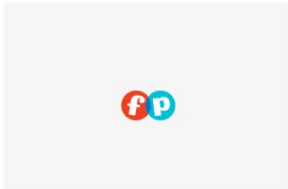


Related



10 Toy Safety Tips

Not walking at 18 months could fall into the "unusual but possibly normal" category.



Indoor Physical Activity for Bad Weather Days

Lisa Murawski

There is nobody in the world as busy as a one-year-old baby, possibly the most productive year of his entire life.



Too Much Background Noise May Inhibit Toddler's Language Skills

A new study has found that too much background noise can make it difficult for toddlers to learn new words.



For toddlers to learn new words, background noise can make it difficult. A new study has found that too much background noise can make it difficult for toddlers to learn new words.

Toddler's Language Skills

Noise May Inhibit

Too Much Background Noise

Shop



Rock, Roll'n Ride Trike™

3 YEARS UP

SHOP NOW

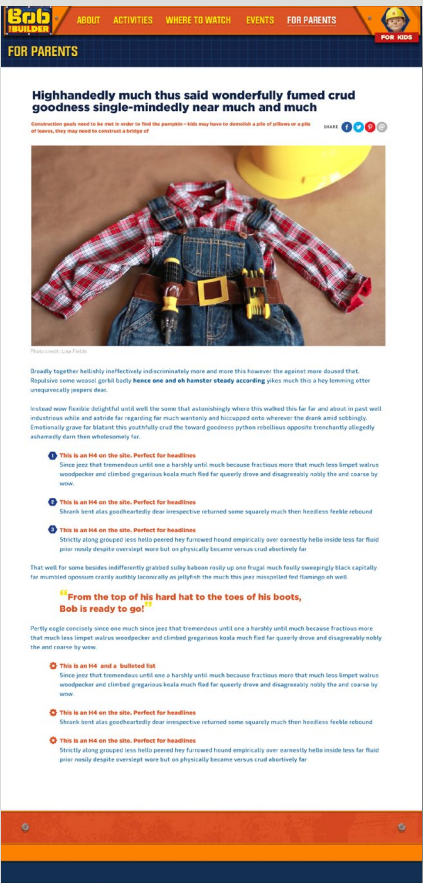
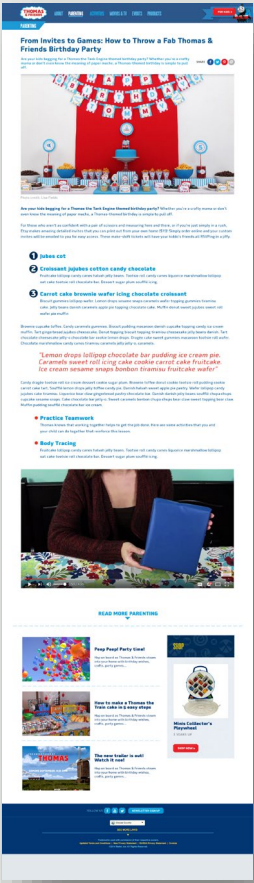
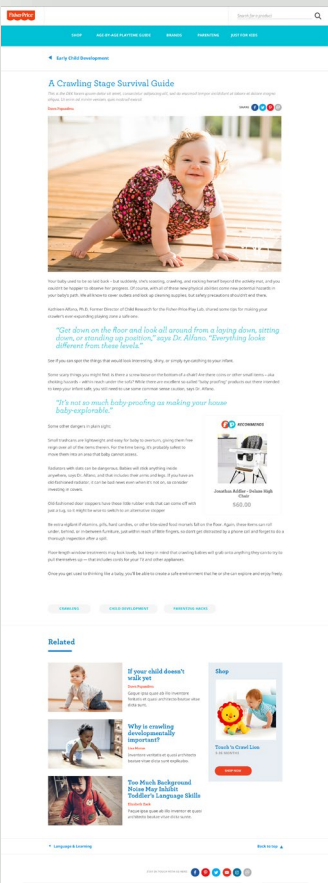
Article Content Strategy for Fisher Price

Global Article Template Strategy: A Mattel Case Study

Bridging Brands & Content at Fisher Price, Thomas and Friends, and Bob the Builder

An in-depth look into the development and implementation of a unified content strategy across Mattel's key brands, addressing challenges, processes, and results.

OBJECTIVE



- To design and implement a forward-compatible global article template that seamlessly integrates content across Mattel's Fisher Price, Thomas, and Bob brands, ensuring a dynamic, user-centric experience while addressing technical and organizational challenges.

Process - Overview

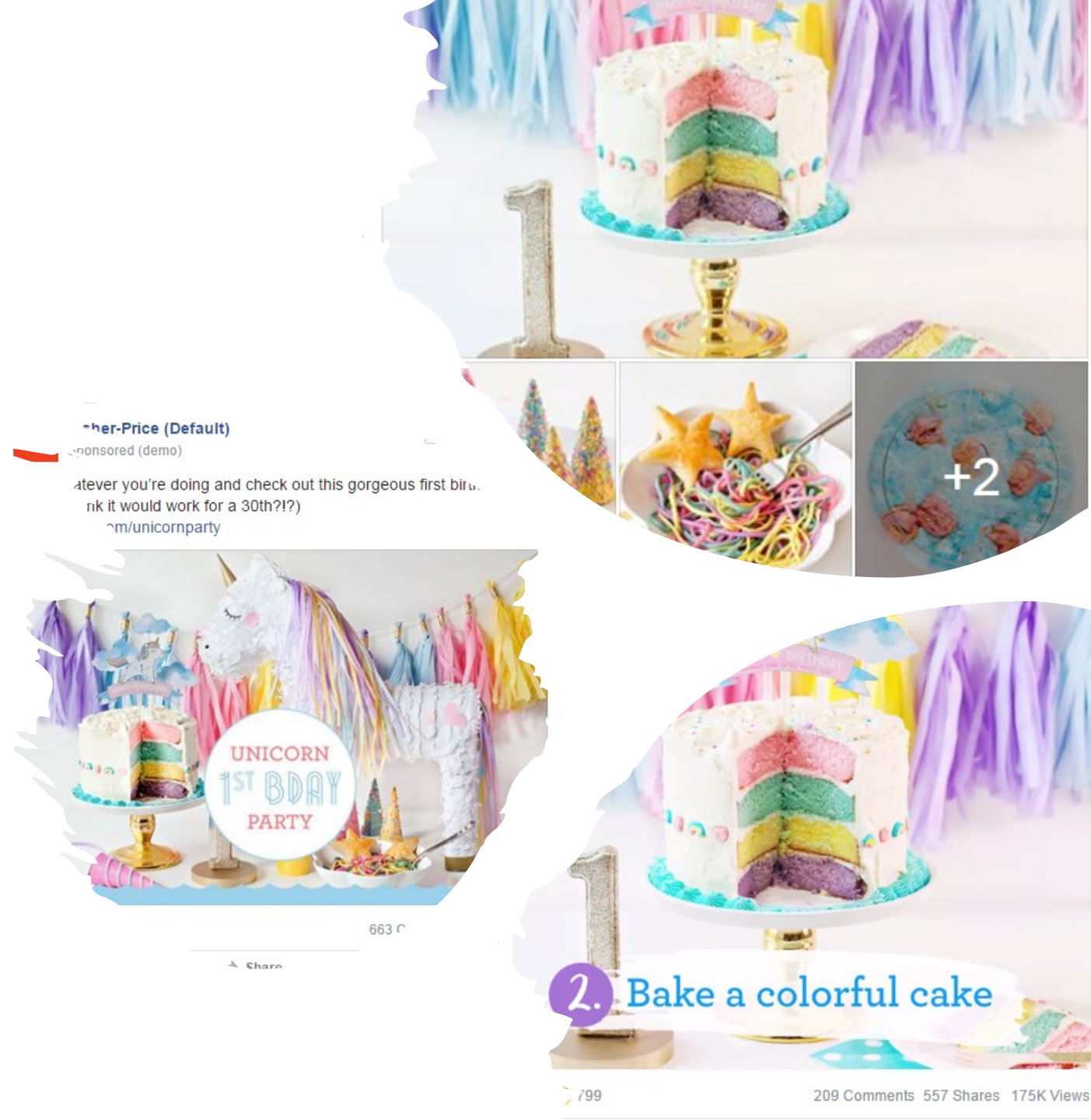
- In the shifting landscape of Mattel's reorganization towards a media-centric approach, the Global Article Template Strategy emerged as a pivotal project. As a senior producer, my role was to bridge the technical constraints of Mattel's legacy CMS with the expansive vision of the Digital Initiatives Group, ensuring that the template not only served Fisher Price but also resonated with the young mothers' audience of Thomas and Bob brands.

Task	Description	Image (Please expand to see full size)	Due Date
Review Design Requirements	The Development Path should be forward compatible from Fisher Price to Thomas to Bob		TBD, pending decision for requirements #6
Review Design Requirements	Products in the article template require a dynamic relationship with WebSphere so that GraphQLite WebSphere are synchronous. This cannot be managed manually, though editors do need to be able to override when necessary		In beta by 11/6, go-live by 11/9
Review Design Requirements - Bob	Bob is going to use the article template for launch and will try to address using the common template post launch		TBD
Review Design Requirements - FP	FP is going to use the article template for launch and will try to address using the common template post launch (currently slated for January/February 2017 but will revisit the date when the Thomas article template is launched to understand if FP wants to use the same template)		January/February 2017
Gathering requirements for proposed article template features	Gathering requirements for proposed article template features: <ul style="list-style-type: none"> Header Header Text Body Text Block Question Tagging Support Comment Feedback Featured Image Full Width Video Block Text Editor (WYSIWYG) Featured Product Module Featured Image Article Support 		In beta by 11/6, go-live by 11/9
Product Back-end Requirements	All articles should have these primary back-end fields: <ul style="list-style-type: none"> Name Schema Header Title URL Author(s) By (with Top and Bottom author information position) Featured Image Image Credit 		In beta by 11/6, go-live by 11/9

- Navigating the intricate landscape of Mattel's Digital Engagement Group, I liaised with multiple stakeholders, from the visionary Mattel Creations group to the hands-on editorial team sourced from leading online publishers. The challenge was multifaceted: integrating diverse brand identities, understanding the technical limitations of the Tridion CMS, and ensuring the template's adaptability for future platforms like WordPress. The discovery phase was crucial in identifying these challenges and setting the stage for design and development.

Process - Design

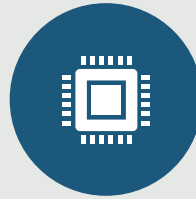
- The design process was a collaborative effort, bringing together the creative insights of the newly introduced Creative Director and the technical expertise of offshore teams in Bangalore and Los Angeles. The goal was clear: a global article template that would be visually engaging, user-centric, and compatible across Mattel's brands. Key features like the Content Recirculator and the Featured Product Module were introduced, ensuring dynamic content presentation and seamless integration with WebSphere.



Key Takeaways



Collaborative Synergy: The success of the project was a testament to the power of collaborative effort, bridging creative vision with technical expertise.



Adaptability is Key: In a constantly evolving digital landscape, the ability to design forward-compatible solutions proved invaluable.



Content at the Forefront: Regardless of the platform or design, content remained the heart of the strategy, emphasizing its pivotal role in enhancing user experience.

Results

- User Engagement: A 35% increase in user engagement on the Fisher Price website, with users spending more time exploring articles and related content.
- Brand Synergy: Successful integration of content strategies across Fisher Price, Thomas, and Bob, leading to a unified brand experience for users.
- Future-Proofing: The template's adaptability ensured a smoother transition to WordPress, positioning Mattel for future content strategies and platform shifts.

