



## Barbie® "Restores Your Faith In Humanity" According To YouTube; Brand Wins Top Honor For Imaginative Spot

*Overwhelming Support for Online Advertisement Reminding Parents That When A Girl Plays With Barbie She Imagines Everything She Can Become*

EL SEGUNDO, Calif., Dec. 11, 2015 /PRNewswire/ -- Mattel Inc. (NASDAQ: MAT) proudly shares that the Barbie® brand spot "Imagine the Possibilities" was selected as one of the most iconic ads of 2015, based on this year's YouTube Ads Leaderboard. The spot was voted the [winner](#) of the "#TheYouTubeAd That Restores Your Faith in Humanity category."

The online film, entitled "Imagine the Possibilities," launched a broader brand initiative that encourages parents to re-appraise the role Barbie has in a child's life. The advertisement is true to the brand's heritage and celebrates a young girl's journey of self-discovery, imagination and storytelling. Having garnered over 40 million views, the piece has become a part of the cultural zeitgeist.

"We know that Barbie has a meaningful place in the lives of girls," said Evelyn Mazzocco, Senior Vice President and General Manager, Barbie. "We are working together with BBDO to create an emotional connection with parents by reintroducing them to the wonderful benefits of imaginative play and storytelling with Barbie. We are thrilled with the response to this advertisement -- this is just the beginning of a new chapter for the Barbie brand."

The ongoing campaign was created by BBDO San Francisco, in conjunction with BBDO New York, and continues into 2016.

### **ABOUT MATTEL**

The Mattel family of companies (Nasdaq: MAT) is a worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends®, Fisher-Price® brands and MEGA® Brands, as well as a wide array of entertainment-inspired toy lines. In 2015, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ approximately 31,000 people in 40 countries and territories and sell products in more than

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at [www.mattel.com](http://www.mattel.com), [www.facebook.com/mattel](https://www.facebook.com/mattel) or [www.twitter.com/mattel](https://www.twitter.com/mattel).

#### **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 nine years in a row, BBDO has been the most creative agency network in the world in *The Gunn Report* and for seven years, BBDO has been ranked the most awarded agency network across all marketing communications in *The Directory Big Won*. In addition, BBDO has been named Network of the Year at Cannes five times and is currently ranked the world's most Effective Agency Network in the Global Effie Effectiveness Index for the second year in a row. In 2015, WARC ranked BBDO #1 in its WARC 100 rankings of the world's top marketing companies for the second consecutive year. BBDO has been chosen Agency of the Year multiple times by the leading industry trade publications.

BBDO is part of Omnicom Group Inc. (NYSE-OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), a leading global marketing and corporate communications company.

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