Hasbro
Trevor Stasik
Theoretical
Brand Management
Demo Slides
Theoretical - For illustrative purposes only.

A Blueprint of Purpose

- **What is this?**
  - This is a demonstration deck being produced to provide prospective employers an idea about what I could possibly produce for them. To demonstrate, this has been theoretically and fictionally themed using Hasbro brands.
- **Objective:**
  - Reinforce that I have strong Brand Management, Marketing, and Project Management skills

Disclaimer: Intended to be illustrative only. Any products, number, media, or other content shown was either announced, speculative, or fictional to demonstrate skills.

Theoretical. For illustrative purposes only.

Business Impact

Demonstrating Profitability

An ROI dashboard can be helpful for me as Brand Manager, communicating product and campaign effectiveness to leadership.

Either setting up a manual readout or better, connecting to live data, this dashboard can help the Brand Manger and their team in making decisions about how to invest for future quarters.

- Here is my mock-up of a simple dashboard showing the business impact of a theoretical campaign for a new product release.

32%	$4.2M	47%	2.3M
Revenue Growth YoY	Campaign ROI	Market Share Increase	Social Engagements

Financial Performance Analysis

Campaign ROI Calculation
(Revenue Generated - Campaign Cost) / Campaign Cost × 100 ROI = ($5,500,000 - $1,300,000) / $1,300,000 × 100

ROI = 323%

Key Drivers:

- Digital-first strategy reduced media costs by 40%
- Influencer partnerships drove 3x higher conversion rates
- A/B testing optimization improved CTR by 127%

Strategic Business Outcomes

- Exceeded Q4 sales targets by $2.3M (142% of goal)
- Reduced customer acquisition cost from $45 to $28
- Improved brand consideration among parents by 38%
- Achieved #1 market position in collectible action figures category in Retail, Ages 6-10

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Business Impact

P&L Responsibility Overview

The Brand Manager would be responsible for financial leadership within their product portfolio with detailed budget management, cost optimization, and EBITDA improvement. Here is a simplified example of what that would look like.

Line Item	Budget	Actual	Variance	% Var
Revenue	$45.0M	$52.3M	+$7.3M	+16.2%
COGS	$18.0M	$17.2M	+$0.8M	+4.4%
Gross Profit	**$27.0M**	**$35.1M**	**+$8.1M**	**+30.0%**
Marketing Spend	$8.5M	$7.8M	+$0.7M	+8.2%
Operations	$5.5M	$5.3M	+$0.2M	+3.6%
EBITDA	**$13.0M**	**$22.0M**	**+$9.0M**	**+69.2%**

Media Efficiency
Shifted 40% of traditional media to digital
Savings: $2.1M
ROI Improvement: 187%

Supply Chain
Negotiated new vendor contracts
Savings: $800K
Lead Time: -15 days

Portfolio Optimization
Discontinued 3 underperforming SKUs
Savings: $1.5M
Margin Increase: 3.2%

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Consumer Persona

Customer Segment – Persona: Adult Toy Collector

John Doe

Highest Level of Education
BA in Art/Communications

Social Networks
Instagram, Facebook, Pinterest

Career
Mid-Career; Manager-Level

Salary
$65,000 - $75,000

Family
Spouse, 2-3 Grade School Children, 1-2 Pets

Segment

- **Adult Toy Collectors, Male, Age 24-48**

Responsibilities

- Manage small team of professionals in mid-level management role
- Responsible for picking up kids and bringing home after school.
- Coaches children's sports team
- Struggles with finding time to exercise and eat right
- Still paying off student loans from college

Goals or Motivations

- Find ways to spend more times with the family
- Take a family vacation this year
- Grow toy collection and experience new toys; participate in a toy convention

Biggest Challenges

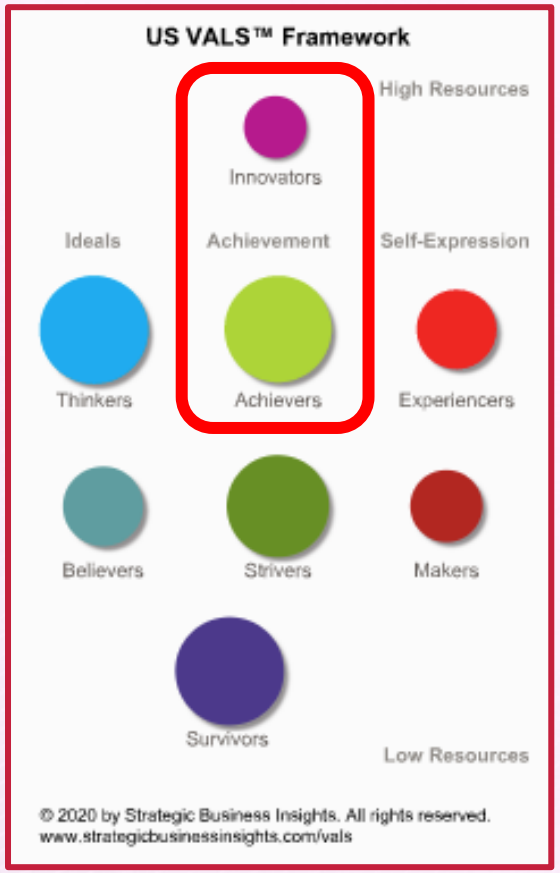
- Difficult to save money; paying bills is always a concern
- Never enough space to store toys properly
- Too many projects at work and not enough time

They Gain Information By

- Social Media Networks
- Fan Websites & Attending Toy Conventions
- Visiting Retailer & Manufacturer Websites

Preferred Methods of Communication

- Text Message
- Email
- Social Media (Instagram, Facebook)



VALS Framework Category of Consumer

- Innovator or Achiever
- Higher in Resources
- Purchase prestige & niche purchases, established brands
- Successful; driven to seek products that reflect more refined tastes

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Which Brands Considered

Illustrative samples made of potential work demonstrated
using Hasbro brands based on my experience and knowledge

TRANSFORMERS
MORE THAN MEETS THE EYE

Transformers are living, human-like robots with the unique ability to turn into vehicles or beasts. The stories of their lives, their hopes, their struggles, and their triumphs are chronicled in epic sagas that span an immersive and exciting universe where everything is More Than Meets the Eye.

Examples Include:

- **Product Roadmap**
- **Content Roadmap**
- **Project Charter**
- **High Level Timeline**
- **Multi-Channel Campaigns**

Transform and Roll Out!

NERF

Tomorrow's Nerf is not simply the coolest looking blaster the world has ever seen, a SuperSoaker that drenches your entire family in one blast, or a Vortex Football that makes you feel like you could throw a record setting pass, but a lifestyle and state of being that encourages active play, builds confidence and fosters an energetic community for all ages!

Examples Include:

- **Stakeholder Register**
- **Project Schedule**
- **Competitive Brand Positioning**
- **Meeting Agenda / Notes**

It's Nerf or Nothin'!

POWER RANGERS

Power Rangers follows the adventures of a group of ordinary teens who morph into superheroes and save the world from evil. Go Go Power Rangers! IT'S MORPHIN TIME! From Dino Fury back to the original Mighty Morphin Power Rangers, the Power Rangers have brought teamwork, action, and adventure to generations of fans.

Examples Include:

- **Briefs & Agency Management**
- **CX Journey Map**
- **Risk Register**
- **Action Items**
- **Closing / Lessons Learned**

It's Morphin' Time!

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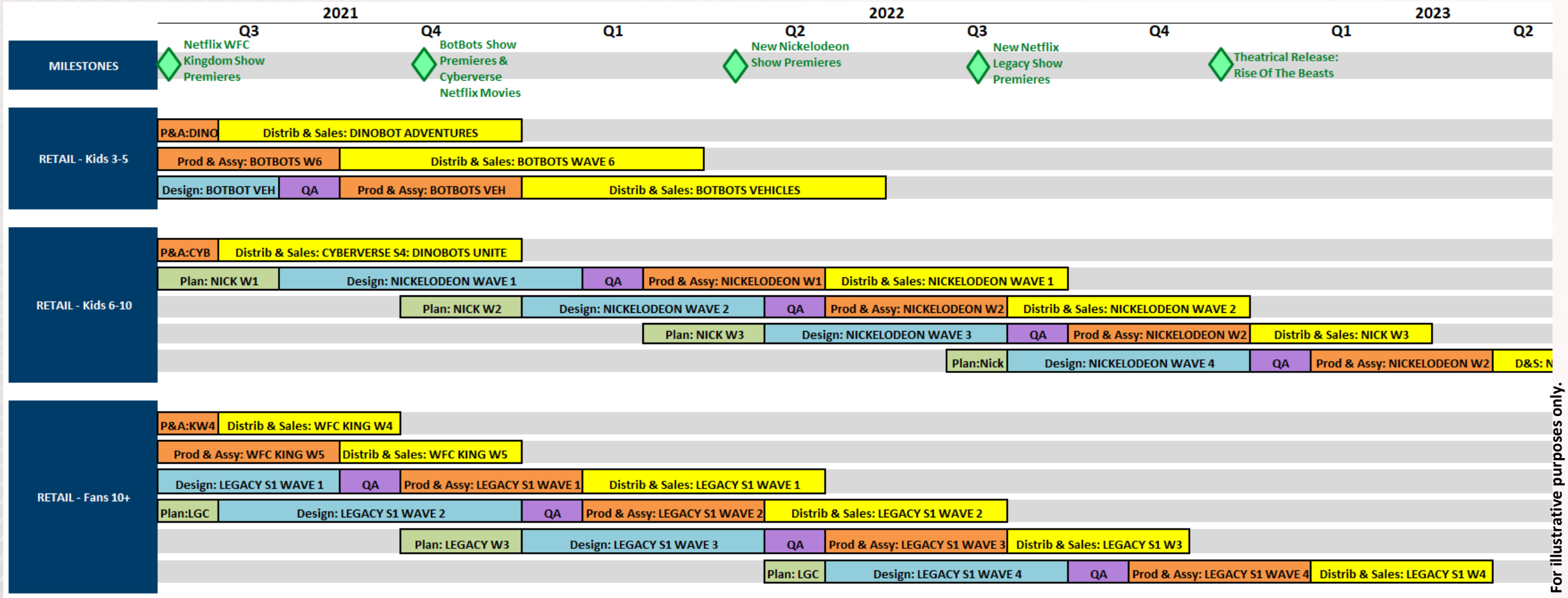
- Here is a fictional mock-up of a Product Roadmap that I created for a Transformers Product Development Project Team.



- This is just a demonstration, as there are many additional channels of product, including store exclusives, direct market (Hasbro Pulse), Takara Premium Finish, and any upcoming HasLab products.

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Content Roadmap

Content Roadmap

THEATRICAL

2021

Netflix TV Movies

2022

2023

CORE KIDS

KIDS 6-10 YRS OLD

Reruns: Cyberverse Season 3

Nick Comedy Series: Season 1

Nick Comedy Series: Season 2

FANS

FANS 10+ YRS OLD

Netflix TF WFC Trilogy: Kingdom

Netflix TF Legacy Trilogy pt. 1

Netflix TF Legacy Trilogy pt. 2

PRESCHOOL

KIDS 3-5 YRS OLD

Netflix Kids Series: Season 1

Netflix Kids Series: Season 2

Kids Web Spinoff Series

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Channel Integration

Omnichannel Campaign Management

As Brand Manager, I would be responsible for directing creative across multiple channels with specific metrics for each. In this theoretical integrated campaign for Transformers, I would leverage TV, social, influencer, email, events, plus end cap displays at retail. Results shown are theoretical.

TV/Digital Commercial

Creative Direction Given:
"Epic cinematic commercial, diverse cast, backyard-to-battlefield transformation“

Results:
- 47M impressions
- 3.2% view-through rate
- 23% brand lift

Social Media

Creative Direction Given:
"#OwnTheBot user-generated content"

Results:
- 156M impressions
- 2.3M shared posts
- 340% engagement vs. benchmark

Influencer Program

Creative Direction Given:
"Authentic after-class play, friend competition angle"

Results:
- 25 influencer partnerships
- 8.4M reach
- $2.40 CPE

Retail Experience

Creative Direction Given:
"Interactive end cap setup, light and sound display"

Results:
- 1,200 store installations
- 34% conversion rate
- +$4.2M incremental sales

Email Marketing: Broadcast & Retargeting

Creative Direction Given:
"Personalized battle readiness journey"

Results:
- 42% open rate
- 12% CTR
- 3.4x ROI

Events

Creative Direction Given:
“Larger than life production value“ animated statue

Results:
- 15 city tour
- 50K participants
- 89% purchase intent

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- Depending on the level of complexity and involvement, a single-page or a multi-page Project Charter may be appropriate.
- I would work with the Project Sponsor to identify the initial requirements of the project.
- Here is my mock-up of a single-page charter for a theoretical wave of new Transformers toy product.

Title: Transformers Legacy – Wave 5 Project Charter

Initiated: 2/7/2022
Proposed End Date: 10/20/2023
Business Imperative: Product Development & Release

Opportunity Statement: *There is sufficient demand determined and potential profit to warrant a third wave of Transformers Legacy figures.*

Objective/Goal:
Quickly and efficiently develop a third wave of Transformers Legacy action figures, build and deploy them to stores in time for the holiday season. Build them at a minimum cost by maximizing the number of repaints.

High Level Project Budget (Estimated):

R&D New figures:

Core Class x2 =	$xx,xxx
Deluxe Class x3 =	$xxx,xxx
Voyager Class x1 =	$xxx,xxx

We will also reuse 1 existing Leader Class mold and 1 existing Deluxe

Figure Manufacturing =	$xxx,xxx
Wave Paint Deco =	$xx,xxx
Packaging Development =	$xx,xxx
Marketing & Promotion =	$xxx,xxx
Distribution =	$xxx,xxx
Total Estimated Budget =	**$x,xxx,xxx**
Total Estimated Revenue =	**$x,xxx,xxx**
Total Estimated Profit =	**$x,xxx,xxx**

Team Members:
Project Sponsors: Sample Person
Project Management Lead: Optimus Sample
Associate Project Manager: Trevor Stasik
Product Design Team Lead: Sample Person
Quality Assurance: Sample Person
Project Engineer: Sample Person
Lead Marketer: Sample Person
Copywriting: Sample Person
Branding & Packaging: Sample Person
Production: Sample Person
Distribution & Sales: Sample Person

In Scope:
1. Planning and selecting which figures will be made
2. Figure design and engineering
3. Secure material and resources for production
4. Planning, tooling, and executing on the physical production of figures
5. Secure material and resources for production
6. Developing creative copy and graphics for packaging and marketing materials
7. Production of promotional media and websites
8. Sales coordination and planning
9. Assembly and packaging of figures
10. Distribution and Sales Channel Tracking

Out Scope:
1. Prior and Future waves
2. Staffing or resourcing within vendors
3. Ongoing operations supporting other Hasbro activities

Project Milestones	Proposed Owner	Proposed Due Date
1. **Project Kickoff**: Goal is to have everyone committed to the project and outcome; clarity on roles and responsibilities.	Project Manager	3/1/22
2. **Idea Analysis Completed**: Brainstorming, checking trademarks, and doing feasibility about which figures may be worth developing further	Project Team	4/1/22
3. **Research & Development Completed**: Initial figures are selected, rough mechanism sketches and block CAD done; refine final designs	Design	7/16/22
4. **Testing Completed**: Creating prototypes; check for quality & safety	Design	10/28/22
5. **Packaging & Marketing Materials**: Determining the look and feel of the boxes and cards; develop branding and displays for POP and sales.	Marketing	10/28/22
6. **Market Testing & Analysis Completed**: Validating the market appeal of new figures with focus groups of children and pilot markets	Marketing	12/31/22
7. **Initial Manufacturing & Packaging Completed**: Physically building the products, finishing assembly, and preparing them for sale in packages	Production	5/26/23
8. **Distribution & Introduction to Market**: First shipments of toys sent out to stores for sale at designated street date. Begin to analyze sales as rollout in time for holidays.	Distribution & Sales	8/11/23
9. **Complete Project**: Collect feedback from project team; document lessons learned; celebration of successful project completed, release team members from project; turnover to brand manager and operations.	Project Manager	10/20/23

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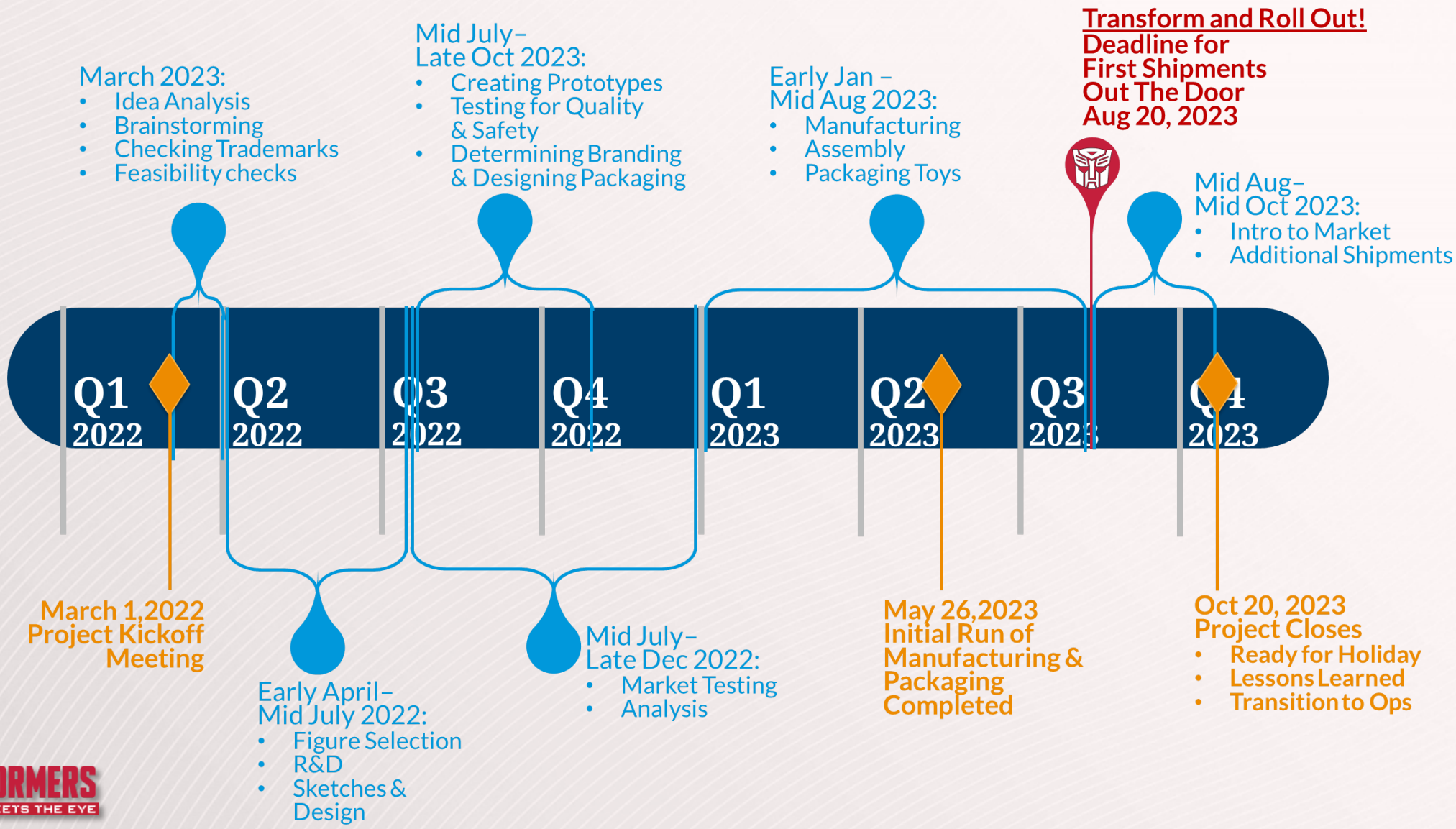
High Level Timeline

- Following the theoretical dates from the Project Charter mock-up, I would produce a high level timeline that could be used for reporting.



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Stakeholder Register

- Project teams always need a good contact list for those internal and external to a project. It can be a good place to capture notes about days your teams will be away and other related notes. Here is a fictional mock-up that I created for a Nerf Product Development Project Team.

First Name or Group Name	Last Name	Company	Functional Title	Project Role	Key Team Member?	Email	Desk Phone	Cell Phone (Emergency)	Scheduled Days Off	Notes
Maggie	Dunn	Hasbro / NERF	Project Management Manager	Project Management Lead	Yes	Maggie.Dunn@hasbro.com	555-555-1234	555-555-5678	None	
Trevor	Stasik	Hasbro / NERF (prospective)	Associate Project Manager (prospective)	Associate Project Manager (prospective)	Yes	Trevor.Stasik@hasbro.com	555-555-1235	215-833-6384	None	
Sam P.	Lee	Hasbro / NERF	Director	Project Sponsor	Yes	Sam P..Lee@hasbro.com	555-555-1236	555-555-5680	None	
Ann	Chovey	Hasbro / NERF	Sr. Engineer	Product Design Team Lead	Yes	Ann.Chovey@hasbro.com	555-555-1237	555-555-5681	PTO 2/20/22 - 3/1/22	
Barry	Cuda	Hasbro / NERF	Quality Associate	Quality Assurance	Yes	Barry.Cuda@hasbro.com	555-555-1238	555-555-5682	None	
Hazel	Nutt	Hasbro / NERF	Engineer	Project Engineer	Yes	Hazel.Nutt@hasbro.com	555-555-1239	555-555-5683	None	Can't do meetings on Mondays
Marsha	Mellow	Hasbro / NERF	Marketing Manager	Lead Marketer	Yes	Marsha.Mellow@hasbro.com	555-555-1240	555-555-5684	PTO 12/19/21 - 1/5/22	
Murray	Cod	Hasbro / NERF	Copywriter	Copywriting	Yes	Murray.Cod@hasbro.com	555-555-1241	555-555-5685	Jury Duty 11/17/21	
Frank	Furter	Hasbro / NERF	Marketing Associate	Branding & Packaging	Yes	Frank.Furter@hasbro.com	555-555-1242	555-555-5686	None	
Cesar	Salad	Hasbro / NERF	Manufacturing Manager	Production	Yes	Cesar.Salad@hasbro.com	555-555-1243	555-555-5687	Maternity 3/1/22-6/1/22	
Sal	Saa	Hasbro / NERF	Manufacturing Manager	Production (while Cesar on Leave)	Yes	Sal.Saa@hasbro.com	555-555-1243	555-555-5687	None	Substitue for Cesar on Leave
Tiger	Prawn	Hasbro / NERF	Distribution Manager	Distribution & Sales	Yes	Tiger.Prawn@hasbro.com	555-555-1244	555-555-5688	None	
Ray	Manta	Hasbro / Corporate	Legal Associate	Legal & Safety Consultant	No	Ray.Manta@hasbro.com	555-555-1245	555-555-5689	N/A	
Rock	Lobster	Materials R' Us	Sales Account Rep	Plastic Materials Vendor Contact	No	Rock.Lobster@materialsrus.com	555-555-1246	Vendor TBD	N/A	
Ray	Manta	Blaster Depot	Sales Account Rep	Hardware Vendor Contact	No	Ray.Manta@blasterdepot.com	555-555-1247	Vendor TBD	N/A	

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- Here is a fictional mock-up of a schedule that I created for a Nerf Product Development Project Team. It has been simplified for space to fit on the next few pages and the tasks are speculative since I have not seen Hasbro's actual processes.

NERF - NEW DISNEY+ TIE-IN BLASTER "The Hawkeye" - Project ID #12345					
Background	Marvel has reached out to us to partner on a new kids product, a Crossbow Blaster, to help promote Disney+ series Hawkeye. May reuse parts from previous Avengers tie-ins.				
Request Summary	Develop a new Nerf Blaster using the Hawkeye franchise theme.				
Start Date	2/1/2022		**Project Sponsor**	Sam P. Lee	
End Date	3/17/2023		**Request Type**	Product Development	
Row ID	**% Complete**	**Task**	**Owner**	**Planned Start Date**	**Planned End Date**
A	**0%**	**Discovery & Initiation**			
A001	0%	Initiation: Project Discovery, Strategy, and Pre-Kickoff Meetings completed prior to official project launch	Project Sponsor	2/1/22	2/1/22
A002	0%	Project Manager brought onto project	Project Sponsor	2/2/22	2/4/22
A003	0%	Requirements gathering - What Does Success Look Like? What does the toy do? Who is the target demographic?	Project Sponsor & Project Manager	2/7/22	2/18/22
A004	0%	Define Core Project Team Members & Stakeholders	Project Sponsor & Project Manager	2/7/22	2/18/22
A005		Meet with Partner: Marvel/Disney - High Level	Project Sponsor & Project Manager	2/7/22	2/18/22
A006	0%	Build Charter & Stakeholder Register	Project Sponsor & Project Manager	2/22/22	2/25/22
A007	0%	Approve Project Charter	Project Sponsor	2/28/22	2/28/22
A008	0%	Develop Initial High Level Schedule	Project Manager	2/28/22	3/4/22
A009	0%	Project Kickoff Meeting	Project Manager	3/7/22	3/11/22
A010	**0%**	**MILESTONE: PROJECT KICKED OFF & UNDERWAY**		**3/11/22**	**3/11/22**

Theoretical. For illustrative purposes only.

Project Schedule – 2 of 4

Row ID	% Complete	Task	Owner	Planned Start Date	Planned End Date
B	**0%**	**Planning**			
B001	0%	Create Project Teams Group & shared file repository	Project Manager	3/7/22	3/11/22
B002	0%	Build out Communication Plan / Schedule Recurring Check-ins with team	Project Manager	3/7/22	3/11/22
B003	0%	Work with Team to build out scope and specifications	Project Manager & Project Team Leads	3/14/22	3/25/22
B004		Build out Work Breakdown with Identified deliverables	Project Manager & Project Team Leads	3/14/22	3/25/22
B005		Meet with Partner: Marvel/Disney - Review deliverables	Project Manager & Project Team Leads	3/24/22	3/31/22
B006	0%	Build out a more detailed schedule with key milestones	Project Manager	3/24/22	4/8/22
B007		Build out budget and plan procurement	Project Manager & Accounting	3/24/22	4/8/22
B008	0%	Plan Risk Management - Identification/Qualification	Project Manager & Project Team Leads	3/24/22	4/8/22
B009	0%	Plan Mitigation - Risk Responses	Project Manager & Project Team Leads	3/24/22	4/8/22
B010	**0%**	**MILESTONE: INITIAL PROJECT PLANNING COMPLETED**		**4/8/22**	**4/8/22**
C	**0%**	**Execution**			
C001	0%	Ideation - Brainstorm Ideas & Develop Initial Concepts	Project Team Leads	3/24/22	4/8/22
C002	0%	Focus Group - Identify & Perform Focus Group Interviews	Product Design	4/11/22	4/29/22
C003	0%	Analyze Focus Group Results and Compare with Market Research. Work with Partner for feedback	Product Design & Marketing	5/2/22	5/13/22
C004	0%	Develop Sketches and Present Design Options	Product Design	3/28/22	5/27/22
C005	0%	Draft Design Document	Product Design	5/30/22	6/3/22
C006	0%	Design Document Revisions & Review	Product Design	6/6/22	6/17/22
C007	0%	Partner Marvel/Disney Approval Rounds	Product Design	6/6/22	6/17/22
C008	0%	Design Document Finalized	Product Design	6/6/22	6/17/22
C009	0%	Develop Block Concept Model of Toy / Blaster	Product Design	6/21/22	7/8/22
C010	0%	Entertainment Character Design Reference	Product Design	6/21/22	7/8/22
C011	0%	Model Reviews	Product Design	7/11/21	7/15/22

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Project Schedule – 3 of 4

Row ID	% Complete	Task	Owner	Planned Start Date	Planned End Date
C	**0%**	**Execution – cont.**			
C012	0%	Final CAD developed	Product Design	7/18/22	7/22/22
C013	0%	Create Initial Bill of Materials	Product Design & Production	7/25/22	8/5/22
C014	0%	Develop initial Engineering Pilot	Product Design & Production	7/25/22	8/19/22
C015	0%	Work with Partner / Develop Paint Sample Prototype	Product Design & Production	8/22/22	8/31/22
C016	0%	Test Engineering Pilot	Project Team	8/22/22	8/30/22
C017	**0%**	**MILESTONE: TOY DESIGN APPROVED. MOVE BLASTER / TOY TO PRODUCTION**		**8/31/22**	**8/31/22**
C018	0%	Design Production Process	Production	9/1/22	10/14/22
C019	0%	Design Production Testing and QA Process	Production & QA	10/17/22	10/24/22
C020	**0%**	**MILESTONE: READY FOR PRODUCTION GO LIVE**		**10/25/22**	**10/25/22**
C021	0%	Develop Marketing Strategy & Marketing Plan	Marketing	9/1/22	9/16/22
C022	0%	Test Strategy and Approach to validate the appeal of marketing approach	Marketing	9/19/22	9/30/22
C023	0%	Revise and finalized Marketing Schedule	Marketing	9/19/22	9/30/22
C024	0%	Develop and Produce Packaging	Marketing	9/19/22	10/24/22
C025	0%	Create Online Promotional Content	Marketing	9/19/22	10/24/22
C026	0%	Create Commercials	Marketing	9/19/22	12/31/22
C027	0%	Marketing Materials distributed out to retailers	Marketing & Distribution & Sales	1/3/23	1/12/23
C028	**0%**	**MILESTONE: MARKETING PROMOTIONS SCHEDULED & DEPLOYED**		**1/13/23**	**1/13/23**
C029	0%	Initial Toy Run - Injection Molding/Manufacturing	Production	10/31/22	12/31/22
C030	0%	Blaster / Toy Assembly	Production	10/31/22	12/31/22
C031	0%	Final Quality Checks performed using QC Checklists	Quality Assurance	10/31/22	12/31/22
C032	0%	Packaging & Wrapping of Toy for Sale	Production	10/31/22	12/31/22
C033	0%	Final Partner Approvals of Fully Assembled & Packaged Product before Distribution	Project Sponsor, Project Manager & Project Team Leads	1/3/23	1/12/23
C034	**0%**	**MILESTONE: TOY APPROVED FOR FINAL DISTRIBUTION**		**1/13/23**	**1/13/23**

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Project Schedule – 4 of 4

Row ID	% Complete	Task	Owner	Planned Start Date	Planned End Date
C	**0%**	**Execution – cont.**			
C035	0%	Shipping Initial Shipments to Retailers	Distribution & Sales	1/17/23	2/3/23
C036	0%	Introduction at Market during Designated Street Date	Distribution & Sales	2/6/23	2/28/23
C037	0%	Process and Review Sales Results	Distribution & Sales	2/6/23	2/28/23
D	**0%**	**Closing**			
D001	0%	Project Team- Celebration - **Nerf Office Blaster Battle!**	Project Manager	3/1/23	3/3/23
D002	0%	Facilitate Lessons Learned Meeting	Project Manager	3/6/23	3/10/23
D003	0%	Complete Project Closing Documentation	Project Manager	3/6/23	3/10/23
D004	0%	Project Sponsor Signoff to Close	Project Manager	3/13/23	3/17/23
D005	0%	Archive documentation and Complete Project	Project Sponsor	3/13/23	3/17/23
D006	**0%**	**MILESTONE: PROJECT CLOSED**		**3/17/23**	**3/17/23**
E		**PROJECT ESTIMATED COMPLETION: 9/15/2022**			

- Reminder: In this fictional schedule mock-up, dates and tasks were made without having seen Hasbro's actual processes. This is entirely theoretical
- I would welcome the opportunity to build out a real schedule using actual information, working with a toy company's actual products using their processes.

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For the theoretical “Hawkeye” product, I would review how that product would be positioned.

NERF Positioning Statement for “The Hawkeye”

For aspiring heroes 8-14 and their parents who want imaginative, active play, the NERF Hawkeye Crossbow is the official Marvel blaster that delivers precision-style battles and quick-draw action because it features a unique crossbow design inspired by the Disney+ series and is ready for battle right out of the box.

Run the Brand & Product through a series of analysis.

SWOT
- Strengths
- Weaknesses
- Opportunities
- Threats

Start with **SWOT** to help understand your brand

PESTEL
- Political
- Economic
- Social
- Technological
- Environmental
- Legal

Then run **PESTEL** to see the big picture

Porters 5 Forces
- Substitutes
- New Entrants
- Suppliers
- Customers
- Internal Rivalry

Next run the **5 Forces** to understand industry impacts

VRIO
- Valuable
- Rare
- Inimitable
- Organization

Complete with **VRIO** to explore the UVP

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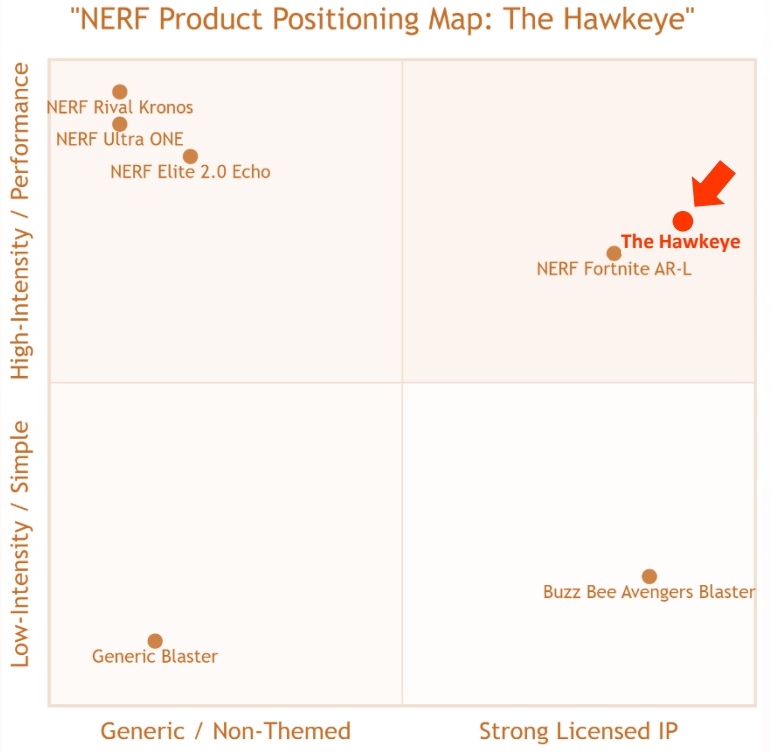
Product Positioning Map “The Hawkeye”

With a strong understanding of the Brand and the Product, use a Product Positioning Map to determine how “The Hawkeye” will be able to compete against other products.

For this example, the key strategic dimensions are:

Thematic Authenticity & Immersion (X-Axis): This measures how much the product is tied to a beloved franchise (Marvel, in this case) and offers an "imaginative" experience. **It ranges from Generic/Non-Themed to Strong Licensed IP.**

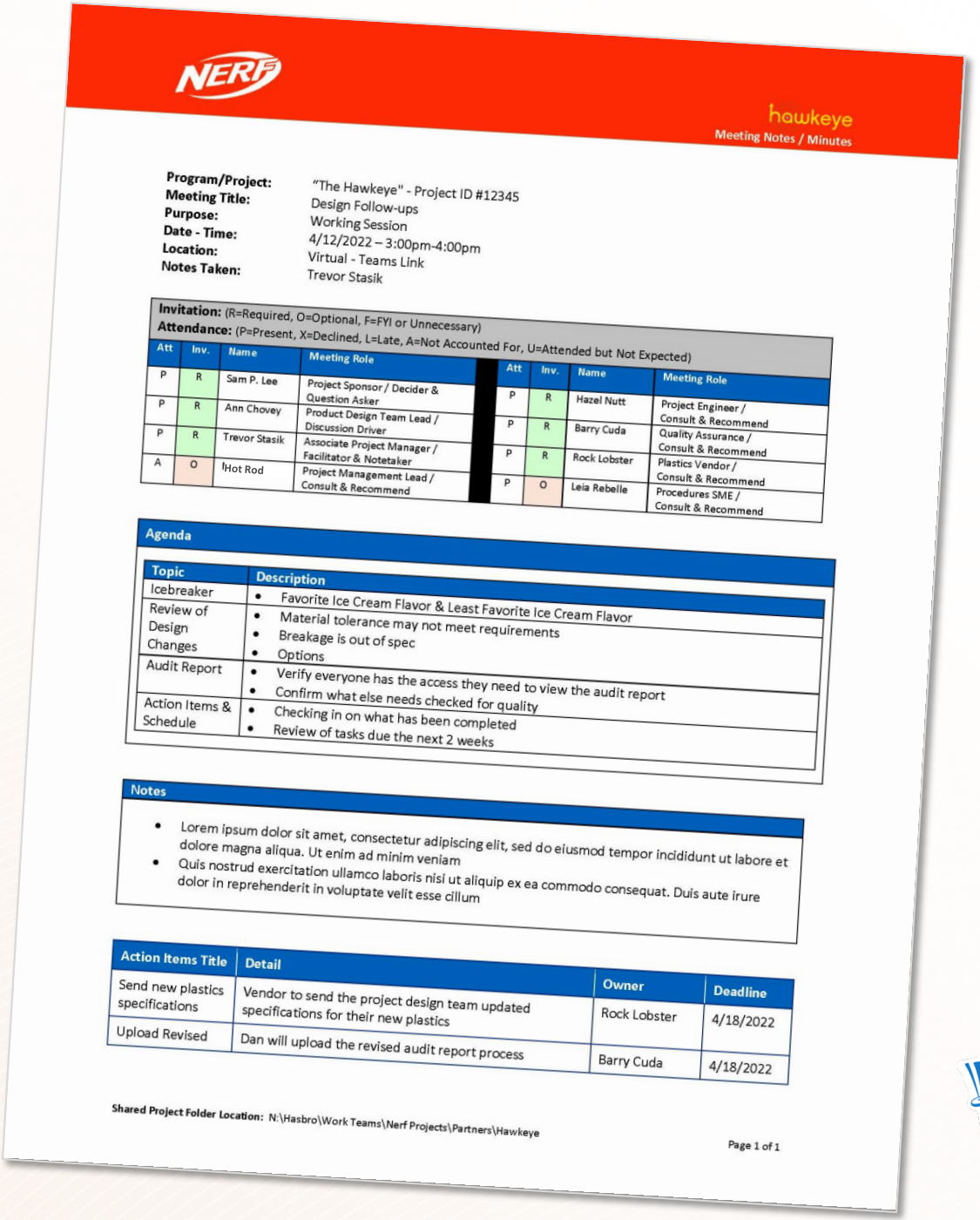
Physical Activity & Performance (Y-Axis): This measures the level of "active play" the blaster encourages, based on its mechanics, rate of fire, and required engagement. It ranges from **Low-Intensity/Simple to High-Intensity/Performance**.



"The Hawkeye" is positioned in the upper-right quadrant, a space that is relatively unoccupied. It successfully combines **high thematic authenticity** with **high physical activity**. This is its key competitive advantage. Its most direct competitor is the NERF Fortnite AR-L, which also combines a strong IP with solid performance. "The Hawkeye" can differentiate itself through its unique crossbow mechanism and the Disney+ show affiliation versus the established Fortnite game.

Theoretical. For illustrative purposes only.

- An agenda can be as simple as an email or a printout.
- My preference is to use Microsoft OneNote to produce agendas, collect meeting notes, and organize them chronologically for review
- I try to send meeting agendas out in advance of meetings and identify who is expected to attend, who is optional, and who is being informed as an FYI.
- Here is my mock-up of a single-page agenda with a couple of fake notes and action items.



NERF

hawkeye
Meeting Notes / Minutes

Program/Project: "The Hawkeye" - Project ID #12345
Meeting Title: Design Follow-ups
Purpose: Working Session
Date - Time: 4/12/2022 – 3:00pm-4:00pm
Location: Virtual - Teams Link
Notes Taken: Trevor Stasik

Invitation: (R=Required, O=Optional, F=FYI or Unnecessary)
Attendance: (P=Present, X=Declined, L=Late, A=Not Accounted For, U=Attended but Not Expected)

Att	Inv.	Name	Meeting Role
P	R	Sam P. Lee	Project Sponsor / Decider & Question Asker
P	R	Ann Chovey	Product Design Team Lead / Discussion Driver
P	R	Trevor Stasik	Associate Project Manager / Facilitator & Notetaker
A	O	Hot Rod	Project Management Lead / Consult & Recommend

Att	Inv.	Name	Meeting Role
P	R	Hazel Nutt	Project Engineer / Consult & Recommend
P	R	Barry Cuda	Quality Assurance / Consult & Recommend
P	R	Rock Lobster	Plastics Vendor / Consult & Recommend
P	O	Leia Rebelle	Procedures SME / Consult & Recommend

Agenda

Topic	Description
Icebreaker	• Favorite Ice Cream Flavor & Least Favorite Ice Cream Flavor
Review of Design Changes	• Material tolerance may not meet requirements • Breakage is out of spec • Options
Audit Report	• Verify everyone has the access they need to view the audit report • Confirm what else needs checked for quality
Action Items & Schedule	• Checking in on what has been completed • Review of tasks due the next 2 weeks

Notes

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam
- Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

Action Items Title	Detail	Owner	Deadline
Send new plastics specifications	Vendor to send the project design team updated specifications for their new plastics	Rock Lobster	4/18/2022
Upload Revised	Dan will upload the revised audit report process	Barry Cuda	4/18/2022

Shared Project Folder Location: N:\Hasbro\Work Teams\Nerf Projects\Partners\Hawkeye

Page 1 of 1

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Creative Approval Process

As Brand Manager, there will be many times I will need to work with creative teams outside of the inhouse talent. I would create a brief to bring an agency up-to-speed with the work we need from them. A simplified example is below.

Business Objective

Revitalize Power Rangers for streaming-native Gen Alpha while leveraging 30-year brand heritage for millennial parents

Target Audience Insights

Primary: Kids 5-9

- Watch 2+ hours streaming daily
- Value teamwork/friendship themes
- Influenced by YouTube toy reviewers
- Dinosaur obsession phase

Secondary: Parents 30-40

- Original MMPR fans (nostalgia factor)
- Seek positive role models
- Value diversity/inclusion
- $150+ toy budget per child

Creative Deliverables

- Netflix series integration with synchronized toy launches
- 30/15/6 second spots (broadcast + streaming)
- Key art and visual identity system
- Dual messaging: "Teamwork saves the day" for kids, "Heroes in training" for parents
- Emphasis on diverse ranger team reflecting modern audiences
- Sustainability: eco-friendly packaging narrative

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Agency Partner Management

It will be important to identify the strengths of each agency, contract with them, and coordinate to ensure seamless branding between them.

Agency Ecosystem Coordination

Lead Creative Agency: Ogilvy*
Strengths: Brand platform, integrated campaign, broadcast
Team Size: 18 people
Budget Managed: $2.8M
Key Deliverables:
• "It's Morphin Time" campaign refresh
• 30/15/6 second spots (broadcast + streaming)
• Key art and visual identity system

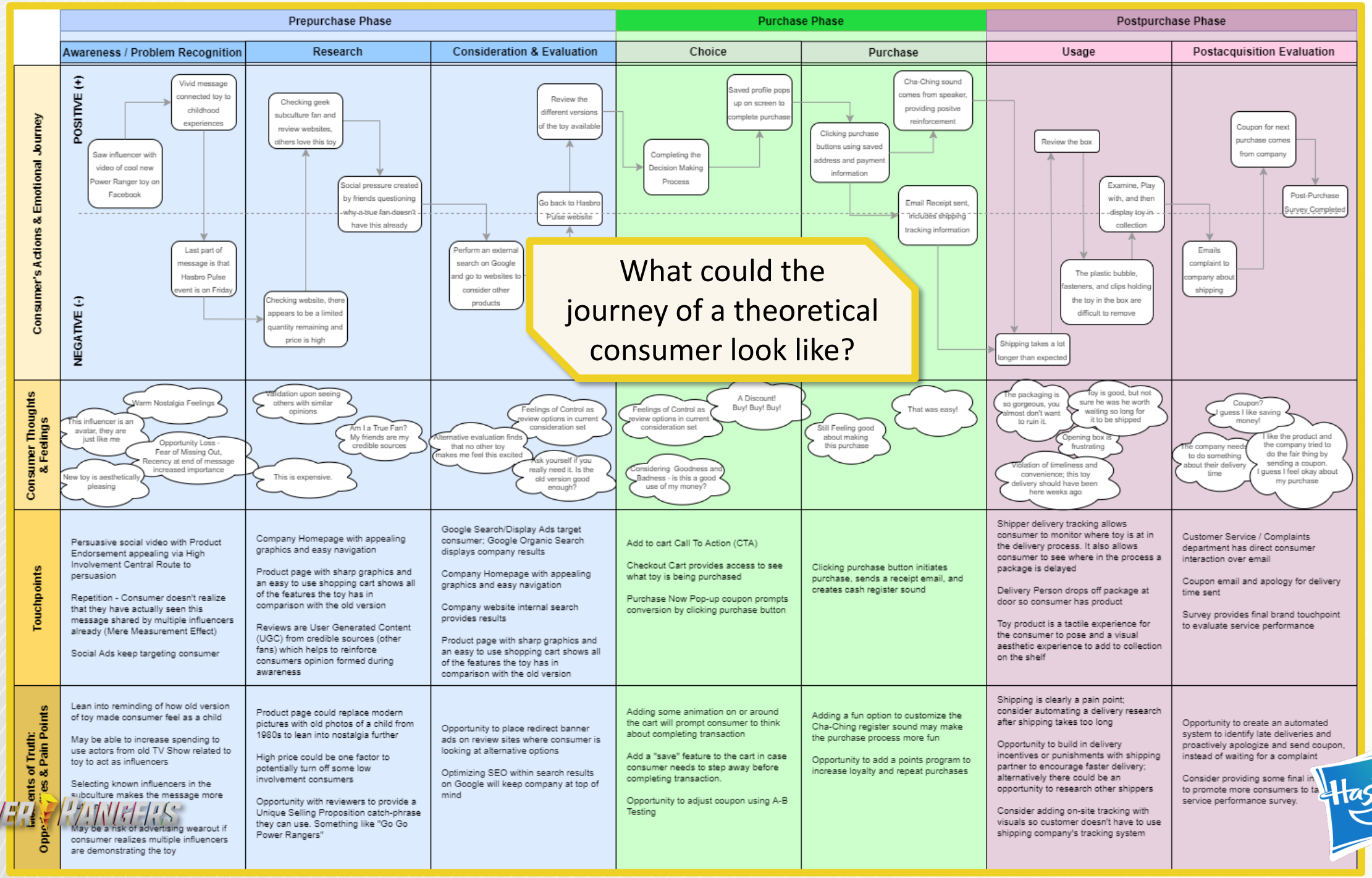
Digital Agency: AKQA*
Strengths: Mobile app, social strategy, AR
Team Size: 12 people
Budget Managed: $1.5M
Key Deliverables:
• Power Rangers AR Command Center app
• TikTok/YouTube content strategy
• Influencer activation toolkit

Performance Metrics
• Reduced creative revision cycles from 5 to 2 through detailed briefing process
• Achieved 92% stakeholder satisfaction score (including Netflix approval)
• Saved $380K through consolidated production shoots across agencies
• Delivered 47 creative assets 2 weeks ahead of launch deadline

* Agency names used for demonstration purposes only

Theoretical. For illustrative purposes only.

Customer Journey Map



Theoretical. For illustrative purposes only.

- Projects may have tens or hundreds of potential risks, depending on the scope. It is important to work with your project teams to identify risks in advance, and develop strategies to address them. Here is a fictional mock-up of a simplified risk register

Risk Identified	Likelihood (1-5)	Potential Impact (1-5)	Average Score	Risk Owner	Response Strategy	Description of Planned Response
Unplanned delivery delays from a key vendor may arise during project, resulting in late production materials.	**3**	**4**	**3.5**	Project Manager	Mitigate	• Build in contracted delivery date assurances with triggers • Plan back-up secondary suppliers
Costs of Materials increase dramatically due to unexpected changes in foreign currency fluctuations	**2**	**3**	**3**	Accounting	Transfer	• Strategy employed using early purchases, financial instruments like options, and insurance to reduce the impact of general changes in currency
Safety flaw found late in the project forcing a halt or later product recall	**1**	**5**	**3**	Quality Assurance	Mitigate	• Use of QA Checklists employed • Through testing of all toys required • All materials come from reputable suppliers
Key resources may become sick or unavailable during the project, resulting in team stress and possible missed deadlines	**3**	**4**	**3.5**	Project Manager	Mitigate	• Work with Sponsor and Departments to identify potential backup staff • Have project work saved in shared spaces instead of local laptops and PCs
Natural Disaster impedes ability to move forward on project	**1**	**4**	**2.5**	Project Sponsor	Accept	• Unforeseen natural disasters are difficult to predict in advance • Risk is accepted, and rapid reaction will be our strategy. No further planning needed.

Theoretical. For illustrative purposes only.

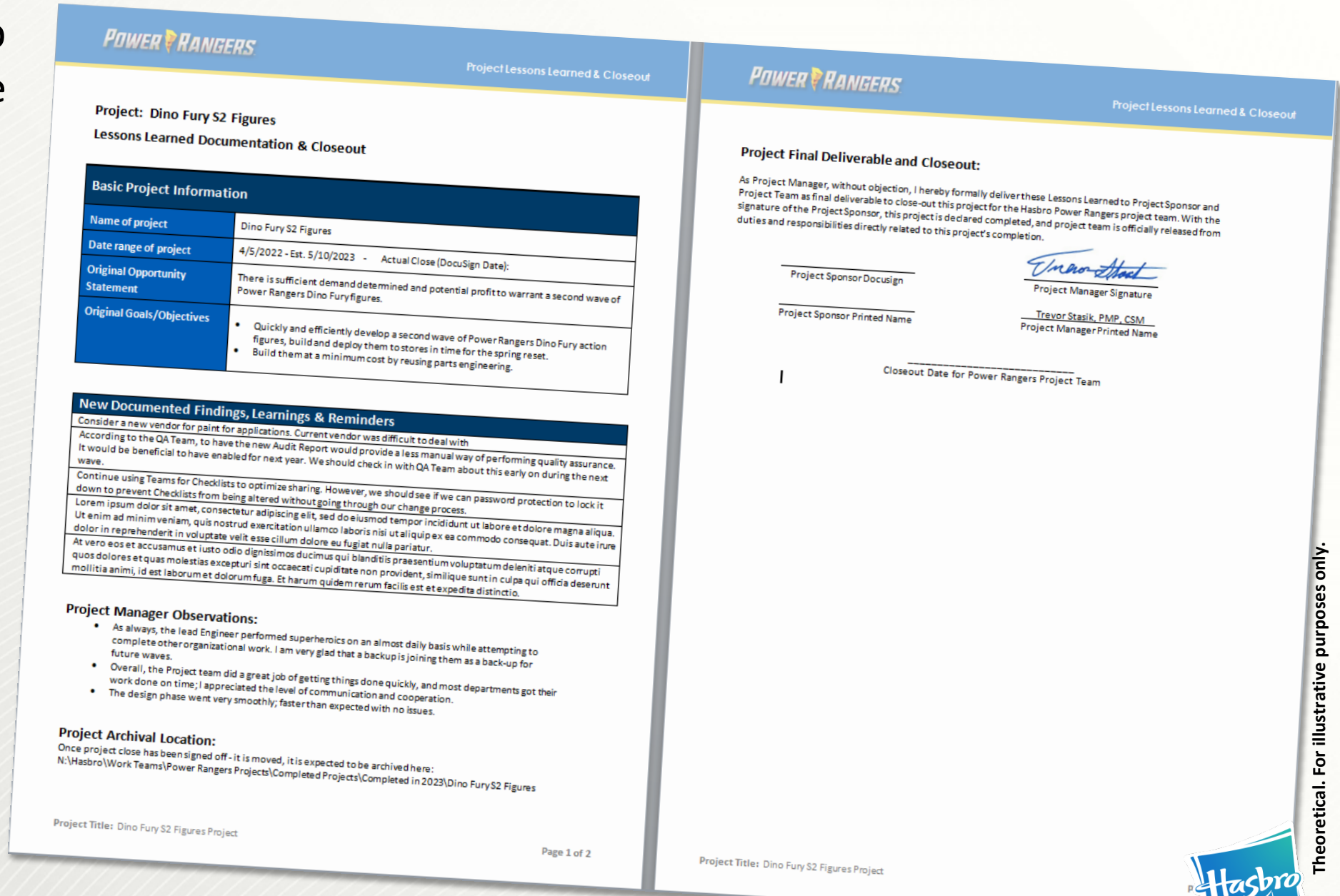
- Here is a fictional mock-up of an Action Item Log that I created for a Power Rangers Product Development Project Team. It has been simplified for space and the tasks are speculative since I have not seen your actual processes.

TODAY'S DATE: 5/20/2022 (future dated for illustrative purposes)

Row ID	Meeting Reference	Accountable	Support	Action Item - Task Name	Notes	Start Date	Due Date	Task Status
POW0001	Kickoff - Dino Fury S2 Figures Project - 22Apr2022	Doc Pepper Harvey Birdman		Marketing/Legal to check trademarks	Concern raised at meeting over trademark expirations for Ghost Ranger and Beast Morphers - Creative may want use of them this season; will need new figures. Research needed for trademarks.	04/22/22	05/15/22	Completed
POW0002	Kickoff - Dino Fury S2 Figures Project - 22Apr2022	Bob Designer		Validate Red Plastic Specification	Design to reach out to Plastics provider to get current specifications on the Red Ranger plastic to be used in action feature gimmick.	04/22/22	05/15/22	Completed
POW0003	Kickoff - Dino Fury S2 Figures Project - 22Apr2022	Trevor Stasik		Schedule Recurring Working Meeting	Based on input from team - iweekly at first; weekly as we get closer to Prototype	04/22/22	04/30/22	Completed
POW0004	Equipment Planning Meeting - 29Apr2022	Trevor Stasik		For Design team, email IT team about upgrade schedule for their compters	Design's computers seem to be running slow. Check into this for the team.	04/29/22	04/29/22	Completed
POW0005	Equipment Planning Meeting - 29Apr2022	Bob Designer	Charles N. Charge	Training for new Designer	Bob to include Charles in CAD model work; training will be needed. Bob says he will work to train up Charles before work starts	04/29/22	06/15/22	Open
POW0006	Dino Fury S2 Project - Regular Working Meeting - 10May2021	Lisa Draws	Bob Designer	Sketch revisions needed for Super Thunder Dino Megazord	Lisa says she'll work with Bob's team and email the revisions before next meeting.	05/10/22	05/16/22	Completed
POW0007	Budget Review - 11May2022	Trevor Stasik	Scrooge McDuck	Check with Accounting for historical estimates of costs	Check costs to validate some budget items	05/11/22	05/13/22	Completed
POW0008	Dino Fury S2 Project - Regular Working Meeting - 17May2021	Trevor Stasik		Schedule Meeting with Production/Electrical to discuss possible light feature	Check feasibility if we want to add into designs 5/20/22 TS - Scheduled for next week	05/17/22	05/19/22	Completed
POW0009	Dino Fury S2 Project - Regular Working Meeting - 17May2021	Bob Designer		Add Light Labels to Sketches	Add labels to sketches for possible light locations; identify possible color preferences.	05/17/22	05/19/22	Completed
POW0010	Dino Fury S2 Project - Strategy Session - 18May2022	Tiny Dancer		Checking on Music Files	Marketing identified a need to change music associated with the overall Dino Fury Brand; Tiny said he had already discussed with them, would reach out for new files for the team.	05/18/22	05/27/22	Open
POW0011	Dino Fury S2 Project - Strategy Session - 18May2022	Trevor Stasik		Updating Roadmap	Request to reprioritize this project in overall product roadmap. Project Sponsor would like to see Lightning Collect bumped up.	05/18/22	05/26/22	Open
POW0012	Materials Checkin - 19May2022	Roy G. Biv		Contact update	Roy said he would email Trevor his contact information update by end of day.	05/19/22	05/19/22	Complete

Theoretical. For illustrative purposes only.

- Here's a mock-up of a Project Close document for a fictional wave of Power Rangers Products.
- Digital signature tools are very helpful when capturing signoffs.



POWER RANGERS — Project Lessons Learned & Closeout

Project: Dino Fury S2 Figures

Lessons Learned Documentation & Closeout

Basic Project Information	
Name of project	Dino Fury S2 Figures
Date range of project	4/5/2022 - Est. 5/10/2023 - Actual Close (DocuSign Date):
Original Opportunity Statement	There is sufficient demand determined and potential profit to warrant a second wave of Power Rangers Dino Fury figures.
Original Goals/Objectives	• Quickly and efficiently develop a second wave of Power Rangers Dino Fury action figures, build and deploy them to stores in time for the spring reset. • Build them at a minimum cost by reusing parts engineering.

New Documented Findings, Learnings & Reminders
Consider a new vendor for paint for applications. Current vendor was difficult to deal with
According to the QA Team, to have the new Audit Report would provide a less manual way of performing quality assurance. It would be beneficial to have enabled for next year. We should check in with QA Team about this early on during the next wave.
Continue using Teams for Checklists to optimize sharing. However, we should see if we can password protection to lock it down to prevent Checklists from being altered without going through our change process.
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Project Manager Observations:

- As always, the lead Engineer performed superheroics on an almost daily basis while attempting to complete other organizational work. I am very glad that a backup is joining them as a back-up for future waves.
- Overall, the Project team did a great job of getting things done quickly, and most departments got their work done on time; I appreciated the level of communication and cooperation.
- The design phase went very smoothly; faster than expected with no issues.

Project Archival Location:

Once project close has been signed off - it is moved, it is expected to be archived here:
N:\Hasbro\Work Teams\Power Rangers Projects\Completed Projects\Completed in 2023\Dino Fury S2 Figures

Project Title: Dino Fury S2 Figures Project — Page 1 of 2

POWER RANGERS — Project Lessons Learned & Closeout

Project Final Deliverable and Closeout:

As Project Manager, without objection, I hereby formally deliver these Lessons Learned to Project Sponsor and Project Team as final deliverable to close-out this project for the Hasbro Power Rangers project team. With the signature of the Project Sponsor, this project is declared completed, and project team is officially released from duties and responsibilities directly related to this project's completion.

Project Sponsor Docusign — Project Manager Signature

Project Sponsor Printed Name — Trevor Stasik, PMP, CSM, Project Manager Printed Name

Closeout Date for Power Rangers Project Team

Project Title: Dino Fury S2 Figures Project

POWER RANGERS

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TRANSFORMERS
MORE THAN MEETS THE EYE

POWER RANGERS

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This could be your Logo Here

This could be your Logo Here

I hope this demo has helped show you how I could be a Brand Management asset in any product or service industry.

I've also got heart and a passion to make your companies even more awesome.

Let's have some fun making it happen!

Theoretical. For illustrative purposes only.

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Thank You

Trevor Stasik

trevor.stasik@gmail.com

215-833-6384

I'd love to hear from you!

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