

Mattel Collaborates with Google Cloud to Enhance Consumer Insights, Fan Engagement, and Product Innovation

Google Cloud helps transform Mattel's customer insights, driving product enhancements and faster decision-making

LAS VEGAS, April 9, 2025 — Cloud Next '25, LAS VEGAS—Google Cloud today unveiled results of its partnership with [Mattel, Inc.](#) (NASDAQ: MAT), a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. Leveraging Google Cloud's data analytics capabilities, Mattel is now synthesizing millions of consumer touchpoints in real-time to enhance data driven product innovation and insights and hyper-personalize its engagement with its global fanbase.

Joseph Vinhais, SVP Quality Safety & Sustainability, Mattel: "With Google Cloud, we've unleashed the power of our customer data, transforming millions of interactions—from social media buzz to direct customer feedback—into actionable insights, and, forging greater connections with our fans."

Mattel's collaboration with Google Cloud delivered the following tangible results:

- **Real-time customer insight analysis:** Google Cloud has enabled Mattel to analyze millions of customer feedback points across diverse channels, including social media, reviews, and direct communications, in mere seconds.
- **100x data capacity and near-instant decision-making:** Mattel has witnessed a staggering 100x increase in data processing capacity, slashing analysis time from a month to a single minute. This lightning-fast insight delivery empowers rapid, data-driven decision-making.
- **Hyper-personalized fan engagement:** Advanced audience segmentation allows Mattel to cater to distinct consumer groups, such as adult collectors and gift-givers, fostering deeper brand loyalty.
- **Accelerated product evolution:** Through insights surfaced by Google Cloud, Mattel has automated the analysis of customer reviews, enabling them to quickly make adjustments and improvements to its flagship products, driving deeper customer loyalty.

Matt Renner, President, Global Revenue, Google Cloud, said: "Mattel's dedication to fostering connections with its global audience is inspiring. By harnessing the power of Google Cloud's advanced analytics and AI capabilities, Mattel is not just listening to its customers; it's also anticipating their needs, translating feedback into tangible product enhancements and personalized experiences."

The impact of Mattel's partnership with Google Cloud is already evident, as the company has used Google Cloud to enhance best selling products like the Barbie DreamHouse™ and Fisher-Price Glow and Grow™ Kick & Play® Piano Gym.

About Mattel

Mattel is a leading global toy company and owner of one of the strongest portfolios of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](#).

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.