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Logo & Rationale



Fast Lane Agency is built on the idea of momentum, precision, and forward-thinking qualities that reflect both our creative processes and the brand we represent. Our agency logo captures this identity through a clean, simplistic speedometer icon, symbolizing acceleration, progress, and performance. The angle of the needle indicates continuous growth, reinforcing our commitment to building upon our ideas and delivering powerful results.

Our minimalistic approach is intentional. By using bold typography and a black color palette, we establish a professional aesthetic that aligns directly with our target audience and the tone of our campaign. This gives our agency credibility, while maintaining a sense of energy through the motion-inspired icon.

The name "Fast Lane" represents speed, efficiency, and innovation, all of which are essential in both advertising and in our hot Wheels campaign concept. Similar to how our campaign connects childhood nostalgia with adult lifestyles, our agency reflects a balance of structure and imagination.

Overall, our logo and branding convey an agency that moves with intention and delivers creatives that keep our audiences engaged and intrigued.

Meet the Team



Anna Gabe

Anna Gabe is a Creative Advertising and Communication Studies double major at James Madison University. She is passionate about the synergy between strategy and design. Aiming for a career in performance marketing and digital PR, she brings a disciplined yet creative approach to every project. An outdoor enthusiast at heart, Anna enjoys connecting with her friends!



Emily Cunningham

Emily Cunningham is a Creative Advertising major with a Sports Communications minor at James Madison University. She is passionate about developing strategic, creative campaigns that connect with audiences and bring brands to life. Emily is especially interested in digital marketing and brand strategy, and looks forward to pursuing a career where she can build meaningful connections between brands and consumers. Outside of academics, Emily stays engaged with her family!



Jared Battaglia

Jared Battaglia is Creative Advertising major with a sports communications minor at James Madison University. He is passionate about digital marketing strategy and campaign creation, and looking to pursue a career in developing campaign strategy. Outside of school, he spends time with friends, playing sports, and going to the gym.



Lily Perkinson

Lily Perkinson is a Creative Advertising major with a Communication minor at James Madison University. Passionate about art, design, and creative work, she enjoys bringing ideas to life through visual storytelling. Outside of her work, she loves spending time with her family and finding inspiration in new experiences. Lily hopes to pursue a career in Art Direction or Copywriting and work in a creative agency environment.



Annie Castro

Annie Castro is a Creative Advertising major with double minors in Sports Communication and Film Studies at James Madison University. Passionate about storytelling, she is especially interested in advertising, sports media, and entertainment marketing. Outside of academics, Annie enjoys filmmaking, traveling, and spending time with friends and family.

SECONDARY RESEARCH

Brand Overview

Hot Wheels is a die-cast toy car brand owned and produced by Mattel, a leading global toy and entertainment company. The brand was launched in 1968 and remains iconic in automotive and pop culture to kids and collectors around the world (Mattel, 2026).



Product History & Longevity

Hot Wheels was launched to revolutionize toy vehicles by prioritizing superior performance and a "cooler" aesthetic than any existing competitor (Mattel, 2026).

- Formulated in the early 1960s by Elliot Handler, wanted to create a line of toy cars that would dominate "Mattel's boy division," similar to Barbie's success in Mattel's girl division. (The Strong National Museum of Play, 2026)
- Mattel engineers crafted high-speed "muscle" cars by utilizing "torsion-bar suspension," which ensured the cars could absorb impacts and mimic the natural bounce of a real wheel. (The Strong National Museum of Play, 2026)
- Handler bypassed Detroit's factory looks in favor of the bold, custom-built aesthetics typical of California car culture. (The Strong National Museum of Play, 2026)
- In May 1968, the Custom Camaro launched as the first-ever Hot Wheels model. (Sheldon, 2025)
- It was joined by 15 other vehicles and, together, this antique collection is famously referred to by collectors as the "Sweet 16." (Sheldon, 2025)



The Original Sweet 16 Hot Wheels (Mattel, n.d.)

Product Cost & Pricing

Mattel operates primarily as a manufacturer and distributor, focusing its mass-market sales through a network of major retail partners. While they offer exclusive items via "Mattel Creations," their standard product lines are sold through third-party distributors like Walmart, Target, Amazon, Kohl's, Kmart, and JoAnn Fabric and Craft Store. (Mattel Service, 2026).

Type	Typical In Store/ Retail Price	Typical Online Price	Marketplace Price	Notes
1:64 basic Hot Wheel single cars	\$1.24-\$1.29, up to \$1.99 (CVS)	\$1.24-\$1.29	\$1.99-\$6.99	Big-box stores keep prices low through high-volume sales, while convenience stores and resellers charge more for accessibility and demand.
1:64 multipack (8pack)	\$9.74-\$10.99	\$9.74-\$10.99	\$12.00-\$18.00	Multipacks cost less per car, but even out in price due to demand.
1:64 premium cars	\$7.97-\$8.00	\$7.97-\$8.00	\$10.00-\$20.00	Premium cars resell for higher prices due to them being collector items.

(Castro, personal observations of trends from research, 2026).

Competitive Landscape

Main competitors



Matchbox- Biggest competitor, focused on realistic vehicle representation, since the 1950's
Price: \$1-\$3

Matchbox Logo (Mattel, 2026).



Tomica- Japanese company, known for high quality and accuracy of their toys, in a variety of sizes
Price: \$4-\$7

Tomica Logo (Tomy Company, 2026).



Johnny Lightning- Long-running brand known for the accuracy of their vintage car models
Price: \$5-\$15

Johnny Lighting Logo (Johnny Lighting, 2026).



Lego- Not a direct competitor, due to the different range of products, but still in the same target audience and a massive company in terms of children's toys
Price: Varies on set

Lego Logo (Official LEGO, 2026).

SWOT Analysis

STRENGTHS

- Global brand recognition
- Massive distribution and supply chain
- Huge brand partnerships

WEAKNESSES

- Limited product variety
- Rising prices, rising screen time
- Declining interest

OPPORTUNITIES

- Expanding product lines, accessories, apparel
- Increased interest from collectors
- Video games spike interests and brand deals

THREATS

- Intense competition from rival companies in toys and car manufacturing
- Rise in electronics and video games, decline in playing with toys
- Rising prices and uncertainty in consumer behavior



Hot Wheels in Store(Bloomberg, n.d.)



Hot Wheels Pop Culture (Autozuko, 2026)

Retail Presence & Shelf Space

- Hot Wheels are placed in toy aisles around other toy cars or playset assortments. The cars can also be on the endcaps of aisles or checkout lanes to get more exposure to possible consumers (Latterly, 2025).
- The cars are typically arranged by seasonal launches, theme, or prices.
- Typical Hot Wheels promotions consist of seasonal offers, multipack deals, and retail exclusive deals (Latterly, 2025). Other nontraditional promotions would be free cars for a certain amount of money spent or campaigns with other Brands or ambassadors (Latterly, 2025).



Hot Wheel Shelf (Perkinson, 2026)



Matchbox Car Shelf (Perkinson, 2026)



Lego Shelf (Perkinson, 2026)

Target Audience & Brand Differentiation

- The largest consumer of Hot Wheels are young children, taking up around 45% of the market (Fairooz Alam Prapti, 2024). Another large contributor to the Hot Wheels revenue is adult enthusiasts (Fairooz Alam Prapti, 2024).
- There is a growing target for the brand are “Kidults” which are adults over the age of 18 who are beginning to become bigger consumers of toys again, to rediscover their love for games and toys (The Currency editors, 2024).
- Hot Wheels differentiates itself from competition through the company’s use of cross functional teams and their consistency in developing and pushing out around 1200 brand models every single year (Fast Company, 2025).
- This cross-functional approach can be attributed to Hot Wheels’ success in designing unique products that keep consumers engaged (Fast Company, 2025).
- Hot Wheels has maintained relevance for over 50 years by incorporating creative design, engineering expertise, and diversity into each product, spanning through generations and public interest (Fast Company, 2025)

Personal Impressions

Anna Gabe

Strengths:

- Offers a range of uses beyond play.
- High relatability through scaling of recognizable consumer products
- Appeal to nostalgia and connection

Weaknesses:

- Seen as a childhood toy
- Lack of brand awareness and visibility
- Difficult to locate specific cars because of retail distribution

Emily Cunningham

Strengths:

- Nostalgic and easily recognized
- Affordable product that feels collectible
- Wide variety of licensed collaborations

Weaknesses:

- Seen as a kids' toy
- Few adult-focused ads
- Too many product options
- Weak adult social presence

Jared Battaglia

Strengths:

- Multi-generational appeal
- Easily collectible and affordable
- Variety of brand products

Weaknesses:

- Perceived as a kids toy
- Over-saturation of models
- Weak presence in adult feeds

Lily Perkinson

Strengths:

- Bright colors and flashy designs
- Affordable
- Instantly recognizable
- Ability to add on to the collection

Weaknesses:

- Only advertises for children
- No purpose for an adult to purchase
- In-store placements can be overwhelming

Annie Castro

Strengths:

- Nostalgic and emotionally memorable
- Strong connections to iconic movies
- Collectible and affordable
- Creative concept and design

Weaknesses:

- Targets niche audience
- Relies on nostalgia and movie recognition
- Can feel overcrowded

Previous Campaigns

Hot Wheels is advertised through social media, digital video, YouTube, and television, with campaigns designed to appeal to children, adult fans, and collectors. Current advertising focuses on promoting creative building, track systems, and stunt-based play (Mattel, 2026).

Notable Advertisements

Social Media Ad Speed Snap Track System Launch ("Snap to Play")



Kid playing with Hot Wheel toy set (Mattel, 2025).
youtube.com/watch?v=Z3PXj1kdV9c

In September 2025, Hot Wheels launched an advertising campaign for its Speed Snap Track System in partnership with world champion quarterback, Russell Wilson, and his son, Win Wilson (Mattel, 2025).

Big Idea: "Snap to Play."

- One snap unlocks play.
- The campaign connects the concept of a football snap to playing with toys, emphasizing that great experiences start with one simple action.

Tone

- Energetic and playful
- Empowering
- Warm, family-oriented
- The inclusion of Russell Wilson, a well-known athlete and father, helps to balance excitement with trust.

Target Audience

- Primary: Families with young children (ages 3+)
- Secondary: Parents and caregivers
- Tertiary: Hot Wheels fans drawn to innovation and brand evolution.

Deliverables

- Hero video commercial titled “Touchdown” featuring Russell Wilson and his son
- Original content series (“Track Creator Showdown”) on YouTube
- Digital and social media video content
- Product availability across large retailers (Walmart, Target, Amazon)

Mattel Hot Wheels Commercial | 1968 (vintage TV spot)



Screenshot from 1968 Mattel Hot Wheels Commercial (YouTube, 2018).

In 1968, Mattel released a television commercial introducing the Hot Wheels brand and its early track systems, promoting speed and stunt-based racing.

Big Idea: “High-speed, stunt-filled racing at home.”

- Hot Wheels positions itself as a brand that provides more action and speed than ordinary toy cars.

Tone

- Competitive
- Action/stunt-driven
- High-energy
- High-energy

Target Audience

- Primary: younger children drawn to action, speed, and competitive play
- Secondary: parents and gift buyers evaluating toys based on excitement, durability, and brand recognition

Deliverables

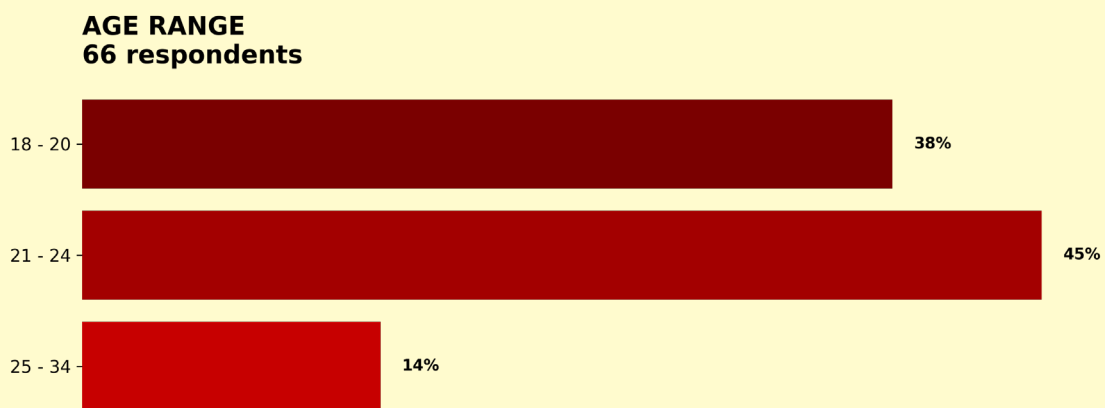
- Television commercial used to introduce the brand at launch
- In-store visibility through product packaging and toy aisle displays

***PRIMARY
RESEARCH:
SURVEY REPORT***

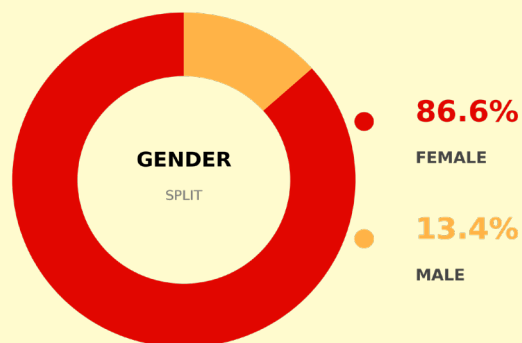
Demographics

A total of 83 individuals began the survey; not all respondents completed every question. As a result, the number of responses varies slightly by survey item, with most questions receiving between 66 and 68 responses.

- Approximately 45% of respondents were between the ages of 21-24, while 38% were between the ages of 18-20.
- Smaller parts of the sample included 14% between the ages of 25-34, 2% between the ages of 45-60, and 2% over the age of 60.
- Gender distribution among participants was much larger for females (87%), with 12% identifying as male and 1% identifying as non-binary.
- Most respondents were also students. 70% reported being full-time students, while 10% were part-time students, and 19% reported they were not currently students.
- Employment statuses were mixed, where 48% reported they were not currently employed, 36% are employed part-time, and 16% are employed full-time.



GENDER OF RESPONDENTS
82 respondents



Research Goals & Recruitment Procedure

Research Goals:

The purpose of this study was to understand adult perceptions of the Hot Wheels brand to inform the development of a future advertising campaign. Specifically, the research seeks to examine:

- Brand awareness and familiarity with Hot Wheels
- Experience with Hot Wheels products, primarily during childhood
- Current attitudes toward the brand and impressions of its relevance today
- The role of nostalgia and emotional associations in shaping brand perception
- Associations between Hot Wheels and creativity, imagination, and play
- Attitudes toward play & entertainment with the brand (as adults)
- Whether adults believe Hot Wheels can appeal beyond children
- Comfort with engaging with Hot Wheels content as an adult
- Opinions on whether Hot Wheels advertising should target both adults and children

Recruitment Procedure:

- Participants were identified and recruited through direct email invitations that provided a link to an online survey hosted on Qualtrics created on February 23, 2026.
- The email briefly explained the purpose of the study, which was to understand perceptions of the Hot Wheels brand as part of an Advertising Capstone research project.
- Participation was open to individuals 18 years of age or older, and no incentives or compensation were provided.
- After leaving the survey open for almost two weeks, it was closed on March 8th.
- Upon opening the survey, participants were first provided with an informed consent page requiring agreement before proceeding with the survey.
- The survey took approximately 10-15 minutes to complete.
- Responses were collected anonymously and stored securely.
- After data collection was complete, responses were analyzed to identify patterns and trends that could be helpful for the development of a future advertising campaign for the Hot Wheels brand.

Survey Results & Analysis

Brand Relevance for Adults

FAMILIARITY WITH HOT WHEELS
77 respondents

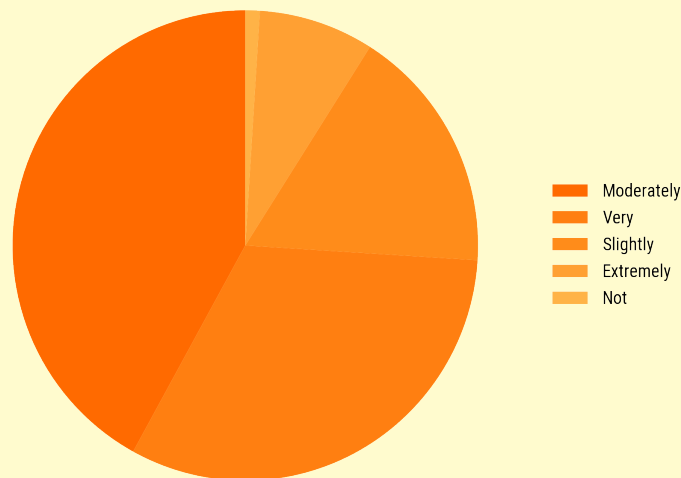


Figure 3: Responses favor brand relevance for adults, with moderately familiar at 42%, and very familiar being at 32%. 8% of respondents were extremely familiar, while having a much lower percentage of responses not being familiar with slightly familiar at 17%, and not familiar at all only having 1% of responses.

HAVE OWNED HOT WHEELS
77 respondents

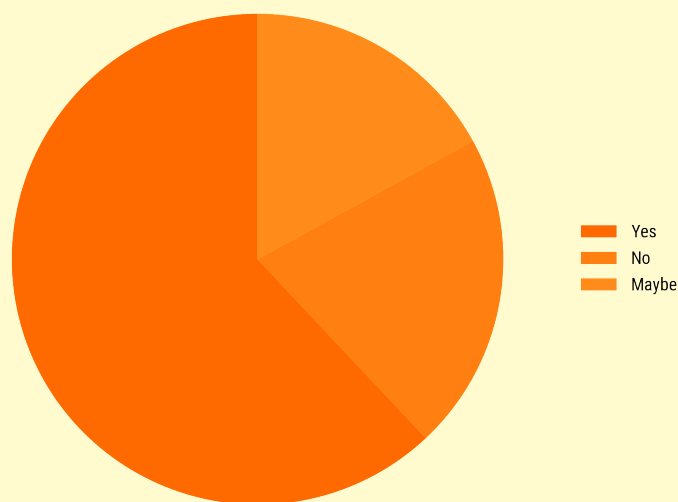


Figure 4: 62% of respondents show that they have owned hot wheels at some point, with 21% having never owned hot wheels and 17% being unsure of whether or not they had previously owned hot wheels.

Nostalgia & Emotional Associations

ASSOCIATION WITH NOSTALGIA
3 respondents

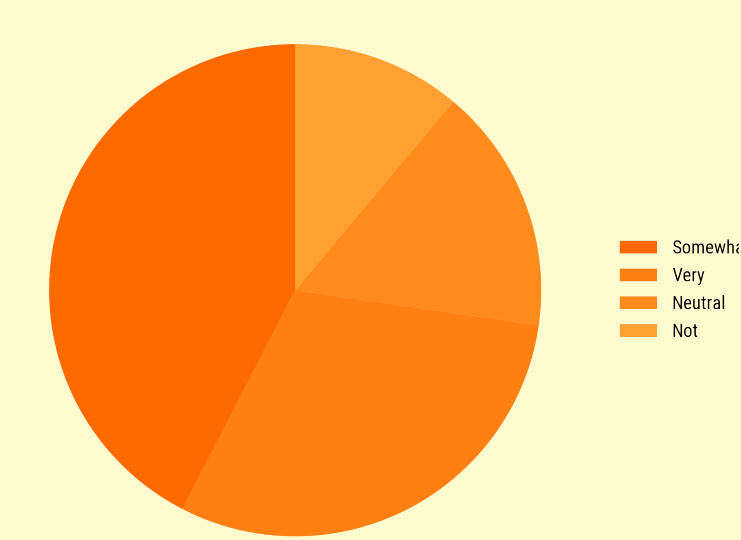


Figure 5: 30% of our responses show that people strongly associate hot wheels with nostalgia, and those who still felt somewhat nostalgic about it at 42%. 16% of people were neutral about their nostalgia and 11% said they felt no nostalgia at all about hot wheels.

WHAT EMOTIONS ARE ASSOCIATED?
73 respondents

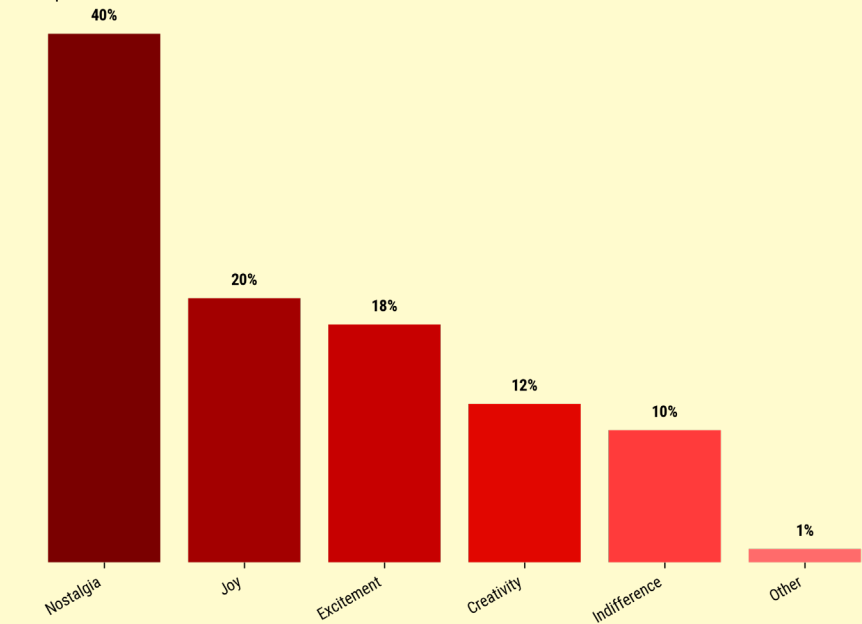


Figure 6: 40% of responses show that people associate nostalgic emotions with hot wheels, while 20% said they associated joy. 18% felt excited about hot wheels products, and 12% associated creativity with it. 10% were indifferent while the remaining 1% listed “other” as their associated emotion.

Advertising & Future Audience

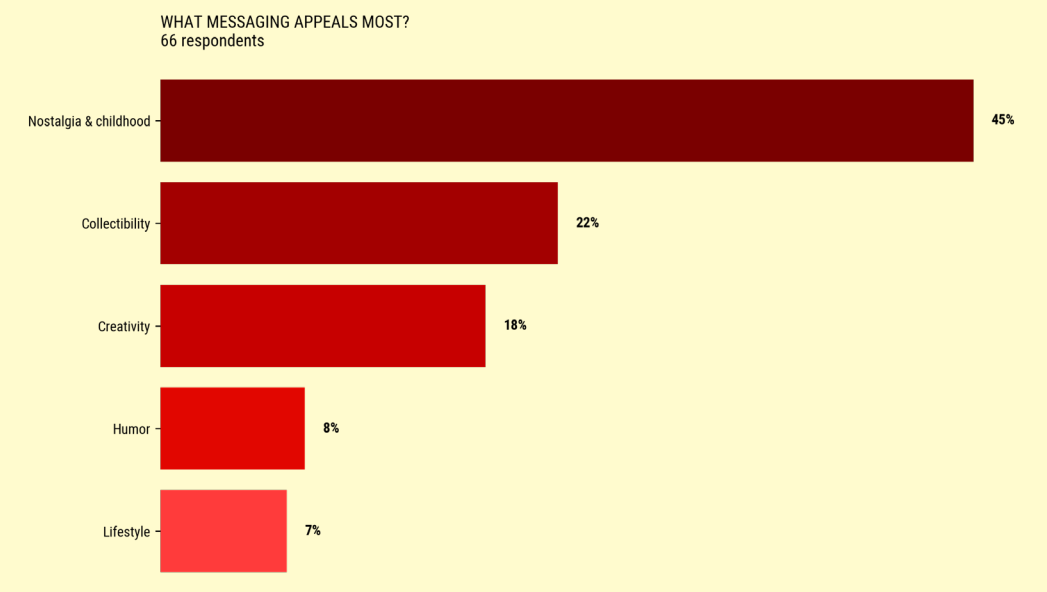


Figure 9: Nostalgia and childhood memories dominate at 45%, more than double the next preferred theme. Collectability is 22% while creativity/imagination is 18%. Lifestyle and humor messaging, were the lowest rank, at 7% and 8%.

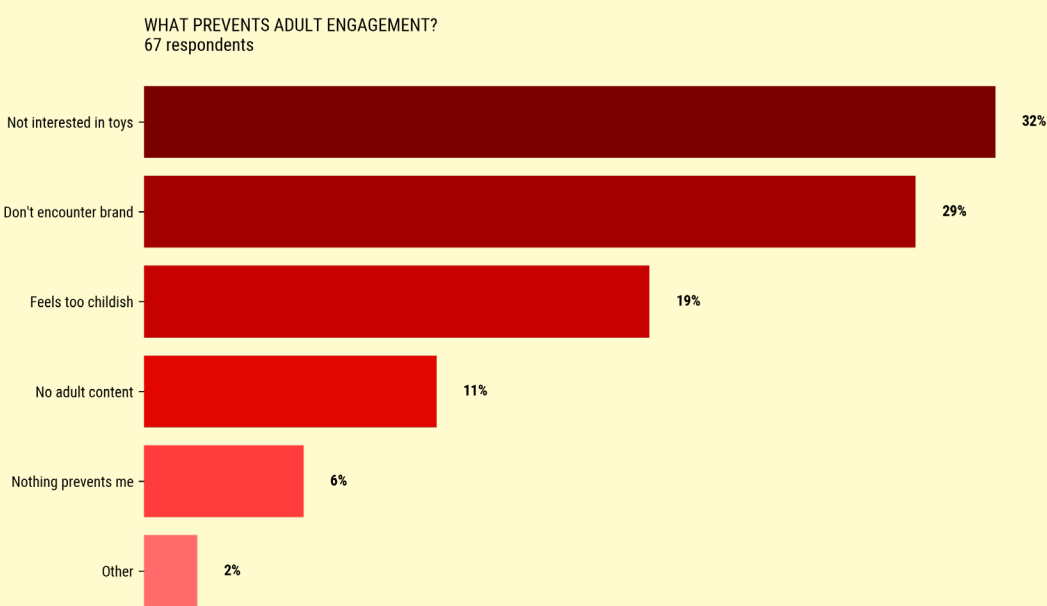


Figure 12: The top barrier is general disinterest in toys, 32%, which may be less about Hot Wheels specifically and more about product category. The second-largest barrier is low brand encounter frequency at 29%. Following is "Feels too childish", 19%, and "no adult content", 11%, together represent 30% of barriers that targeted brand repositioning could overcome. Notably, 6% say nothing prevents them showing an audience that could be honed in on during the campaign process.

Insights and Implications

Overall:

This survey explores brand perception, nostalgia, adult relevance, and advertising preferences for Hot Wheels among a predominantly young college-student audience. The results reveal a brand with deep emotional roots and strong nostalgic equity, but a notable gap between goodwill and active adult engagement. The key challenge is converting warmth and memory into present-day relevance and willingness to interact with the brand.

Demographics:

The sample is predominantly a Gen Z/young Millennial, female, college-student audience, which means findings, especially around adult engagement, should be interpreted through that lens. Results may not fully represent broader adult demographics, especially males 25 and up.

Adult Engagement & Emotional Connections:

Nearly 70% rarely or never encounter Hot Wheels in daily life, meaning the brand lives in memory rather than the present. Nostalgia dominates emotional associations, but 21% feel indifference, which is a warning sign of emotional disengagement. While 87% agree the brand encourages creativity and imagination, creativity ranks only third in emotional associations, making it a clear untapped messaging angle. Despite 80% holding positive childhood memories, only 22% say they'd actually engage with Hot Wheels as an adult. Only 44% see the brand as relevant today, and 51% are neutral, meaning they aren't opposed to the brand, just inactive.

Campaign Messaging:

Nostalgia is the top preferred messaging theme, with collectability ranking second. The strongest signal in the dataset is that 82% say an imagination-focused campaign would appeal to them. Additionally, 52% say seeing adults featured in Hot Wheels advertising would increase the brand's relevance to them.

Implications:

Fixing visibility is the first priority, 55% simply don't encounter the brand, and a consistent TikTok and Instagram presence is the highest-leverage move available. The campaign should lead with imagination and let nostalgia serve as the emotional undercurrent, not the entire story. Adults should appear naturally in content without it being a declared strategy. The neutral majority of 51% is the highest-value target. They haven't written the brand off, they just haven't been given a reason to engage. Finally, partnering with existing collector and creator communities on social media would amplify reach organically.

What to Avoid:

Over-relying on nostalgia keeps the brand in the past rather than making it current. Explicitly marketing Hot Wheels "to adults" risks feeling inauthentic, counteracting the goal of showing it, not saying it. Traditional media channels like outdoor and print should be deprioritized, as only 3% would notice outdoor advertising. Finally, this data should be complemented with targeted research among males aged 25–40 before any major strategy decisions are made.

***PRIMARY
RESEARCH:
INTERVIEW REPORT***

Demographics

A total of 15 one-on-one interviews were conducted with adult participants ages 21 to 78. Participants included college students, young adults, parents, working professionals, and retirees. Several interviewees were current James Madison University seniors, while others represented older age groups with different life stages and relationships to the brand. This range allowed the research to capture perspectives from people who grew up with the brand as well as those who now connect with it through younger siblings, children, or family and friends.

Research Goals & Recruitment Procedure

Research Goals:

The purpose of the interviews was to gain deeper qualitative insight into how adults (ages 18+) emotionally connect with the Hot Wheels brand. Specifically, the interviews aimed to explore:

- Personal memories and early childhood experiences with Hot Wheels
- Feelings of nostalgia associated with the brand
- Current perceptions of Hot Wheels
- Beliefs about the brand's relevance to different age groups
- Associations with creativity and imagination
- Advertising preferences and campaign ideas that would feel exciting or memorable
- How adults connect with Hot Wheels through nostalgia, collectibles, family, and gift-giving

Recruitment Procedure:

Interviews were conducted online through Zoom and lasted approximately 10-15 minutes each, including a minimal of 10 questions asked per participant. Participants were recruited through direct outreach and volunteered to participate. The demographic of interviewees were majority 21-30 year old men and women. There was an even split of both men and women interviewed. Before the interview began, participants were informed of the study's purpose and provided verbal consent to participate and be recorded. The interviews followed a structured guide with open-ended questions about childhood memories, nostalgia, creativity, perceptions of the brand, and advertising preferences.

Recordings and written notes were used only for analysis and theme identification, and identities were not connected to the reported findings.

Reporting Findings

Nostalgia and Childhood Memory

Many participants associated Hot Wheels with childhood memories and early play experiences. Even those who did not personally play with Hot Wheels toys were still able to connect the brand to friends, family, or childhood environments. A large portion of interviewees discussed vivid memories of building tracks in their homes or watching siblings and friends play. One participant stated that Hot Wheels “bring up a lot of nostalgia because my brother and I used to play with them frequently as kids,” while another described it as “a direct link to being a kid before everything went digital.”

Stand Out Quote: “When I see that orange track, I don’t just see a toy, I see rainy Saturdays in the basement.”

Creativity and Imaginative Play

Participants were consistent in describing Hot Wheels as a brand that allows for creativity and hands-on imagination. Many emphasized the freedom of building tracks in various ways and creating their own racing scenarios. Unlike many modern-day toys, participants felt Hot Wheels allowed kids to design their desired play experiences rather than following instructions. One interviewee said, “the tracks didn’t have directions, you could build them however you wanted,” while another described the experience as creating “a whole world around a toy.”

Stand Out Quote: “You could build the tracks however you wanted and make your own races.”

Limited Relevance to Young Adults

Although Hot Wheels created strong nostalgia for many, some participants said it does not currently feel relevant to their age group. Particularly college students described it as a children’s toy unless it is connected to collecting, gifting, or childhood memories. One participant stated the brand was “irrelevant to me,” while another suggested that the brand could appeal more if it “leaned into nostalgia.”

Relevance Through Family and Collectibility

Older participants, especially ones interested in cars, were more likely to see current relevance in the brand. They connected Hot Wheels to various life aspects such as parenthood, gift giving, collectibles, and real-world car culture. This suggests that when the brand is positioned through a connection or collector appeal, it is likely there will be stronger adult relevance.

Insights and Implications

Across all age groups (21 to 32), Hot Wheels is a "staple of childhood" that triggers deep sensory memories, such as the smell of motorized rubber wheels and the sound of cars crashing. Many young adults (ages 21–22) currently view the brand as "non-existent," "irrelevant," or strictly for kids. They feel they have "aged out" unless they are serious car enthusiasts or collectors. Interviewees value Hot Wheels as a break from screens, offering "open-ended play" and "active, messy environments" like backyard dirt paths or basement "cities". There is a strong preference for "realistic cars," and models people recognize over "crazy, weird" or "fantasy" designs.

Respondents also associate the brand with professional car culture, such as F1 and "Real Riders". For the older demographic (age 32), Hot Wheels is a tool for bonding between generations (e.g., dads and children), with a specific call to ensure marketing is inclusive of daughters as well as sons. Advertising should utilize "Modern Nostalgia" cues, such as 80s synth music or cinematic styles that mimic iconic movies, to re-engage adults who grew up with the brand. Marketing materials should emphasize that these cars are built to last, positioning them as "legacy" items that can be passed down through generations.

Creative Strategy Brief

COMPANY: Hot Wheels

PRODUCT CATEGORY: Collectables

DELIVERABLES: Magazine print ads, TV ad, jingle for a radio ad, social media platform ads, out-of-home ads (OOH), a viral video, a guerilla marketing experience, branded product placement

PERSONA

TONE: Nostalgic, Sentimental, Exciting, Passionate

Usage status

May have played with Hot Wheels as a child but is now entering the hobby as an adult. He views the brand through a "high-end" lens, looking for limited editions or premium models to display in a professional office setting.

Demographic

Identity: Male, 35–50 (Millennial/Gen X).

Socioeconomic: \$100k–\$300k HHI; High-level executive/Business class.

Education: Bachelor's degree or higher.

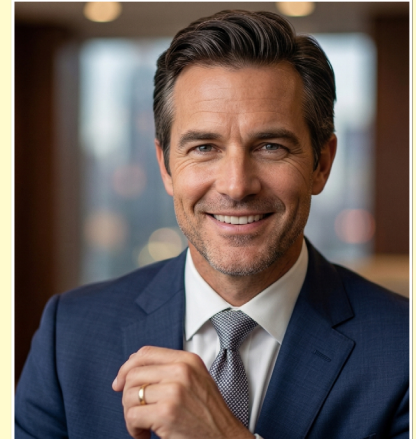
Behavior: High-end commuter and first-time collector; curates childhood memorabilia as sophisticated office decor.

Other considerations

The "Everyman" with an upper-class edge; a suburban resident with a stable, high-end lifestyle. Deeply rooted in tradition and family consistency, secular but values the "legacy" of shared history. A first-time collector who favors "flashy," premium items that signal success while maintaining a connection to his roots.

Geographics

Resides near major business/tech hubs (NY, NJ, CA, VA), business-class professional who transitions daily between a stable suburban home and a high-stakes office via train or luxury vehicle.



MICHAEL CARTER

PSYCHOGRAPHICS

Activities: Spends time curating high-end displays to serve as sophisticated office decor. Spends significant daily time in luxury vehicles or business-class transit, often using the time to stay updated on industry and market trends. Organizing small, upscale gatherings for colleagues or neighbors that emphasize quality over quantity, often using his office collection as a conversation starter.

Interests: Maintains a high-performance lifestyle by balancing fitness with family traditions. He finds relaxation in classic cinema and authoritative media. He consumes generational podcasts that bridge the gap between "old school" professional grit and modern workplace innovation.

Opinions: Believes that a few rare, premium items are superior to a large collection of standard goods; "the hunt" is for excellence. Values the "legacy" of shared history and believes that professional success should be anchored by traditional family stability. Feels that a workspace should reflect a person's journey, showing they have reached the top without losing their original identity.

BEHAVIORAL

Buyer type: A connoisseur investor who treats high-end memorabilia as a curated blend of personal legacy and tangible asset.

Decision-making style: Analytical and prestige-driven, prioritizing historical value and rarity over impulse or cost.

Shopping style: A targeted approach that favors high-end digital marketplaces and authenticated services over browsing retail.

Purchase motivation: Seeking to bridge his childhood roots with his adult success through sophisticated office decor.

Pain points: Market friction and inauthenticity, specifically items that fail to meet his rigorous quality standards.

SOCIAL MEDIA ACTIVITIES

Platform Usage: He utilizes LinkedIn for professional networking and brand-building, while turning to Instagram and YouTube for "passive curation" of high-end automotive design and expert-led collector intelligence.

Engagement Style: His activity is defined by high-frequency "lurking" and private-group networking, where he monitors market trends and saves elite items for his collection rather than engaging in public social chatter.

DESIRED MINDSET

Michael feels a profound sense of "earned nostalgia," viewing the brand as a sophisticated bridge that validates his childhood passions by transforming them into symbols of his executive success. He feels intellectually respected and elite, experiencing the quiet thrill of a connoisseur who has secured a high-stakes, "museum-quality" asset that perfectly reflects his journey from a suburban kid to a high-powered professional.

COMPETITORS

Matchbox: Michael feels that while the brand offers "grounded realism," it lacks the "flashy" prestige and cultural dominance he craves for his office; he views them as solid, everyday replicas that are perhaps too "pedestrian" for a high-end display compared to the high-octane energy of a premium Hot Wheels model.

Tomica: Michael feels a deep intellectual respect for this brand's Japanese engineering and "museum-quality" detail, viewing the suspension and metal craftsmanship as a sophisticated choice that aligns with his appreciation for precision and rarity.

Hess: Michael feels a warm, traditional nostalgia for these as "family legacy" items, but he views them more as seasonal holiday artifacts or gifts for his children rather than sleek, professional decor that signals his individual success in a boardroom setting.

BIG IDEA EVIDENCE

Market research consistently shows that a massive percentage of die-cast sales are driven by adults. Mattel has even noted that "kid-adults" (kidults) are one of the fastest-growing segments in the toy industry, often buying for their own collections rather than for children. Hot Wheels already operates a premium, members-only club with high annual fees. This community is almost exclusively comprised of adults who compete for high-detail, limited-run models that retail for \$25–\$100+ and appreciate on the secondary market. Major car manufacturers (Ford, Chevy, Porsche) partner with Hot Wheels to launch new vehicle designs. These brands use Hot Wheels as a marketing tool for adult car buyers, recognizing that the person buying the 1:64 scale car is often the same person buying the full-sized version. Large-scale Hot Wheels conventions (like those in LA or Indianapolis) are dominated by adult collectors, customizers, and "wheel-swappers." These events focus on the history, rarity, and technical modification of the cars—hobbies that require adult levels of income and patience.

MESSAGE OBJECTIVES

- Objective: Shift the perception of Hot Wheels from a "toy box staple" to a "sophisticated collector's brand."
- Objective: Convince our target market that a Hot Wheels model is a "sophisticated badge of identity" rather than a toy.
- Objective: Identify and leverage the specific childhood eras (80s vs. 90s) that resonate most with his demographic
- Objective: Move beyond social media "likes" to encourage collector dialogue" among high-level professionals.
- Objective: Re-trigger the dormant nostalgia of a first-time adult buyer through tactile and sensory memory.

Final Creatives

Print Headlines & Taglines

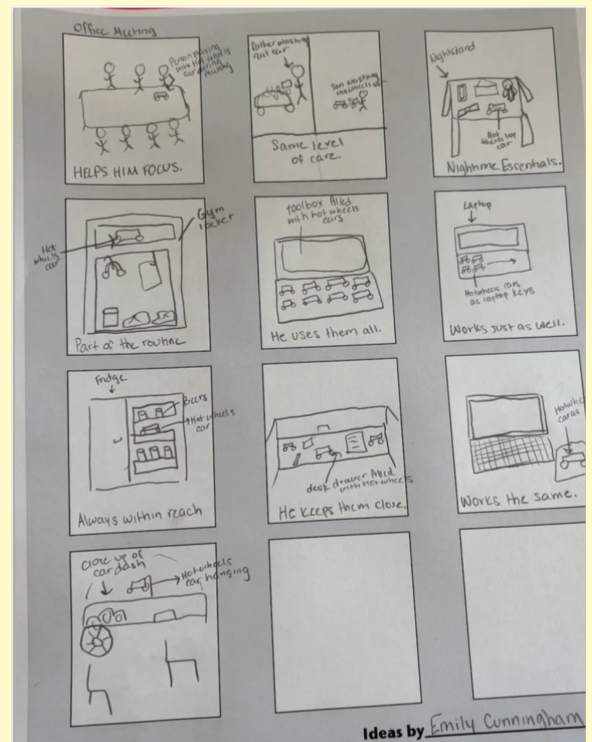
Headlines:

You never really grow out of it
Still part of you
Just a different stage of life
You grew up. This didn't.
Still playing. Just differently.
Legacy in Every Scale.
Some habits don't change
Who says you have to grow up?
It never stopped being fun
Some habits stick
Still fits in your pocket. Still clears the jump.
Gravity hasn't changed. Neither have you.
Still the most reliable engine you'll ever own.
Engineered for those who refuse to sit still.
Your desk deserves a faster lane.
The most productive minute of your day.
Clear your head. Clear the jump.
The fastest way back.
Nothing about this feels old.
Still built for your kind of fun.
A break that actually feels like one.
Something that never got complicated.
Its been waiting for you.
We never clocked out.
No gas. No Payments. All Fun.
The fastest thing on your desk.
Still cheaper than a midlife crisis.
The speed never left you.
Be apart of the ride.
Same rush, but on a different road.
The engine never really turned off.

Taglines:

Never outgrow it
More than a toy
Play doesn't end
Always part of you
Grow with you
Collect the legends
Keep the spark
Keep the fun
Stay with it
Don't grow out of it
Still in motion
Pass the passion
Keep the flame
More than a car
Keep the flame.
Pass the Passion.
Still in your system.
Never out of gear.
Fueled by you.
Stay in the fast lane.
Still apart of the ride.
Still in your hands.
Get in the drivers seat.
Keep chasing speed.
Born to move.
Stay on track.
No brakes needed.
Built for the long run.
Always within reach
Never parked.
Still chasing miles.

Print Ad Thumbnails



Print Advertisements



Legacy, in Every Scale.

SOME THINGS YOU NEVER GROW OUT OF.



COLLECTOR EDITION

ULTIMATE TIME MACHINE

Back to the Future

START YOUR COLLECTION.



Legacy, in Every Scale.

SOME THINGS YOU NEVER GROW OUT OF.



COLLECTOR EDITION

FULL-SIZE ASTON MARTIN D85
(JAMES BOND 007)

James Bond 007

START YOUR COLLECTION.



Legacy, in Every Scale.

SOME THINGS YOU NEVER GROW OUT OF.



COLLECTOR EDITION

FULL-SIZE MAGNUM PI FERRARI 308 GTS

Magnum P.I.

START YOUR COLLECTION.

Print Mockups

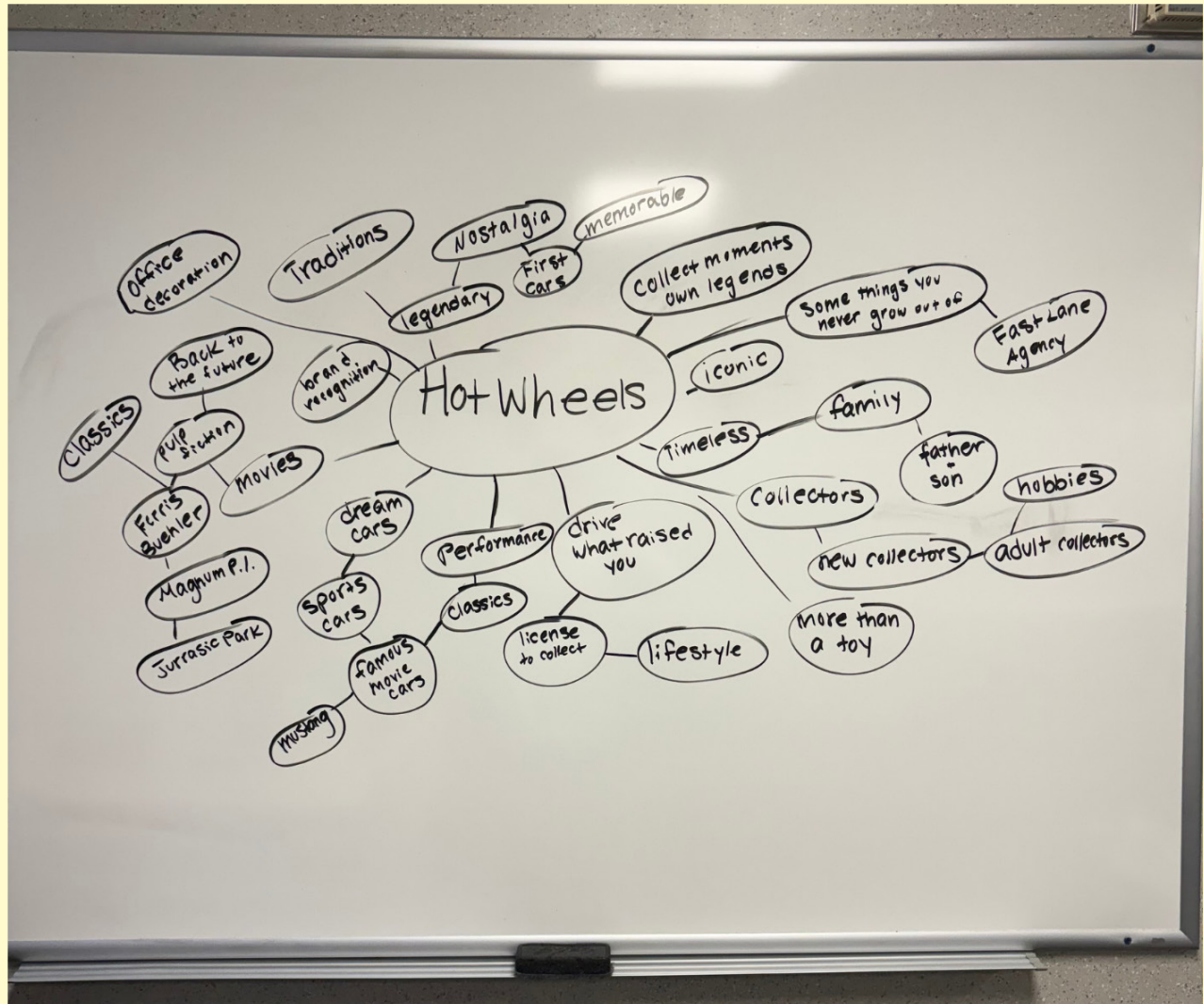


Rationale

Our print campaign is designed to bridge the gap between childhood nostalgia and adult sophistication through a high-end, minimalist aesthetic. By positioning legendary cinematic vehicles side-by-side with their Hot Wheels counterparts, we create a visual dialogue that transforms these products from simple toys into premium collectibles. The ads utilize a "gallery" effect, featuring deep shadows, focused lighting, and ample white space, to mirror the layout of luxury automotive journals or business magazines. This sleek approach ensures the cars carry a sense of "silent luxury," allowing the craftsmanship and iconic silhouettes to do the talking while fitting seamlessly into professional environments like executive offices.

The strategic anchor of the campaign is the headline, "Legacy, in Every Scale," which frames the collection as a curated continuation of the films our target audience loved as children. By exercising sophisticated restraint and avoiding heavy copy, we highlight the precision-engineered quality of each model, signaling exclusivity and prestige. This side-by-side comparison does more than showcase a product; it provides a compelling incentive for the modern professional to reclaim a piece of their history and carry that legacy from childhood into adulthood.

TV Brainstorming



TV Script

(HOT WHEELS, :30, COLLECT THE LEGENDS)

VIDEO

1. CLOSE UP: Mini Hot Wheels Mustang kitchen counter beside keys. Hand grabs keys and toy car.
2. MEDIUM SHOT: Man fixes watch and suit jacket.
3. FOUR FRAME MONTAGE: Quick cuts of opening car door, getting into the car, the steering wheel, and the Mustang exterior.
4. INTERIOR SHOT: Mini car sitting on dashboard of real mustang.
5. MEDIUM SHOT: Mini car rolls off back of Mustang trunk. Match cut transition into real Mustang driving past camera.
6. WIDE SHOT: Mustang driving down road.
7. TURNING SHOT: Mustang smoothly pulls into a parking spot.
8. MEDIUM SHOT: Driver has hand out of window holding mini car, smiling toward camera.
9. GRAPHIC OUTRO: Animated toy car speeds across screen with flame trail. Hot Wheels logo appears.
10. END FRAME: Hot Wheels logo on black screen with the text "some things you never grow out of."

AUDIO

MUSIC: Intro and beat drop

SFX: Keys being grabbed

MUSIC: Cinematic beat begins building

VO: "You remember this feeling?"

MUSIC: Beat builds stronger

VO: "The legends never left."

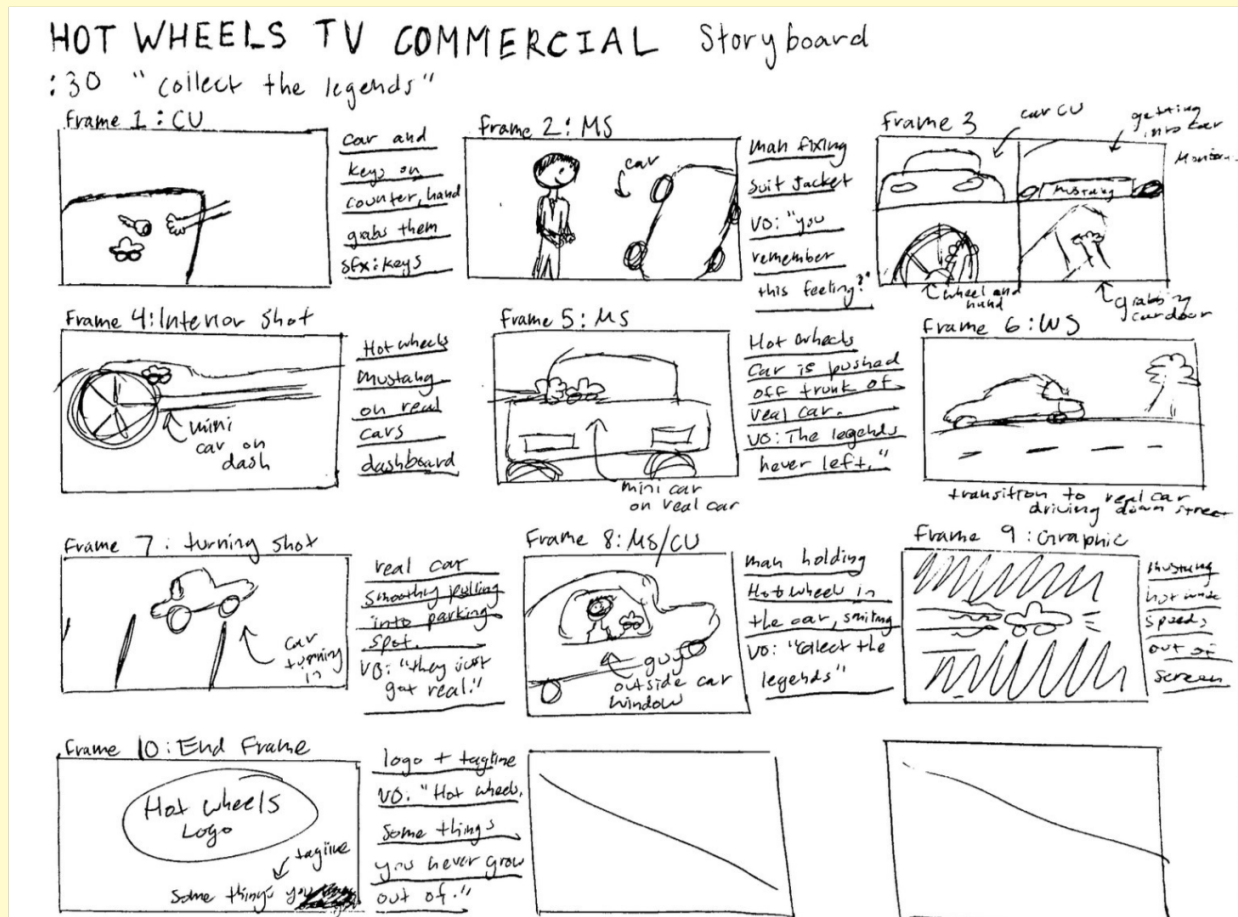
VO: "They just got real."

VO: "Collect the legends."

VO: "Hot Wheels. Some things you never grow out of."

MUSIC: Music fading out

TV Storyboard



Casting & Location Specs

Cast:

Jared Battaglia as the business man

Location 1: Apartment

Location 2: Parking Lot

Location 3: Devon Lane

Key Frame with QR Code



Rationale

The TV commercial was created to reconnect adult audiences with the excitement and nostalgia they associate with iconic cars and Hot Wheels. Rather than focusing on children playing with toys, the commercial positions Hot Wheels as an affordable collectible tied to identity, memories, and cinematic culture. This approach aligns with our campaign goal of targeting adults who grew up around these cars and movies and now view collecting as an easy way to reconnect with those experiences.

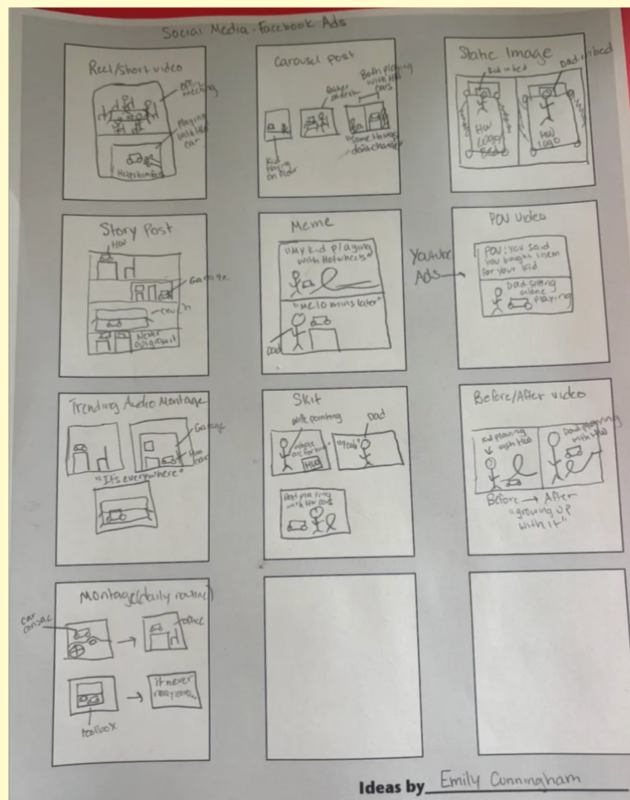
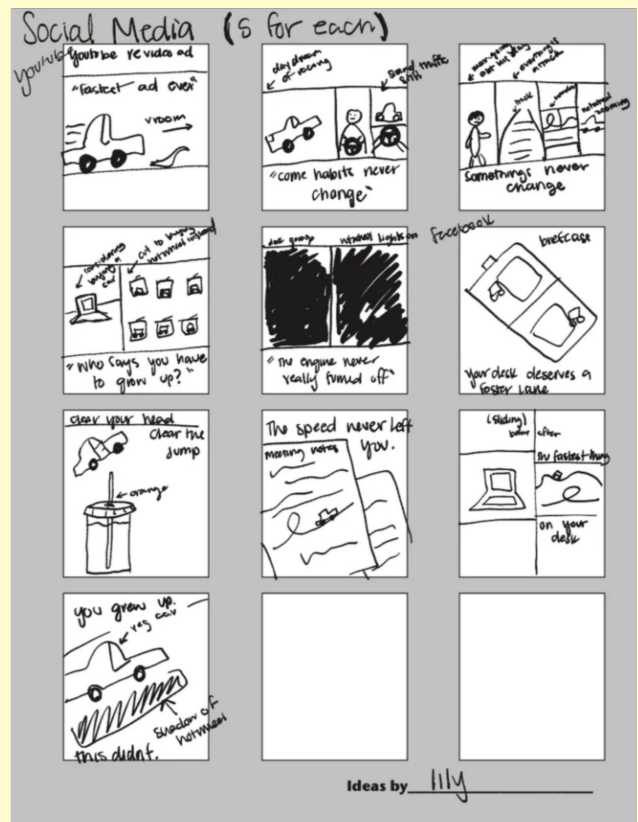
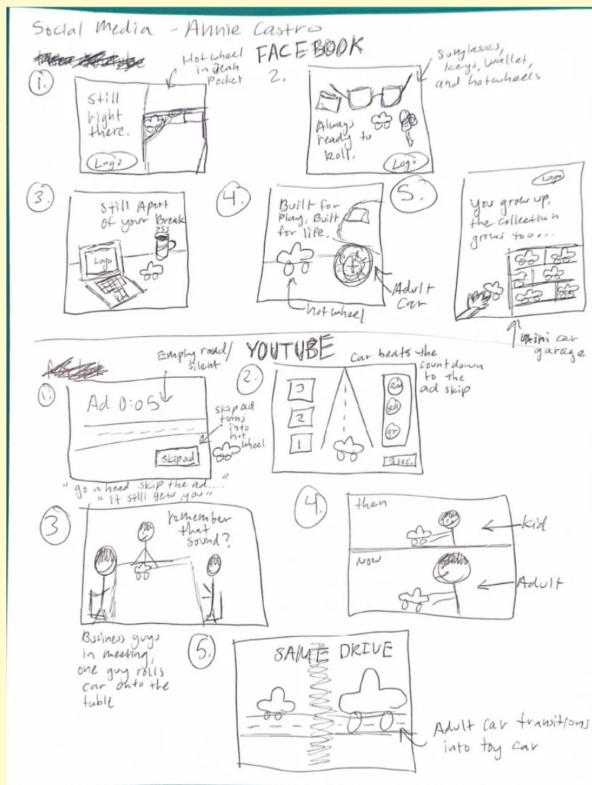
The commercial opens with the mini Hot Wheels Mustang beside a set of keys and a man preparing for his day as he grabs both of them together. This establishes a mature tone while also introducing the toy car as something meaningful rather than childish. The suit, watch, and real Mustang help blend adulthood with nostalgia, showing that collecting can continue into later stages of life.

One of the most important moments in the commercial is the transition from the mini Hot Wheels car rolling off the trunk into the real Mustang driving away. This visual connects the collectible directly to the real-world vehicle. The dashboard shot of the mini car inside the Mustang further strengthens this connection by making the collectible feel like part of the driving experience relating directly to our target audience.

The use of quick cinematic cuts, feature focused visuals, and smooth driving shots was inspired by film trailers and trendy automotive advertisements. This gives the commercial a more polished and mature feeling that appeals to the target audience while still keeping the recognizable energy associated with the iconic Hot Wheels.

The final voice over, "Hot Wheels. Some things you never grow out of," ties the commercial back to the overall campaign message. The tagline reinforces the idea that passions connected to movies, cars, and collecting do not disappear with age and instead become part of personal identity and nostalgia over time.

Social Media Thumbnails



Social Media Advertisements



Copy:

Life Moves Fast. Collect Slow.

Now arriving: Ferris Bueller's Ferrari 250 GT California.

A movie legend built for collectors who still remember the first time they watched it.

3 of 6. The next legend is closer than you think.
#CollectTheLegends



Social Media Advertisements



Copy:

Some Things Never Go Out Of Style.

The Ferrari 308 CTS from Magnum, P.I., joins the collection. Bright red paint, coastal drives, and pure 80s nostalgia.

2 of 6. The next legend is coming soon...
#CollectTheLegends



Social Media Advertisements



Copy:

License To Collect.

The legends are rolling in. First up: James Bond's Aston Martin DB5. Iconic. Timeless. 1 of 6.

Stay tuned... more legends are coming
#CollectTheLegends



Social Media Advertisements



Copy:

Bad Decisions. Great Cars.

The kind of car that looks like it has a story behind it.

Introducing the Pulp Fiction '70 Chevelle SS.

4 of 6. More legends rolling in soon.
#CollectTheLegends



Social Media Advertisements



Copy:

Blast From The Past...

Not every collector piece stays parked in the present. Introducing the Back to the Future Time Machine.

5 of 6. #CollectTheLegends



Social Media Advertisements



Copy:

Some Movie Cars Were Cool...

This one came with dinosaurs

The Jurassic Park 1992. Ford Explorer XLT joins the collection.

6 of 6. The collection is complete.



Rationale

This series of Facebook ads repositions Hot Wheels as a collectible brand for adults by combining cinematic nostalgia with an elevated, lifestyle-driven approach. Each ad features an iconic film vehicle next to its Hot Wheels equivalent, reinforcing that these cars are not just toys, but meaningful items connected to well-known films.

The movie-based concept drives the campaign by tapping into recognizable films across different eras, appealing to adults who grew up with these stories. Each execution mirrors the tone of its film, keeping the content engaging while reinforcing the idea that “some things you never grow out of.”

The rollout strategy is intentionally staggered, with one Facebook ad released per week. This creates a sense of anticipation and encourages users to check back in with the page to see which “legend” will be revealed next. By presenting the ads as a series, the campaign build momentum over time and reinforces the idea of collecting the entire set. Rather than targeting existing collectors, this approach is designed to mirror the behavior of real collectors, encouraging our audience to adopt that mindset and begin collecting themselves.

Facebooks supports this approach because it is a platform heavily used by our target audience. Its format allows for storytelling through captions and stimulates interaction among users through comments, shares, and discussions about favorite films and memories. This helps build a sense of community and positions the campaign as an ongoing experience, rather than just a product drop.

Overall, the campaign shifts the perception of our brand by positioning Hot Wheels as something that fits into adulthood, using nostalgia, storytelling, and a structured rollout strategy to turn interest into collectability.

Viral Video Key Frame & QR Code



**NOW EVERY DRIVE
FEELS CINEMATIC**



Rationale

The viral video idea sparked from wanting to create a quick and relatable video that adults could view on Facebook reels.

The opening shot starts with a captivating scene and relatable hook “POV you bought one hot wheels car...” Viewers see themselves within the first seconds of the video, because all collectors start with buying their first item, before moving onto more. Its critical for viewers to relate within the first view seconds of such a short video or else they will lose interest and scroll.

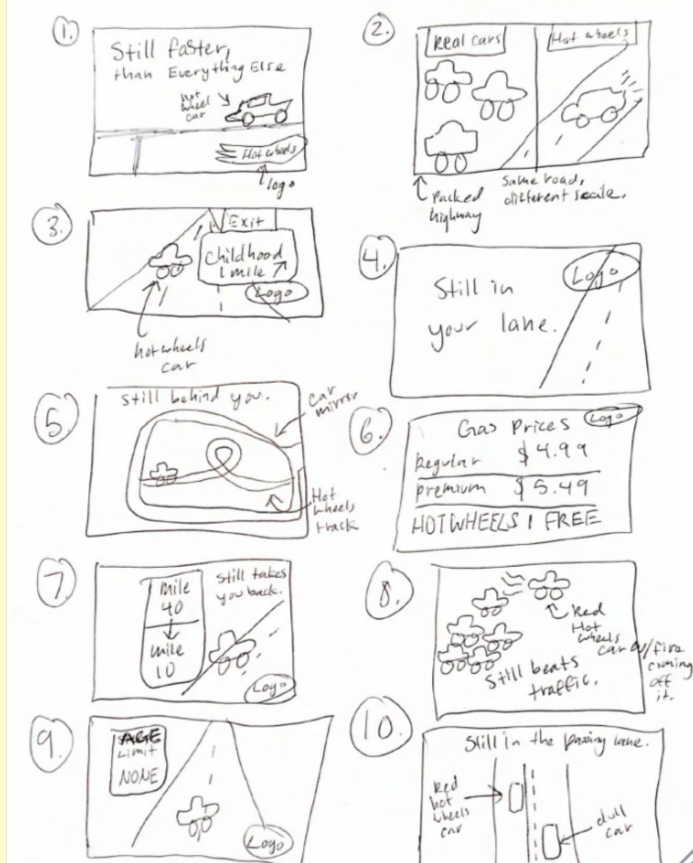
The transition to the car driving away, then the flash to the hot wheels car on the dashboard is attention grabbing. It positions the hot wheels car with the real mustang to give it a timeless feel of a real item, rather than a children's toy.

The line “now every line feels cinematic” captures the audience and ties in the meaning of having the hot wheels car paired with the mustang, focusing on the emotion and meaning of the hot wheels car rather than just the toy itself.

It ends with the agency tagline “some things you never grow out of” to bring everything together and connect the video to our campaign.

OOH Ad Thumbnails

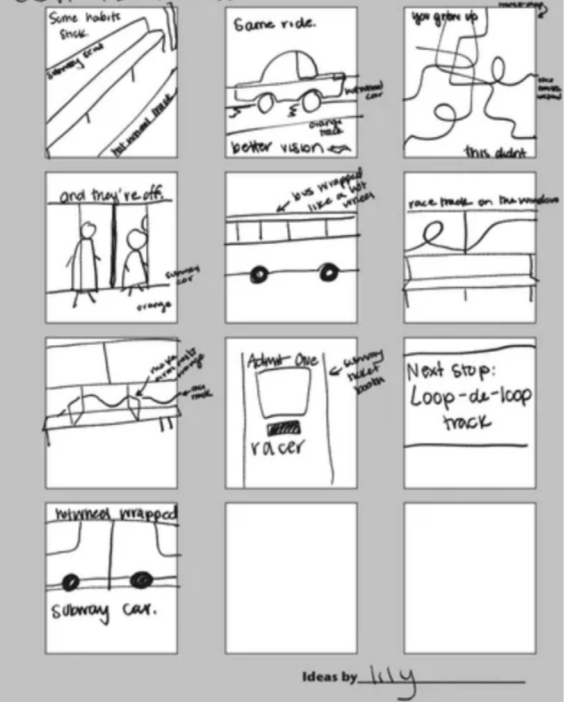
Anne Castro - Billboard Ads - OOH



OOH billboard



OOH #2 transit



OOH Advertisements



OOH Advertisements



Rationale

To extend the campaign into the physical world, we developed an immersive Out-of-Home (OOH) strategy that targets the daily commute, transforming a mundane routine into a nostalgic journey. The centerpiece is a "Rewind Tunnel" installation: as professionals commute through the tunnel, they are symbolically transported back in time, transitioning from the high-speed demands of adulthood back to the cinematic wonder of their youth. This is followed by a strategically placed billboard featuring the minimalist car imagery and the grounding copy: "Some things you never grow out of." This sequence builds immediate brand awareness by meeting the audience in their transition between home and the office, framing Hot Wheels as a permanent fixture of their identity rather than a phase they left behind.

Complementing this journey, we have designed vintage-inspired posters for subway terminals, where commuters often have "dwell time" on their phones. These posters break through the clutter of modern, digital-heavy advertising by utilizing an aesthetic that pays homage to the classic movie posters of the target's childhood. By showcasing a lineup of retro cinematic icons in this high-touch, artistic style, we aim to spark a sense of discovery during their transit. This placement provides the perfect window for the audience to research the collection on their mobile devices, leveraging the "silent luxury" of the visuals to turn a subway platform into a gallery of personal history.

Jingle Script & QR Code

Lyrics:

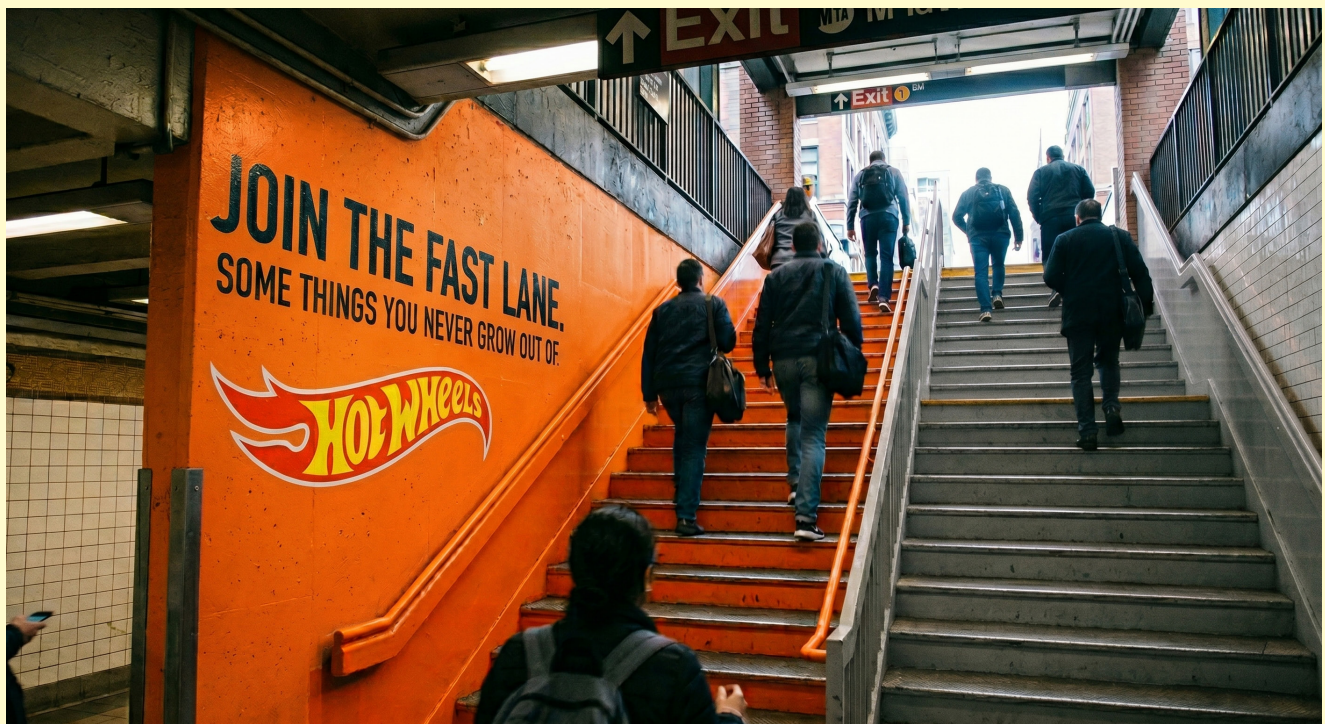
"From the movies to your hands,
Collecting legends that still stand.
Every turn, everywhere you go...
Hot Wheels rides,
You never outgrow."



Guerilla Marketing Thumbnails



Guerilla Marketing Experience



Rationale

Our guerrilla marketing advertisement prioritized meeting our target audience in the spaces where they normally spend time. Rather than forcing Hot Wheels to fit into the average businessman's life, we decided that we could show how the love of the flame never left the lives of our target, but instead has always existed just beneath the surface of their everyday routines. By tapping into these familiar environments, we are able to reintroduce that sense of play and nostalgia in a way that feels natural, rather than disruptive.

Our strategy is to paint the stairs of a subway orange, just like a Hot Wheels track. The wall next to the stairs will say, "Join the Fast Lane. Some Things You Never Grow Out of." The reason for choosing subway stairs is that we found that the majority of our target will be working in big cities, most of which have underground transit systems, such as New York. This placement allows the advertisement to reach them during a moment of routine, such as commuting, when they are most likely on autopilot and therefore more open to a visually unexpected interruption.

Traditionally, when walking on steps or escalators, it is the left side of the stairs that is left open for people who are going "faster" than the rest. By using an already normalized practice among society, we transform that fast lane into something more than just a path of efficiency. It becomes a symbolic connection to their childhood, turning an ordinary commute into a subtle, interactive reminder of the Hot Wheels tracks they once raced. This not only captures attention, but invites participation, as commuters physically step into the "fast lane," reinforcing the idea that some things truly never truly leave you.

Branded Product Placement

SCRIPT WITH NOTATIONS

SCENE 1

INT. PEARSON SPECTER LITT — HARVEY'S OFFICE — DAY

CU MIKE

MIKE WALKS INTO HARVEY'S OFFICE HOLDING A COFFEE. HARVEY SITS BEHIND HIS DESK, WORKING. MIKE DROPS INTO THE CHAIR ACROSS FROM HIM AND NOTICES A LINEUP OF FIVE HOT WHEELS CARS FROM ICONIC CHILDHOOD MOVIES DISPLAYED ON THE DESK.

CU MIKE

MIKE PICKS UP ONE OF THE CARS AND LOOKS AT HARVEY WITH A SMIRK.

CU HARVEY

HARVEY BARELY LOOKS UP FROM HIS PAPERWORK.

MIKE: "Didn't take you for a Hot Wheels guy."

HARVEY: "Are you not?"

SCENE 2

INT. PEARSON SPECTER LITT — JESSICA’S OFFICE — DAY THE OFFICE IS TENSE OVER A MAJOR CASE. HARVEY PACES INSIDE JESSICA PEARSON’S OFFICE, VISIBLY FRUSTRATED. FILES AND DOCUMENTS ARE SPREAD ACROSS THE TABLE. CU HARVEY HARVEY RUNS A HAND THROUGH HIS HAIR, THINKING. THE OFFICE DOOR SWINGS OPEN. MS MIKE WALKS IN HOLDING A FOLDER. HE TOSSES IT ONTO THE DESK IN FRONT OF HARVEY AND JESSICA. THEY LOOK AT EACH OTHER, CONFUSED. MIKE POINTS THE FOLDER.	MIKE: Anyone ever play with Hot Wheels? MIKE: There’s always a faster line.
--	---

SCENE 3

INT. PEARSON SPECTER LITT — HARVEY'S
OFFICE — NIGHT

MS

HARVEY'S OFFICE IS TENSE. PAPERS
AND CASE FILES ARE SCATTERED ACROSS
THE DESK. MIKE PACES BACK AND FORTH
WHILE HARVEY LEANS AGAINST THE DESK,
THINKING.

CU MIKE

MIKE THROWS HIS HANDS UP IN
FRUSTRATION, PACING AROUND THE ROOM.

CU HARVEY

HARVEY GLANCES TOWARD THE LINEUP OF HOT
WHEELS CARS SITTING ON THE CORNER OF
HIS DESK. A SMALL SMIRK APPEARS ON HIS
FACE.

HE PICKS UP A CAR.

MIKE LOOKS AT HARVEY, CONFUSED.

MIKE: "I'm telling you, Harvey, this
case is going to fall apart. We're out
of options. Unless you magically pull
something out of nowhere, we're done."

HARVEY: "Come on, Mike... you played with
Hot Wheels."

MIKE: "What does that have to do with
anything?"

ENERGETIC MUSIC STARTS PLAYING

HARVEY: "Then you know..."

HARVEY: "You don't stop mid-track."

Branded Product Placement

VISUAL SCREENSHOTS



Rationale

Our branded product placement starts when you open up Roku TV and see the city that plays on the loading screen, often referred to as Roku City. In this world that Roku has created, we place a “billboard” of sorts that is not overly promotional, but instead a subtle statement featuring the Hot Wheels logo alongside our tagline. The reason for choosing Roku City is that more than 100 million users rely on Roku as their streaming platform (Andersson, 2025), giving us immediate access to a massive and relevant audience. Additionally, a car moves across the screen within one of the iconic movie scenes we have recreated in Hot Wheels form, seamlessly blending our product into an already recognizable visual environment.

From there, our audience will go to a streaming service on the Roku platform, and we will have extended our placement into scenes from the show *Suits*. *Suits* centers around the fast-paced lifestyle of men we are targeting, professionals in their 30s and older, navigating demanding careers in major cities. The show saw a resurgence in popularity in 2023 after being added to Netflix (Horton, 2023), making it an even more relevant platform for placement. Visually, the cars are integrated onto the desks of Harvey Specter and Mike Ross. This feels natural because both characters already display collectible items: Mike with various trinkets and Harvey with basketballs lining his window. The cars are not presented as standalone props; instead, multiple cars appear within each scene to reinforce the idea of collecting.

For the verbal placements, we determined that subtlety was key. Hot Wheels is woven into the natural banter between characters and during high-stress moments. For example, Mike may poke fun at one of Harvey’s collected items, only for Harvey to outwit him in response. In another moment, Mike references the cars metaphorically while working through a complex case, using them to capture the room’s attention. Finally, in a tense situation, Harvey lightens the mood with a sharp, quick comment to Mike that subtly incorporates Hot Wheels while reinforcing his authority.

Across all of these moments, our focus is on ensuring that Hot Wheels flows seamlessly throughout the show without feeling forced or out of place. The goal is to reinforce the idea that Hot Wheels is not just a childhood toy, but something that can exist naturally within the adult lives of our target audience.

Appendix

AI Assistance Disclosure

AI was used only as an assistive tool during selected parts of the campaign development process (see Table 1). All concepting, brainstorming, sketching, strategic decisions, creative direction, copywriting, copy revisions, design choices, execution selections, and campaign rationale were completed by the agency.

In cases where AI was used to create or refine a visual execution, it served as a visualization tool informed by the agency's original idea, sketches, written prompts, and art direction. The agency is responsible for the accuracy, originality, quality, and professional presentation of the final campaign.

Campaign Element	AI Tools Used	AI Contribution
Print Advertisements	Google Gemini	Generated the image of both the Hot Wheel version and real-life version next to each other to then edit ourselves.
TV Advertisement	Google Vids	Generated an outro video clip by giving Google a prompt, but then took it and edited it within our own video
OOH Advertisement	Google Gemini	Generated a poster with the cars created with AI.
Guerilla Marketing Advertisement	Google Gemini	Generated a photo of the marketing idea created.
Branded Product Placement	Google Gemini	Placed the Hot Wheel car and billboard in Roku City. In the actual scenes, the cars that were made with ChatGPT were used.
Jingle	Suno	Gave Suno a prompt with our own jingle lyrics, and it created an AI voice to sing the jingle to our entered music, theme, and tone.
Social Media (Facebook)	ChatGPT	Used chat to create graphic design ideas to use for our social ads, but all copy and final design ideas were edited and created by us.

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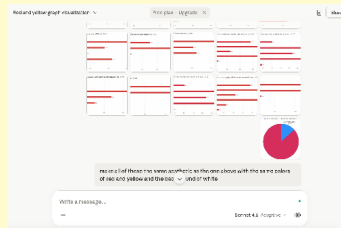
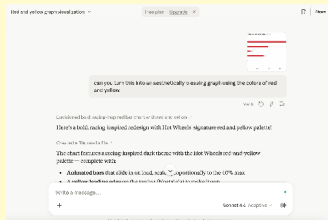
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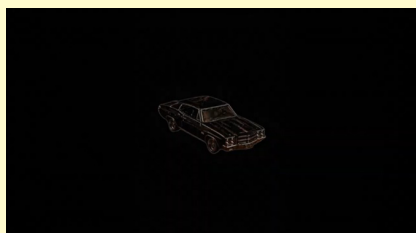
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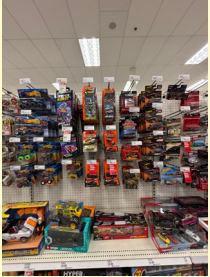
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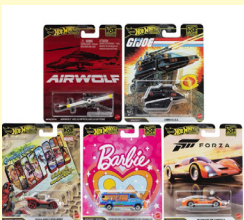
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