

3. According to the panel of experts contacted by Mattel when trying to define their marketing strategy for Barbie (Phase II) in the case “Revitalising Barbie”: “*Mattel needed to make Barbie more interactive and more digital to appeal the children used to surfing the Web and listening to music on their iPods*”.
- [20 points] Using the knowledge acquired in article #4 (Holzwarth et al. 2006) about the usage of avatars, please explain the kind of advise you would give to Mattel, in terms of developing their current website to better target their current segments.
 - [30 points] Now imagine you are also asked to advise Mattel about how could they change the shopping experience of their clients in the brick and mortar stores. Using the insights discussed in class about the shopping experience and its influence in the decision-making process, please provide at least four initiatives you would advise the company to undertake. Support each one with brief theoretical explanation.

[tip: You should spend about 35 minutes answering this group of questions]