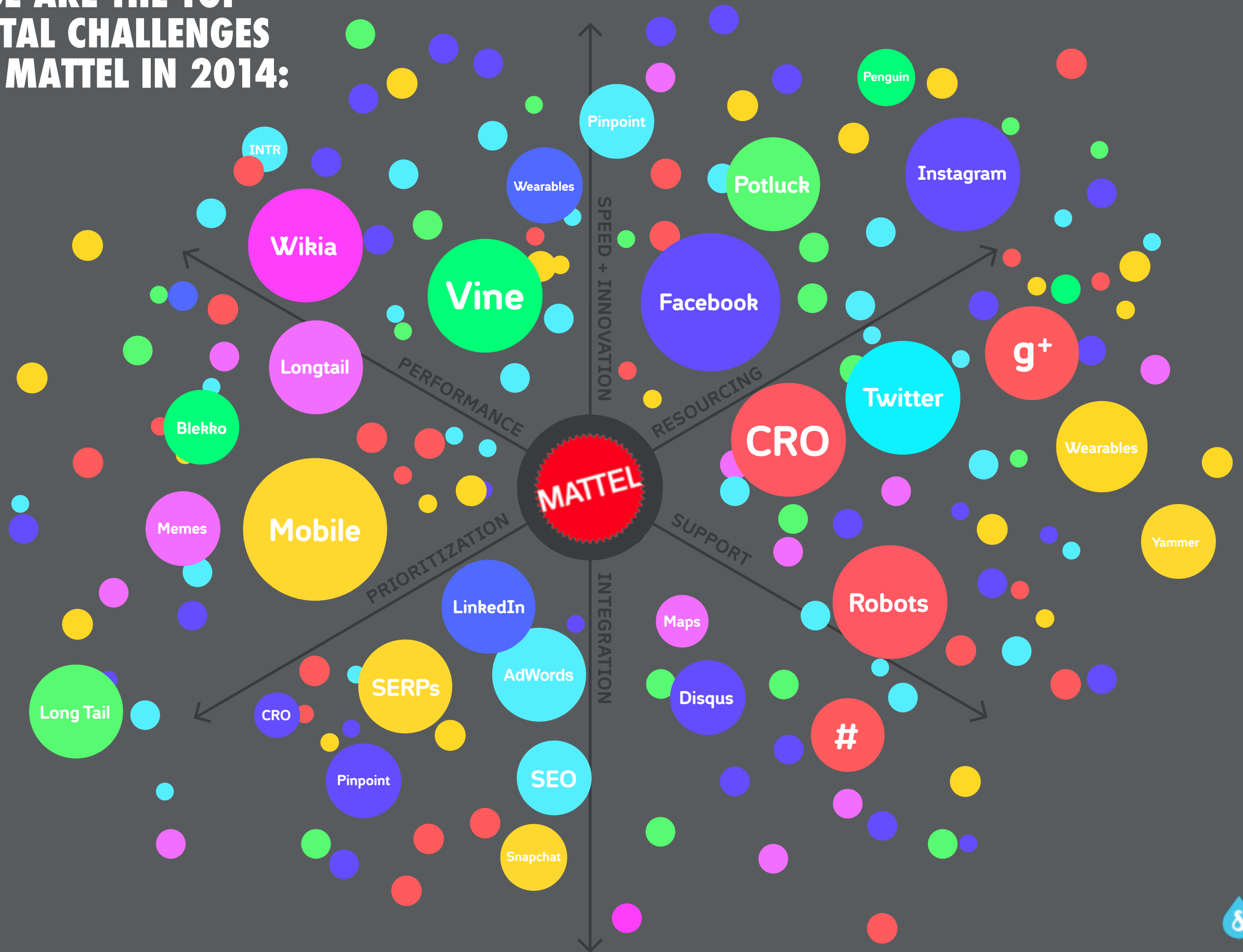




THESE ARE THE TOP DIGITAL CHALLENGES FOR MATTTEL IN 2014:



**BUT FOR NOW, LET'S FOCUS
LESS ON TECHNOLOGY IN
THE SPACE... AND MORE
ON THE ISSUE YOU FACE.**



YOU SAID:

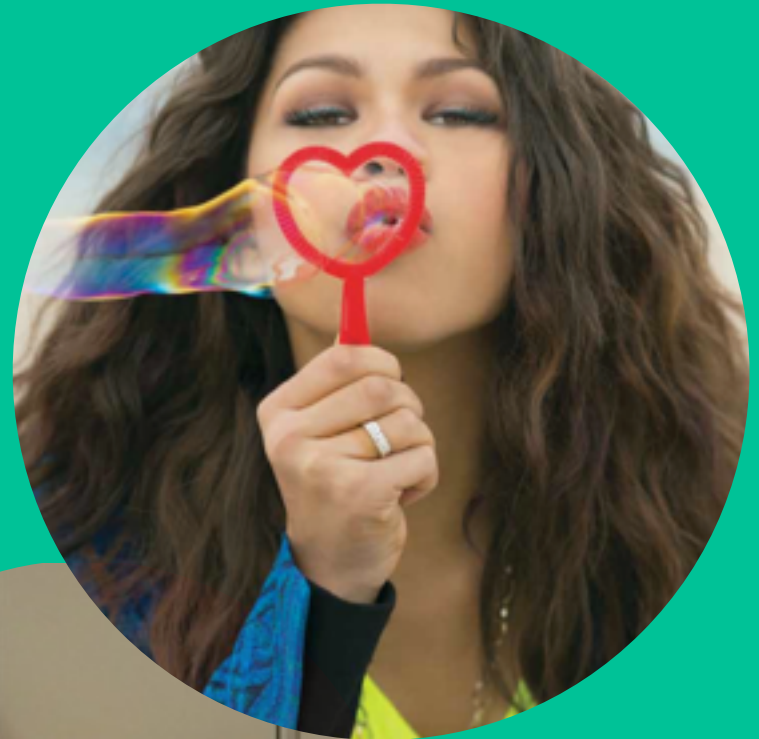
"We want web-enabled toys, and digital ideas on how to spark slumping barbie sales."

WE HEARD:

"How can we appeal to kids who are growing up faster (thanks to tablets and MP3s), and losing interest in Barbie sooner?"



**THAT SAID, WE COULDN'T WAIT
TO DO A LITTLE DIGGING. AND
HERE'S WHAT WE UNCOVERED.**



INSIGHT:

Tween girls are giving up birthday gifts for charity, standing up to bullies, and geeking out over arcade-style game apps & Disney star Zendaya Coleman.

WITH THAT JUICY BIT OF INTEL, WE COULDN'T RESIST SINKING OUR TEETH INTO A POTENTIAL SOLUTION.

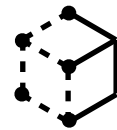
“ Give to the world the best you have, and the best will come back to you. ”

— MADELINE BRIDGES



THE IDEA:

Barbie has been around for 54 years and knows a thing or two about the world her audience has more access to. Let's reboot Barbie and build her a digital playground on three platforms: beauty, charity, and technology — and we'll call it CTL-ALT-BARBIE.



THE EXECUTION:

CTL-ALT-BARBIE would focus on three main areas:

Beauty:

A series of inspiring beauty hacks for girls (and boys) of all hair types, skin tones, and style interests; how to style curly hair, how to be geek chic; original or sourced videos & photos.

Charity:

A series of empathy activities that raise awareness and donations through gameplay; mobile apps that are teachy without being preachy.

Technology:

Show girls how to code the world around them (Scratch, Gamestar Mechanic, and Codecademy); create mind maps and presentations (mural.ly, Scoop.it, and Inspiration Maps); picture sharing (jelly.co); the morphing of toys and video games (Tearaway); capture the physical world and add them to Barbie's .

**OH
SNAP!**

**WE GOT SO EXCITED, WE
FORGOT TO FORMALLY
INTRODUCE OURSELVES.**



**WE INVENT MEANINGFUL
EXPERIENCES, BOTH ON
SCREEN AND OFF.**



SPREENKLER

WE PLAN EACH EXPERIENCE WITH A SPECIFIC MINDSET:



EMPATHIZE

We focus on the fantasies, fears, frustrations, and futures of human experiences — first and foremost. We think about the people problem, before the digital one.

EXPERIMENT

We invite imagination, inspire questions, and inject tracking, monitoring, and measuring. We think like a digital lab, practicing methods that lead to everyday inventiveness — every day.

EXECUTE

We choose and use technology in unexpected ways that bridge the gap between a brand's physical and digital environments. We think about what pieces you have, what pieces you need, and how they all integrate to form something bigger.



WE USE THAT MINDSET TO FUEL OUR CORE OFFERINGS:



BUSINESS DESIGN:

Man does not live on strategy alone. We also use principles of design (balance, alignment, contrast) to help your start up or company invent and reinvent its business model and create additional revenue streams. And sustain success.



IDEA LAB:

Not just any idea. But an idea fueled by insight and foresight, sparked by the education and expertise of our team. The kind of insight and foresight that results in humans living, working, and playing better.



EXPERIENCE DESIGN:

What would humans do? That's who we're about. Humans. In fact, we wish we could change "user experience" to "human experience" because that's our concern when crafting your consumer's ongoing decision journey – across multiple channels.



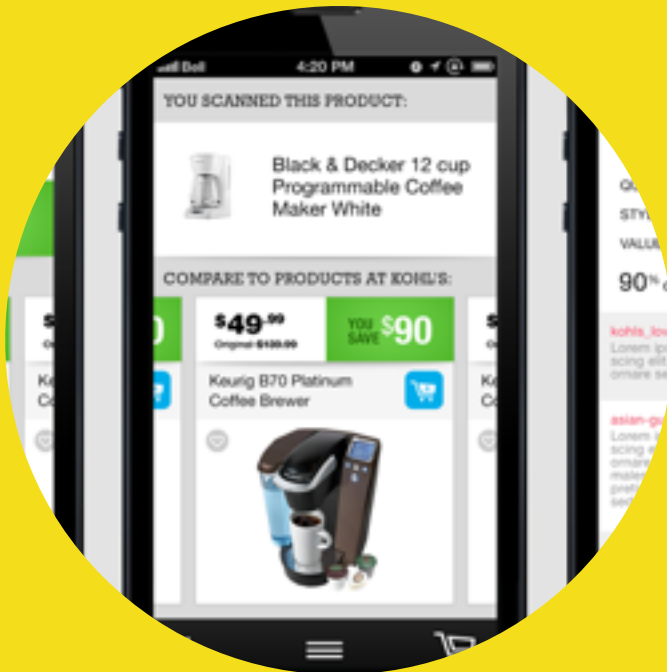
PROTOTYPE DESIGN:

Basically, we move ideas from head to hand... to click... to tap... to swipe... to wearable. At low cost, with maximum results.

**INNOVATION IS
OUR THING.
INVENTIVE IS
OUR MINDSET.**



**WE CUSTOMIZE THOSE
CORE OFFERINGS FOR
CLIENTS LIKE YOU,
WHICH RESULT IN TRUST,
CONFIDENCE, AND
RETURN.**



KOHL'S INNOVATION LAB

We transformed their "think tank" into a "think & do tank", injecting over 50 digital ideas into their system, ensuring a sustainable competitive advantage.



CASE I H FARM TOOL

We discovered and developed strategic practices that have improved the performance of their 30,000 member sales force.



INNOVATION MILWAUKEE

With a vision of redefining Milwaukee's business and technology landscape, we've helped foster relationships between top talent and Milwaukee entrepreneurs, innovators, and creatives.



HERE'S WHAT PEOPLE HAVE SAID ABOUT US:

Steve Glynn,
"Spreenkler
has become a
pipeline for
vibrant talent
and ideas to
flourish."

—
MILWAUKEE
BUSINESS JOURNAL,
40 UNDER 40, 2013



"Spreenkler is
quietly and
thoughtfully
making
Milwaukee a
cooler place to
work."

—
ONMILWAUKEE.COM,
A SPREENKLER
SYSTEM FOR THE
NEW MILWAUKEE,
2008



"Spreenkler is
now one of
Milwaukee's
largest meet
ups, pumping
people who
know
technology and
the latest tools
into corporate
systems."

—
THIRD COAST DAILY,
KNOW MILWAUKEE:
SPREENKLER
CREATIVE, 2011



"-Romke de
Haan is a
defibrillator for
the city's
creative
industry.
Milwaukee isn't
known for
raising tech
pioneers...
Spreenkler has
created a fertile
platform for
young talent."

—
MILWAUKEE MAG,
WUNDERKIND, 2012



AND IN CASE YOU'RE WONDERING WHO "US" IS...



STEVE GLYNN

Founder



ROMKE DE HAAN

President



ARIJIT DAS

Creative Director



CITA SADELI

Creative Director

THANK YOU!

CONTACT

Spreenkler
161 W Wisconsin Ave
Mailbox #102
Milwaukee, WI 53203

(414) 220-0663
info@spreenkler.com

