

# Bratz®



**UNLEASH YOUR PASSION!™**





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## **BRAND ESSENCE**

Bratz® girls are leaders, gamer changers and best friends. They motivate and support each other to think outside the box, to unleash their passion and to create their own paths! A real bratz is inside of everyone, it's just about finding that inner strength to be "bratty" for challenging yourself and others to grow.

## **History and Power of the Bratz® Brand**

- Bratz® launched in 2001 and quickly became a phenomenon!
- Bratz® captured instant universal appeal by featuring a multi-cultural, fashion forward group of friends that every girls wanted to share
- Over a billion dollars of Bratz dolls and accessories sold all over the world!

## **Bratz® in 2013**

Bratz® have never been afraid to take risks and they're at it again! Cloe™, Jade™, Sasha™ and Yasmin™ are shaking things up with a 2-inch taller scale, while maintaining their now-ubiquitous beautiful and bold look. The Bratz® dolls increase in size allows for a wider array of fashion design opportunities as well as enhanced articulation for increased playability.

## **Consumer Target**

Girls ages 6 to 11

## **Brand Personality**

Leaders, Game Changers, Bold, Confident, Strong, Fierce, Fearless, Risk Takers

## **Award Winning!**

- Toy of the Year for 4 years in a row
- LIMA "Character Licensee" of the Year and "Overall Best License" of the Year
- Toy Wishes™ Hot Pick Award
- Toy Retailer Association's Hot 12 Toys
- Family Fun Winner
- TIA Property of the Year
- TIA Girl Property of the Year
- Dr. Toy Winner
- BBC Top Toys (UK)

## **2013 Marketing Support**

- To help introduce the new Bratz® dolls, MGA Entertainment will launch a special Real Bratz campaign showcasing girls that exemplify the dolls' commitment to taking charge and seeking positive change.
- We will be saluting girls that played with Bratz® as kids and grew up to become "Real Bratz® Girls", taking charge and becoming something great!
- Continue partnership with Kabillion on Demand.
  - The Bratz® Channel (Kabillion Girls Rule!) is an instant hit!
  - #1 spot on the KGR Network!
  - Over 7 million downloads in the first 6 months!
- Strong Social Media Support on Facebook, Twitter, YouTube, Instagram and Pinterest