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TOYS

Barbie Shows Off Her COVID-19 Craft Projects

by Terry Gault, July 31, 2020



Mattel Inc is partnering with 5-Minute Crafts to give Barbie something to do during the quarantine. With many consumers still contending with some degree of pandemic inspired social isolation, Mattel recognized that demand for DIY and craft content continues to increase exponentially, especially since many summer camps for kids are closed. A DIY-style YouTube channel, 5-Minute Crafts was launched in 2016 by TheSoul Publishing. As of July 2020, it is the fifth most-subscribed channel on the platform with more than 190M subscribers and over 100 million followers on Facebook. The collaboration includes the launch of DIY videos focused on a variety of family-friendly crafts and at-home activities celebrating camping, sports and fashion. The first video highlights tips to enhance Barbie's Dreamhouse and premiered recently on Barbie's official YouTube channel. It had nearly a half million views in just few days. It also appears on the 5-Minute Crafts' YouTube Channel.

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The response has been positive, with Barbie's 5-Minute Crafts quickly becoming some of highest performing content on the channel, says Isaac Quiroga, vice president of digital engagement, Mattel. "As Barbie is the number one girl brand on YouTube, we are always looking for ways to further engage our fans in the digital space, especially during this time when parents are looking for inspiration to create at home," Quiroga tells Marketing Daily. The videos have been localized in 12 different languages. Multiple pieces of content were shared across the YouTube channels of Barbie and 5-Minute Crafts allowing for audiences to simultaneously interact with each brand, says Jonathan Kowalski, head of brand partnerships, TheSoul Publishing. "To Mattel's credit, they recognized both the value of 5-Minute Crafts' reach and the creative integration options around our engaging DIY content," Kowalski tells Marketing Daily.

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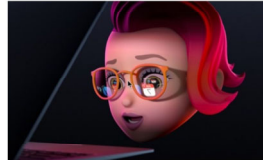
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Apple Sets Date For WWDC Event, Creates Exciting AR/VR Rumor

by K.J. Behrnski @kjbehrnski, Yesterday



Apple just scheduled its always-anticipated annual Worldwide Developers Conference for June 7 through 11 - but an accompanying graphic in the announcement gave some Apple watchers a possible clue to what's cooking at headquarters in Cupertino. At the top of the document was the illustration of a young woman or girl staring into a half-closed laptop. The potentially noteworthy detail is that she's wearing a pair of glasses with no side stem. Unusual? Significant? Maybe. The Verge website jumped right in, noting that details of the conference itself were typically "opaque" but said "there might be a tantalizing hint: is the Memoji character's glasses simply showing a reflection from their laptop? Or could Apple finally be gearing up to announce its long-rumored VR headset and AR glasses?"

Engadget's bit of tech kreenimology was even more detailed, pointing out the memoji looked as if it were referencing an unintentionally hilarious YouTube video by Apple's vice president of engineering. "Everything in the image is positioned to look like a reference to a Craig Federighi meme that made the rounds after last year's WWDC," the story said, and the reflection captured on eyeglasses seemed like it "might be a hint that we'll get our first glimpse at Apple's wearable glasses in a few months." On Twitter, a pile of tweets quickly pointed the same way. "Apple's WWDC21 announcement went out and the Memoji's are wearing glasses...hmmmm" tweeted a fellow who identified himself as a podcaster for Star Wars Newsfeed. Many tweets followed, picking up the same clue that Apple would use the WWDC event to announce it, whatever, exactly, it is. Something to do with virtual reality. CNET recently compiled a kind of chronology of published rumors about Apple's purported virtual reality and/or augmented reality headsets being in the pipeline. Those are to be followed by smart glasses, coming...well, soon. Marketing Daily asked Apple to respond to the rumors, but has gotten no response.

The WWDC, where Apple often makes major software and sometimes hardware introductions and is a big deal for computer tech experts. In the past, tickets to the show were sold for as much as \$1,599 each and sold out in hours, or even minutes after they went on sale. Last year, and again this year WWDC will be a virtual event because of the pandemic. This year, Apple said, "Free for all developers, WWDC21 will offer unique insight into the future of iOS, iPadOS, macOS, watchOS, and tvOS." No mention of AR or VR or glasses at all. But don't be surprised.

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