**4.04 Toy Project**

You are part the creative design team at Mattel Toys. You have been assigned the task of creating a gender-neutral toy to be put on the market for the upcoming Christmas season.  The target market for the toy can be children between the ages of 2-14.  It must be a toy that does not currently exist or one that can be improved upon.

Using Power Point , the following criteria must be included in the project:

**Target Market**

* Who is the target market for the toy – be specific

**Marketing Mix**

**Product**

* Provide a detailed, clear description of the toy
* What is the name (must be gender-neutral)
* What type of packaging will you use for the toy and why
* Provide a sketch of the toy. \*Extra credit if you actually design the toy\*

**Place**

* Where will the product be sold? What specific stores as well as what parts of the country or world?
* Why did you choose these locations

**Price**

* What is the price
* What considerations were made in regard to pricing the toy

**Promotion**

* How would you promote your product. For example – put advertisements in magazines, commercials on television, etc. Be specific in your explanation – tell when, where, why.
* Using a shoe box you will create a **window display** that you would put in your storefront to advertise your new product.

You will meet with the Product Development Director to see if your idea is approved for production.