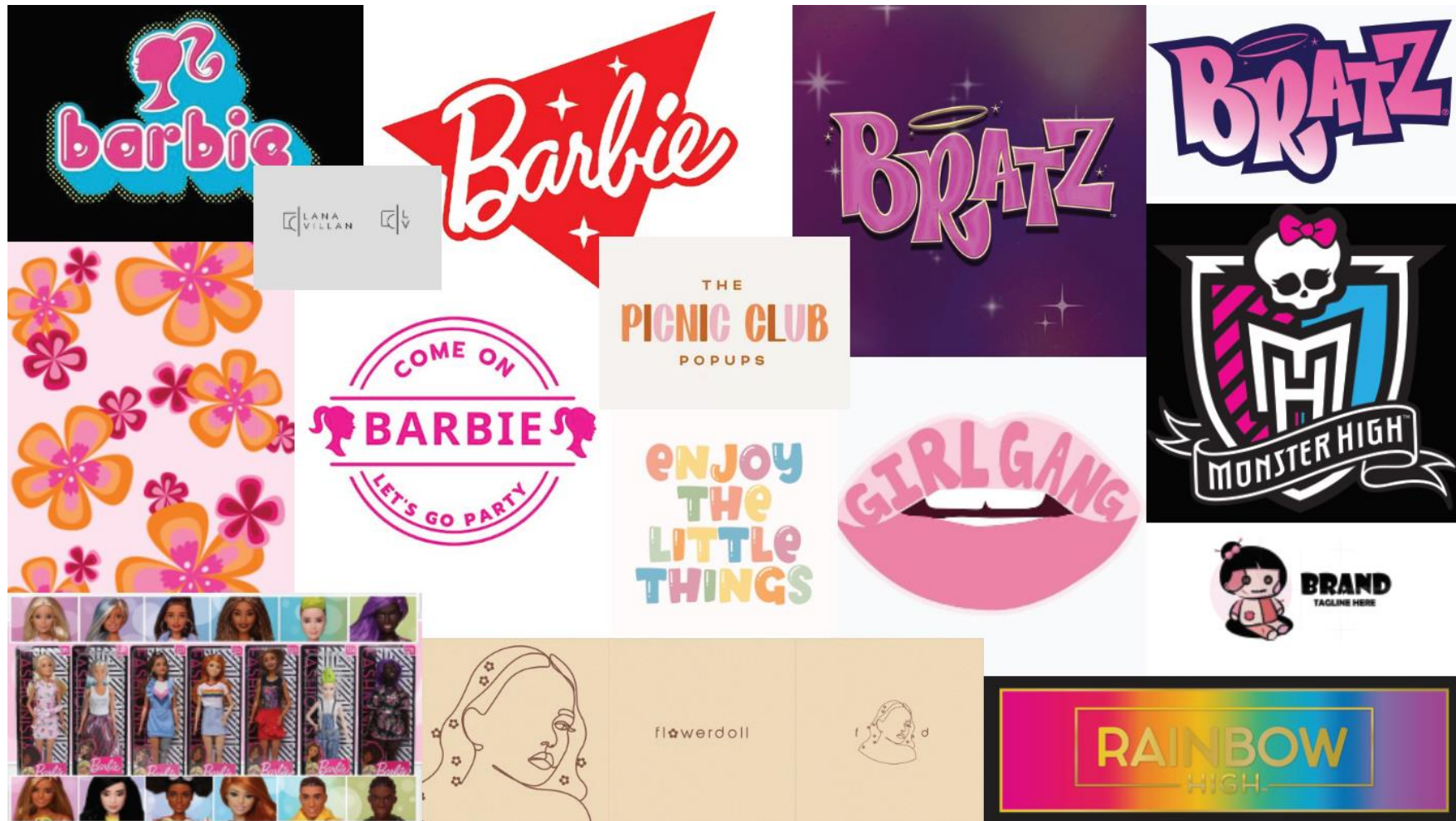


# Mind Map

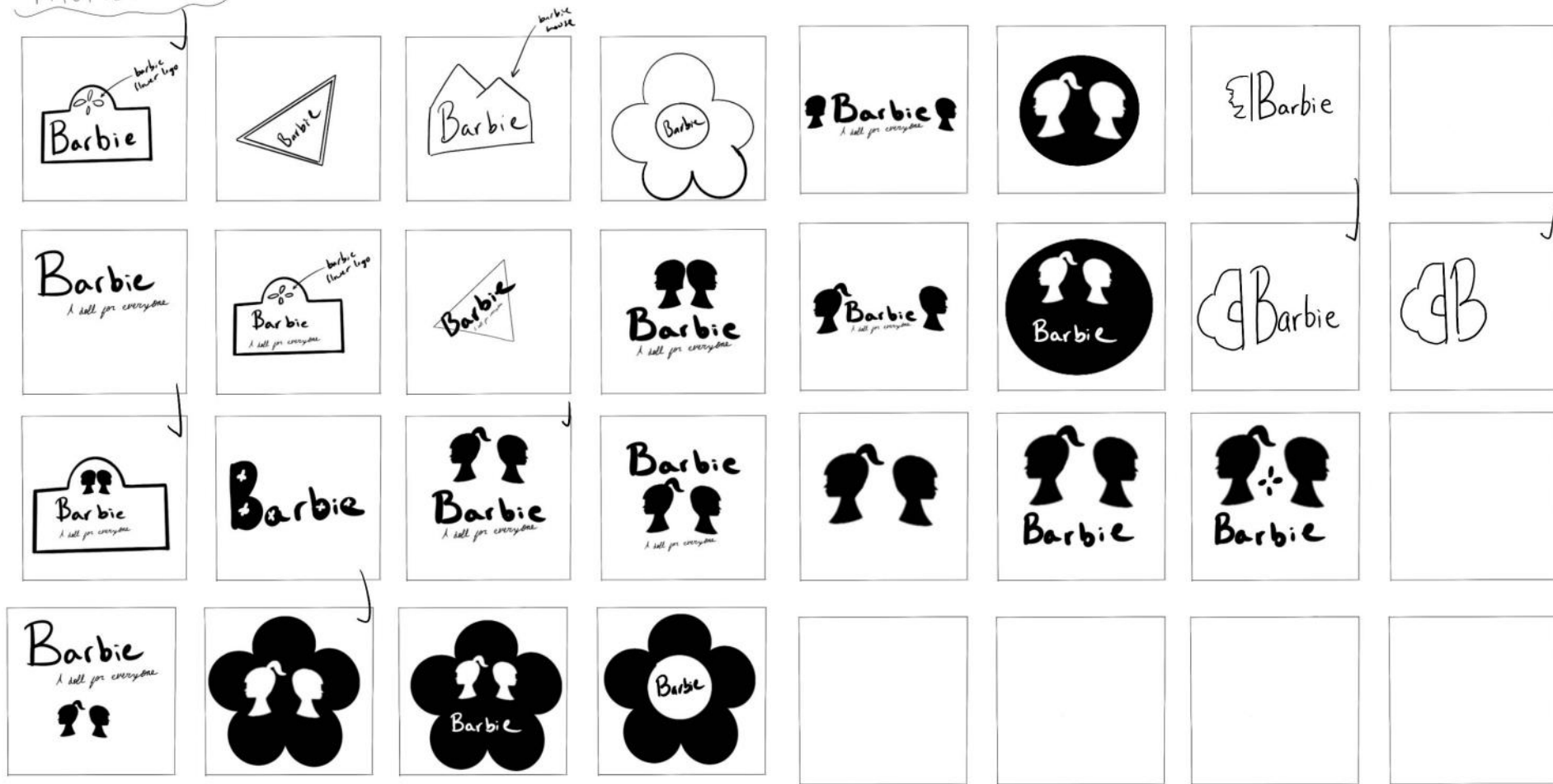




# Mood Board



Thumbnails



# Thumbnail Sketches



Barbie Barbie Barbie

1959

1975

1991

Barbie Barbie Barbie

1999

2004

2005

Barbie

2009 - now

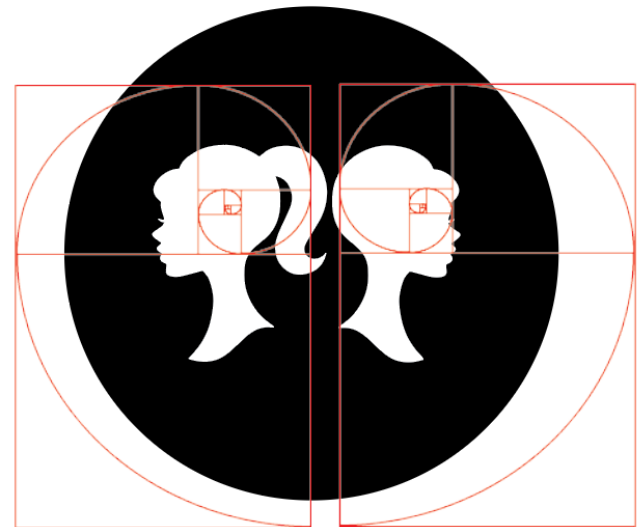
Past  
Logos



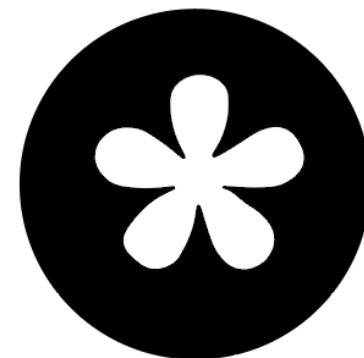
The background is a solid light pink color. Overlaid on this is a large, faint, stylized flower graphic. The flower has five petals, each rendered in a slightly darker shade of pink than the background. The petals are arranged in a symmetrical pattern around the center. The word "Roughs" is centered over the flower.

# Roughs

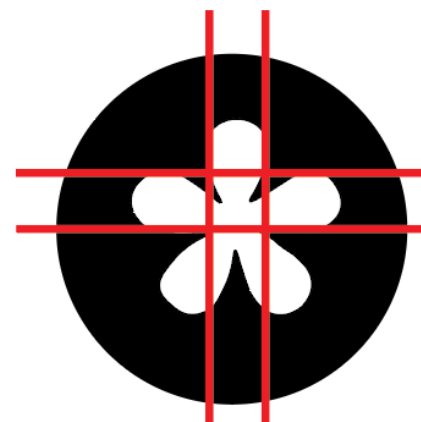
# Idea 1







Idea 2



# Idea 3

**\*B Barbie \***  
*a doll for everyone.*





**Final Solution**

Full  
Color

 Barbie<sup>SM</sup>  
*a doll for everyone.*



 Barbie<sup>SM</sup>  
*a doll for everyone.*



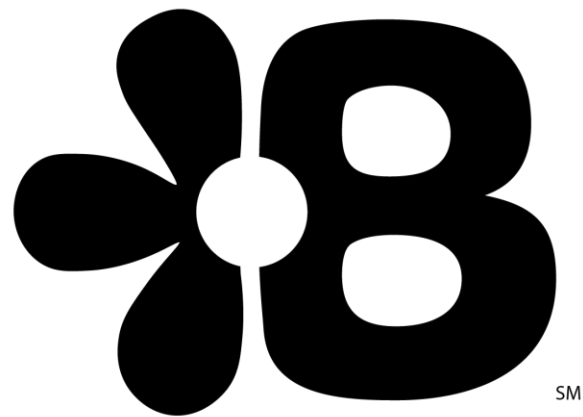
One  
Color





Black  
and  
White

 Barbie<sup>SM</sup>  
*a doll for everyone.*



**Barbie**<sup>SM</sup>

Inverted



The background is a solid light pink color. Overlaid on this is a large, stylized flower or star-like pattern. The pattern consists of several rounded, petal-like shapes that overlap each other, creating a symmetrical design. The petals are a slightly darker shade of pink than the background. In the center of the image, the words "Touch Points" are written in a large, bold, white sans-serif font.

# Touch Points

# Doll Box

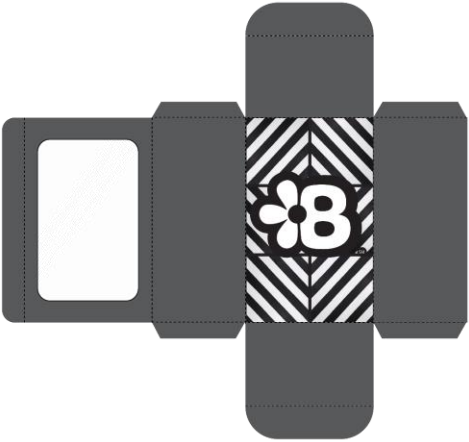
## Fashionistas Line



Outside of box

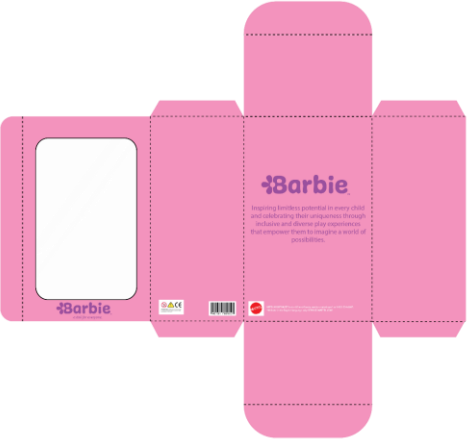


Inside of box

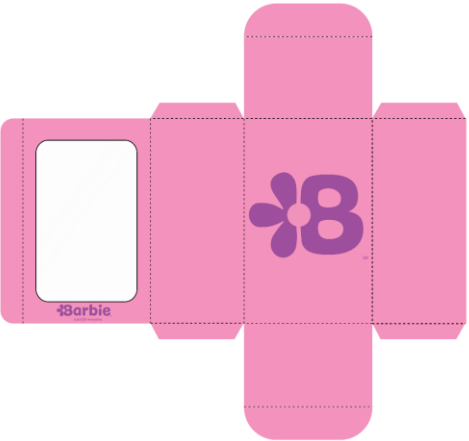


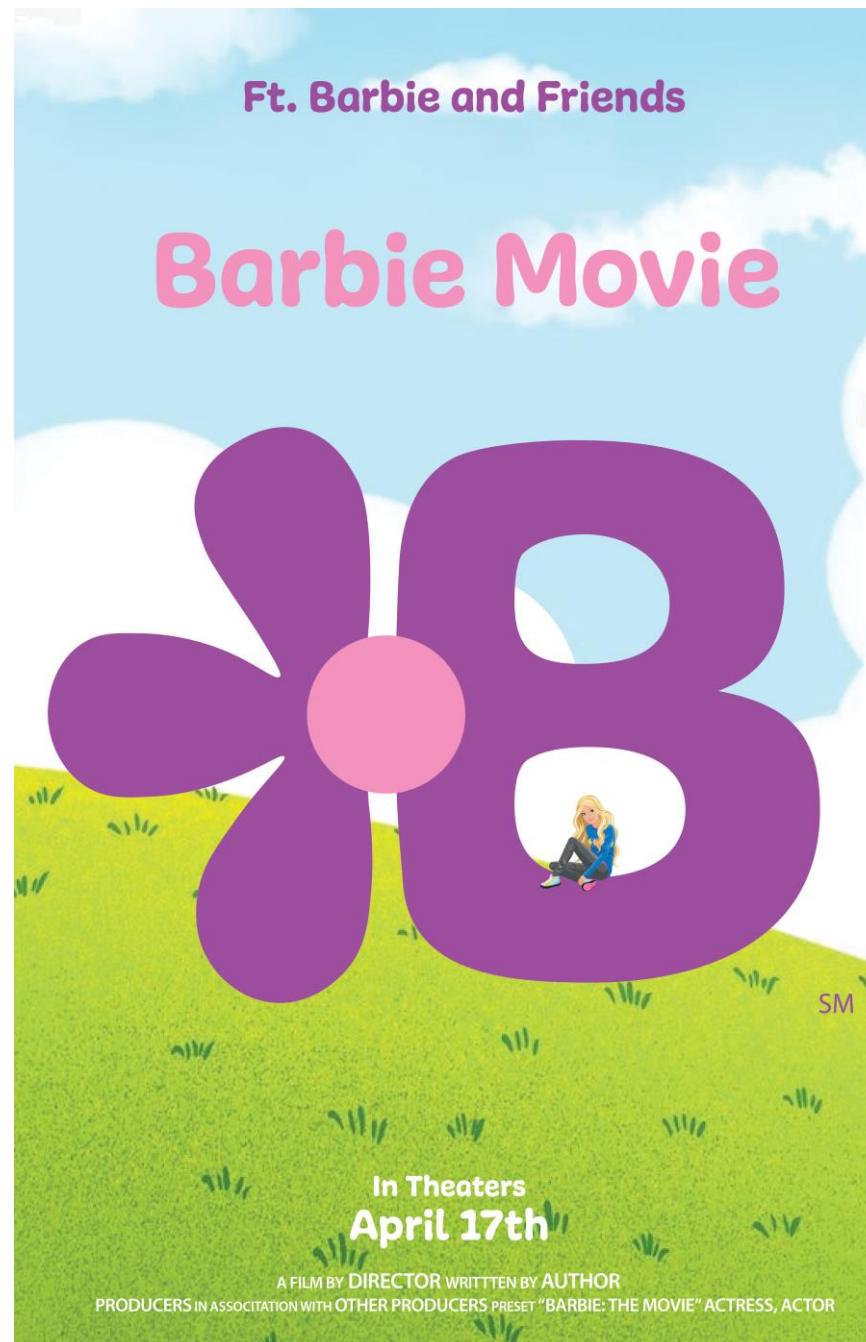
## Normal Line

Outside of box



Inside of box





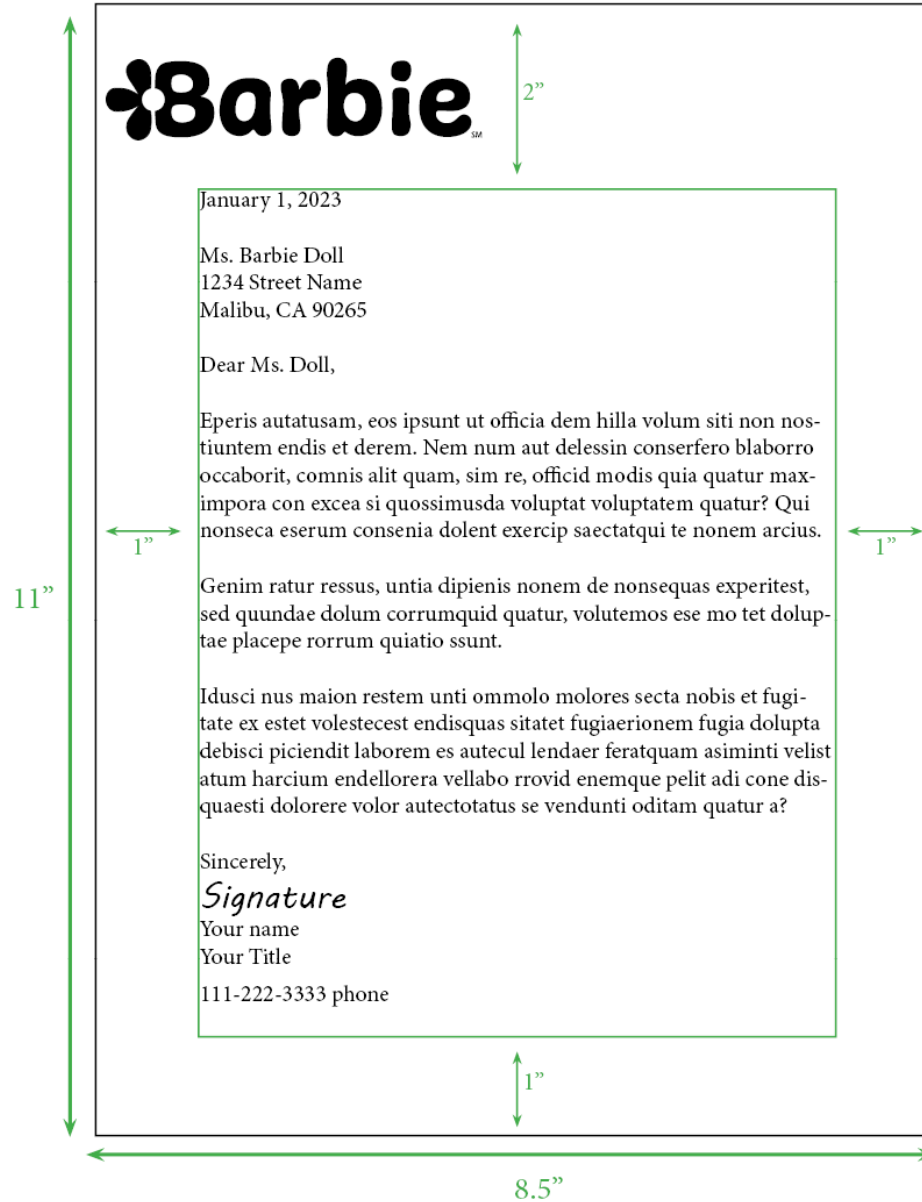
Movie  
Poster



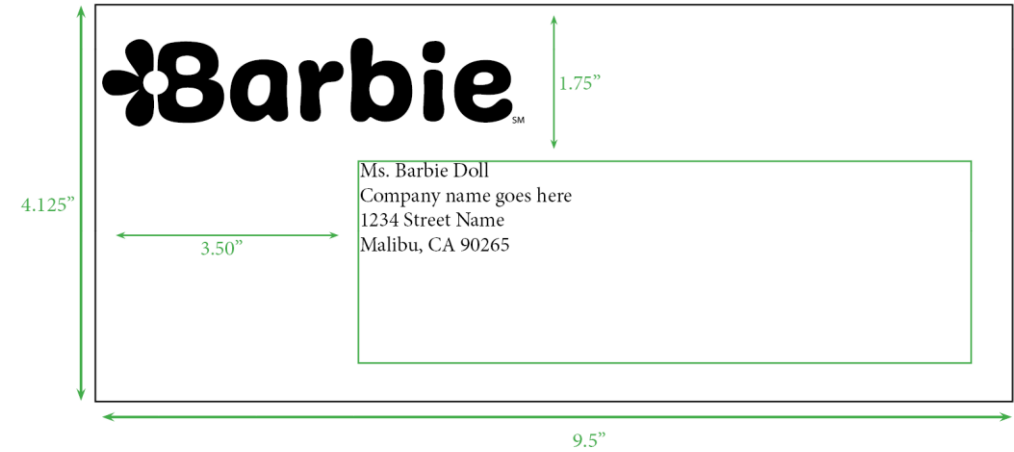


# Business System

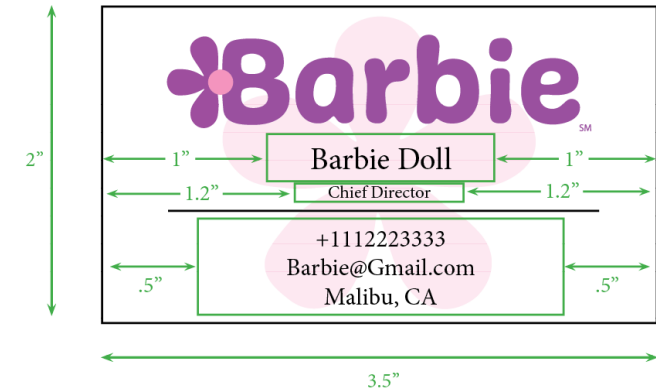
## Letterhead

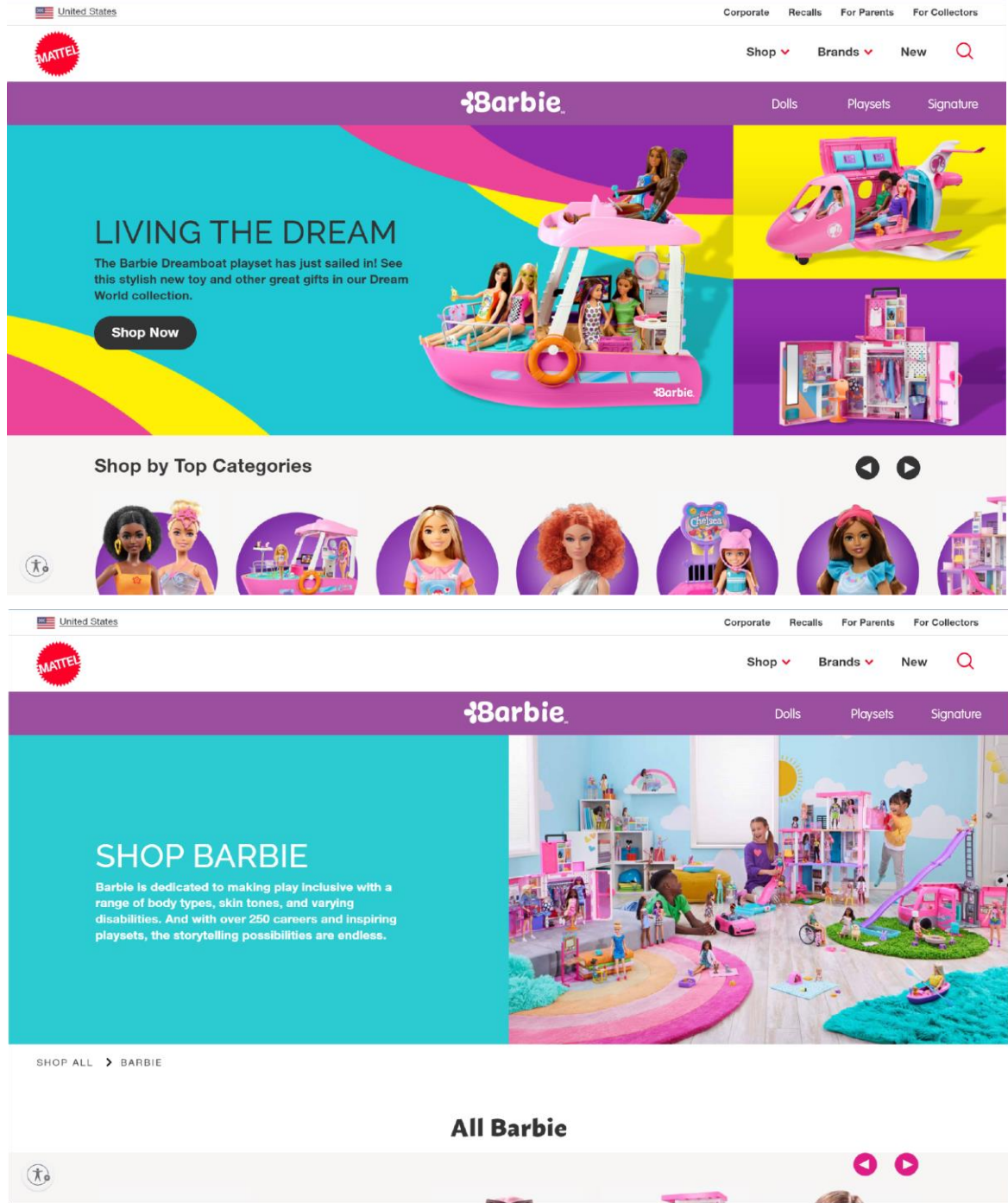


## Envelope



## Business Card





Digital  
Media





**Thank you!**