

Digital agency revamps Mattel website



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IT'S common knowledge that a company planning on making any sort of an impact in this day and age better have a website up and running — and a killer one at that.

Gone are the days of shoddy posted text and low-res photos — modern technology allows for a far more interesting and entertaining online experience, and that's something David Gratton knows all about.

The North Vancouverite and CEO of Work at Play — a digital agency focused on design, technology and social media — has been using his expertise to work with high profile clients such as Disney and MTV since 1999.

"You know, back in 1999 every website you ever saw was just like a brochure almost, it was a replication of either their marketing materials or their brochure or product specs on webpage," says Gratton.

"But the medium gives us a much bigger opportunity for interaction and engagement with customers and audiences and that's something we've been focused on for ten years."

Recently, Gratton and his crew undertook a huge, multi-phased project for toy giant Mattel — the creation of the Mattel Digital Network.

"We got brought down (to pitch) against these two well-known large tech companies and we got it simply because we had not just the technology, but we had the understanding of user engagement," explains Gratton.

Until now, Mattel's properties, which include Hot Wheels, Fisher Price and Barbie, have all had different sites across the web, some featuring games and others without them.

"There are all these different experiences and expectations on



DAVID Gratton, CEO of Work at Play, a digital agency focused on social media, recently completed phase one of an ongoing project with Mattel to re-design the company's website, making it more comprehensive and interactive.

there, not just based on demographics but based on the brand itself," says Gratton.

Work at Play was asked to unify the properties under Mattel's website so that users could access games and content easily and efficiently.

"So someone who is playing games could play with Pollypocket and play with Barbie. . . . They want to have a play experience for all ages at mattel.com and previously it was just a corporate website," says Gratton.

The idea makes sense considering more and more kids are spending time on the Internet, he adds. And more and more people are also spending time on the new site.

Since its launch in September, traffic to Mattel.com has increased by 350 per cent and customer engagement time has increased by 15 per cent.

"That's really, really powerful," says Gratton.

Phase two of the project, slated for completion in January, will focus on gaming and brand experiences online.

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