

# PROJECTS

| Project  | Time Frame |
|--|------------|
| Toy Fair Competitive Review  | Annual     |
| A presentation after the NYTF that gives an overview of all the top trends and toys. This project can be done jointly with the Boys' group or done separately.   |            |
| Trend Presentation   | Annual     |
| Information is usually from syndicated reports we have purchased- such as the Nickelodeon/Yankelovich Report, MTV Kids Study, etc. Since we tend to emphasize the information relevant to girls, this project is not shared with the Boys' division.   |            |
| NPD Consumer Panel (TMI) Annual Report   | Annual     |
| Domestic. Sometime around mid-March, NPD releases the annual U.S. Consumer Panel (TMI) data. Then after several weeks, they issue a report followed by a presentation. <i>Our group then supplements the report with analysis and recommendations for Mattel, Inc.</i>   |            |
| International. The International Consumer Panel data will be available in May/June. NPD issues their report in July/August. Similar to the U.S. NPD TMI report, our group writes analysis for the data and tries to point out Mattel, Inc. gaps/opportunities.   |            |
| Trend Newsletter- International (New)  | Quarterly  |
| A quarterly report on international trends affecting kids. Information mainly comes from secondary sources such as Profound or various magazine subscriptions or web sites. Contacting the affiliates to see if they have any information may also be helpful.   |            |
| Industry Update  | Monthly    |
| Monthly reports from NPD TRSTS data. The report gives an overview of the YTD and monthly sales numbers for various toy categories and manufacturers. Top items for specific toy categories are also listed with pictures, where available. Important news within the industry and/or competitors is also included. |            |






**Exhibit 9640**  
Eckert 30b6, Vol.3  
10/4/10  
Kae Germandt, CSR #5342

## PROJECTS

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|--|------------|
| Competitive Product List   | Monthly    |
| Monthly Excel spreadsheet from NPD TRSTS data. The spreadsheet lists categories, manufacturers, and items with their retail dollar, unit and average price for that month. This list is then e-mailed to Consumer Research and the Imagination Center. |            |
| Trend Newsletter (Domestic)  | Monthly    |
| Each month the newsletter focuses on a different topic. Themes in the past have included "Cyber Holidays" and "Fall/Halloween". Information from secondary sources is also supplemented from primary research done in the Imagination Center.          |            |

# TOY FAIRS/EVENTS

Since the dates of these events vary from year to year, either look in Playthings Magazine or contact each Fair for current information. For International Toy Fairs, the affiliates will be able to make hotel and registration reservations.

| Event   | Time Frame                |   |
|---|---------------------------|---|
| <p><b>Hong Kong Toy Fair</b></p> <p><u>Contact:</u> Hong Kong Trade Development Council, Phone: 212-838-8688 Fax: 212-838-8941 Website: <a href="http://www.hktdcfairs.org.hk">www.hktdcfairs.org.hk</a></p>  | <p>Around Jan 11-15</p>   |    |
| <p><b>Nuremberg Toy Fair *</b></p> <p><u>Contact:</u> Spielwarenmesse eG, Messezentrum, Karl-Schonlebe, Strasse 65, Nuremberg, Germany, Phone: 49-911-998-130</p> <p><u>Other:</u> It's best to go is as a U.S. retailer since you will not be asked as many questions (i.e., where is your store etc).</p>   | <p>Around Feb 3-9</p>     |    |
| <p><b>New York Toy Fair *</b></p> <p><u>Contact:</u> Toy Manufacturers of America, Phone: 212-675-1141 Fax: 212-645-3246 Web site: <a href="http://www.toy-tma.com">www.toy-tma.com</a></p>   | <p>Around Feb 10-17</p>   |   |
| <p><b>Pomona Toy Fair *</b></p> <p><u>About:</u> Although this is a small fair, it's a great place to pick up extra catalogs and price lists. Also, the manufacturers who didn't have their catalogs available at the NYTF, will have them available here.</p> <p><u>Contact:</u> Phylis St. John, Phone: 626-442-1635 Fax: 626-442-2146</p>  | <p>Around March 6-9</p>   |  |
| <p><b>Tokyo Toy Fair</b></p> <p><u>Contact:</u> Association, 4-22-4 Higashi-Komagata, Sumida-ku, Tokyo 130, Japan, Phone: 81-3-38292521 Fax: 81-3-38292510</p>  | <p>Around March 18-21</p> |   |
| <p><b>E3 (Electronic Entertainment Expo) *</b></p> <p><u>About:</u> E<sup>3</sup> is the industry's recognized forum for new product introductions. Over 2,500 products made their debut at E<sup>3</sup> in 1999.</p> <p><u>Contact:</u> <a href="http://www.e3expo.com">www.e3expo.com</a></p> <p><u>Other:</u> Since the main objective of this show is for exhibitors to hype their products, it's best that you go to E3 as media (e.g., writer for Parenting Magazine etc) rather than as a buyer. See Business Card Section.</p> | <p>Around May 11-13</p>   |  |

\* Have attended in the past

# NEW YORK TOY FAIR

## CONTACT INFORMATION:

Toy Manufacturers of America, Inc. (TMA)  
1115 Broadway, Suite 400  
New York, NY 10010  
Phone: (212) 675-1141  
Fax: (212) 645-3246  
Email: [toyfairs@toy-tma.org](mailto:toyfairs@toy-tma.org)  
Web Site: <http://www.toy-tma.org>



## WHAT YOU NEED:

- Your drivers license
- Comfortable shoes
- Dress is dressy business casual
- Business Cards-  
You can get them from Kinko's (see Business Card Section)
- A carrying case  
To carry all the catalogs and price lists, you should either bring a shoulder bag or a briefcase with wheels
- Proof of your business – **DOUBLE CHECK THIS EACH YEAR**  
Any one of these documents is acceptable:
  - Resale tax certificate or business license for an industry related business
  - Industry related business advertisement
  - Wholesalers, importers/exporters must present catalogs illustrating their products
  - *At least 3 recent industry manufacturers invoices for goods purchased wholesale and meant for resale.*

This is probably the easiest proof of business. You can contact someone in the Accounts Payable- retailer invoicing department to have them proctor an invoice with your company name on it. Each invoice should be for at least \$500 and dated within the last year.

# NEW YORK TOY FAIR

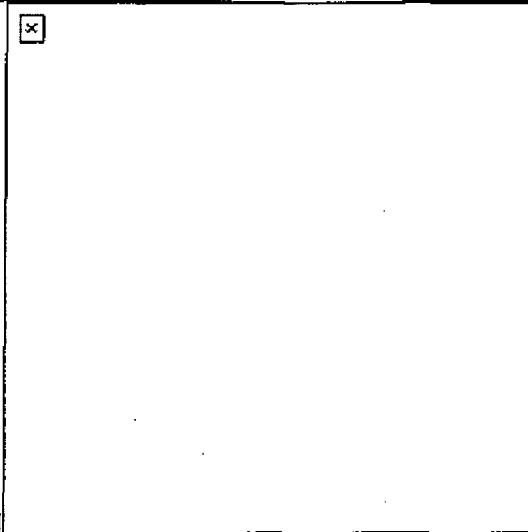
## REGISTRATION

If you have previously registered for the NYTF, the TMA will automatically mail you your pass though the mail prior to the Fair. Otherwise, you can either pre-register or register when you get there.

- Pre-registration

Registration forms are available through: Fax on Demand: (212) 675-1540

Email: [toyfairs@toy-tma.org](mailto:toyfairs@toy-tma.org) Web Site: <http://www.toy-tma.org>



[form2.html](#)

[form2.htmlAttendee](#)

[Registration Form](#)

Fax: (212) 645-3246

Or, write to: TOY FAIR - A TMA Event, P.O. Box 799, New York, NY 10159-0799

- On-site registration

Showroom Registration Tent Located on Worth Square, directly across from 1115 Broadway at W. 25<sup>th</sup> Street. Registering on-site only takes a few minutes

## WHAT TO KNOW

- Before you get there. You should think about the
  - Size of your store- try to keep it reasonably small
  - What type of toys you sell
  - How many employees
  - Where exactly your store is located
  - How many stores you have-
- Once you're there.

Coordinate with your partner (generally two people from the research department attend the NYTF) as to what floors of the Toy Building each person will go to, so you don't duplicate efforts. Once you've gone to a manufacturer ask them if you can have a tour of their showroom. If they are full, then make an appointment to come back at a later time/date. Manufacturers also accept appointment reservations prior to Toy Fair, however, it's best that you make them while you are at there, in case they want to run a background check on your store (i.e., if you've bought from them before, etc).

#### TRADING CATALOGS

Another way to get catalogs and price lists is to trade Mattel catalogs with other manufacturers. However, between the NYTF and the Pomona Fair, you can generally get all the important catalogs.

## BUSINESS CARDS

### WHERE

You can get business cards from Kinko's. The closest one is around the corner from Mattel on

630 N Sepulveda Blvd,  
El Segundo, CA 90245-3439  
Phone: (310) 322-9141  
Fax: (310) 322-9218  
Email: usa1012@kinkos.com

### TIME FRAME/COST

Time frame: You should give them at least one week to design and print your cards.

Cost: A pack of 250 black and white business cards, which is the minimum you can buy, will cost \$21.99.

### WHAT TO INCLUDE

- Name: You should always use your own name since you usually need to present your business cards with a picture ID (drivers license)
- Address: Use your home address in case the manufacturers want to send you materials. If you live in an apartment; call it Suite or just put the number sign in front of it rather than Apt.
- Phone number: You can either put down your home phone or make up a fake number. Just don't put down your Mattel number.

## BUSINESS CARDS

Examples of business cards are below.

RETAILER BUSINESS CARD: best for Toy Fairs

PRESS BUSINESS CARD: best for E<sup>3</sup>



# NPD

## WHO ARE THEY?

NPD stands for National Products Database. They supply two different types of data. Retail Panel Data (TRSTS) and Consumer Panel Data (TMI)

## RETAIL PANEL DATA (TRSTS)

- What is it?
  - Data is from scanner sales
  - Competitive sales and price information at the SKU level
  - Data comes monthly
  - Countries available: US (coverage of 60%), UK (coverage of 64%), France (coverage of 60%), Germany (coverage of 42%), Spain (coverage of 57%), & Italy (coverage of 26%)
- Uses-
  - Competitive product tracking/sales
  - Seasonality/Life cycle analysis
  - Tests consumer response to competitive advertisements/promotions
  - Competitive SKU analysis

## CONSUMER PANEL DATA (TMI)

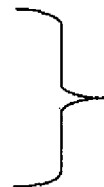
- What is it?
  - Data is from a panel of households (12,000 in the US)
  - Strategic view of markets and brands across countries
  - Demographic purchasing profiles
  - Sales data projected to the total market- coverage is 100%
  - Covers all distribution channels
  - Countries available: US, UK, France, & Germany
- Uses- Consumer behavior & demographics; for example:
  - Age/gender of recipient
  - Influence of recipient on purchaser
  - Relationship of purchaser to recipient
  - Purchase reason/occasion
  - Number of children in household
  - Category/sales/market share analysis
  - Competitive manufacturer analysis
  - Retail/outlet analysis

# NPD

## CONTACTS:

- US TMI or TRSTS questions

- Michael Redmond  
Account Manager, Toy Services Division  
Phone: 516-625-2243  
Fax: 516-625-2233  
Email: [michael\\_redmond@npd.com](mailto:michael_redmond@npd.com)



Deals with day-to-day questions

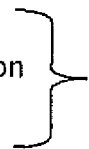
- Reyne Rice  
Director, Toy Services Division in the US  
Phone: 516-625-2365  
Fax: 516-625-2233  
Email: [reyne\\_rice@npd.com](mailto:reyne_rice@npd.com)



Handles higher level questions. However, always contact Mike first.

- International TMI or TRSTS questions

- Philippe Guinaudeau  
International Account Manager, Toy Services Division  
Phone: 516-625-4391  
Email: [philippe\\_guinaudeau@npd.com](mailto:philippe_guinaudeau@npd.com)



Any international database, methodology or contract questions should be addressed to him.

- Other

- Kathleen Mercer  
Vice President, Leisure Activities  
Phone-516-625-4690  
Fax: 516-625-2839  
Email: [kathleen\\_mercer@npd.com](mailto:kathleen_mercer@npd.com)



Both the domestic and international divisions report to her

## SUBSCRIPTIONS

See following pages for company information and/or contracts. Most of these subscription costs should be split with the Boys' department, since they are shared resources.

- |  |   |   |
|--|---|---|
| Factiva/ Dow Jones Interactive<br>www.djinteractive.com<br>Mike Corr, Account Development Executive<br>Mike.Corr@factiva.com<br>213.830.3805 | } | On Line database of newspapers and magazines  |
| • Yankelovich Youth Monitor -<br>Steve Ward<br>Email: SWard@YANKELOVICH.COM  | } | Yearly syndicated report  |
| • Find SVP -<br>Phone: 212-645-4545<br>Account #: 51172-02   | } | You give them a question and they do the research. Use when you need a fast turnaround. |
| • CED (Centre Europeen de Documentation)<br>Oliver Gautheret/ Christian Vaslin<br>Phone: 0-11-33-1-45-62-26-17                               | } | International catalogs  |
| • Zandl Group<br>www.zandlgroup.com<br>270 Lafayette St.<br>NY, NY 10012<br>212.274.1444   | } | Bi-monthly report of kids trends  |

\* All costs are divided between the boys/girls divisions

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See following pages for company information and/or contracts. Most of these subscription costs should be split with the Boys' department, since they are shared resources.

- American Demographics
- Bop
- British Toy and Hobby
- Children's Business
- Cosmo Girl
- J-14
- Jane
- Japan Toy and Hobby
- Kidtrends Newsletter
- Playthings
- Seventeen
- Teen
- Teen People
- Teen Style
- Toy Book
- Toy Report
- Trend Letter
- World Toy News
- YM
- Youth Markets Alert

