

mattel

A Case Study



MISSION:

Engaged by Mattel in late 2014 to reimagine, modernize and rebrand the music universe for their Girls' Brand lines, including the iconic Barbie, as well as the popular Monster High, Ever After High and Dreamtopia lines. The collaboration has been a tremendous success, breathing fresh life into the classic franchise and establishing a strong platform for the launch of new products.

ACHIEVEMENTS:

Music supervision, music production services and original music creation for Mattel DVD initiatives, including:



- Barbie: Rock N Royals
- Barbie and her Sisters in the Great Puppy Adventure
- Barbie: Starlight Adventure
- Barbie: Spy Squad
- Monster High: Boo York, Boo York
- Monster High: Great Scary Reef
- Dreamtopia

Write and produce dozens of original songs used in multiple forms of media across the Girls' Brand lines, including brand theme anthems for Barbie and Dreamtopia. Format songs have pushed Mattel videos to new levels of audience penetration, generating millions of views by rabid consumers in dozens of countries worldwide.

Serve as the musical hub between Mattel's Playground Productions, Brands and Business Affairs departments.

Serve as an outside music department for Mattel including consulting on a variety of types of music related initiatives planned for 2016, 2017 and beyond.

Perform audits and industry reviews to analyze effective use of music by Mattel and other brands.

*Barbie*TM



The official movie scene for the song "What If I Shine (Remix)", featured in the new movie, "Barbie™ in Rock 'N Royals", coming on Blu-ray, DVD and Digital HD UltraViolet on September 8, 2015 (US) and August 31, 2015 (UK). [Click to Watch](#)

MONSTER HIGH



Sing along with the De Niles to "Empire" from Monster High's movie, Boo York, Boo York: A Monsterrific Musical! [Click to Watch](#)

Barbie
DREAMTOPIA



"Barbie™ Deamtopia" anthem. A global platform anthem launching and driving Mattel's current key initiative. [Click to Watch](#)



Listen to the music and learn all the lyrics from the brand new Ever After High song Do You Wonder! Do You Wonder is the featured theme song from Way Too Wonderland, an all-new Ever After High Netflix Original Series. [Click to Watch](#)