GoldieBlox: Swimming Upstream Against Consumer Perceptions

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Outline

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  - Product, Market
  - Achievement
  - Strategies Promotion
  - Problems
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- Part 2
  - Concepts
  - Question & Answers
Established GoldieBlox in 2012

Mission: Toys women STEM

Inspire and betray the norm

Stanford 86% men 14% women

Debbie Sterling really good at math

Kicstarter $150.000 (campaign video)

Creating product

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Tagline “curiosity killed stereotype. Lets build an army of maker girls.”

Mission: “We want to be the brand that kids are whinning for.”

Purpose: “Our stories leverage girls advanced verbal skills to help develop and build self confidence in their spatial skills.”
Goldie Blox™ Market
Where are their market?
Who are their market?
When they get into their market?

How was they get their market in the first time?

Why are they as their market?

What are they sell to the market?
Estimated Annual Revenue
$6.8M

Agree?  Yes  No

Estimated Employees
354

Agree?  Yes  No

Founder & CEO
Debbie Sterling

CEO Approval Rating
70/100

Weigh In

OVERVIEW
Founded:  2012
Headquarters:  Oakland, California
Status:  Private, Independent Company
Industry Sector:  Business Support Services
SIC Code:  7380  NAICS listing »
Links:

Top Competitors

- Toucan BOX
- Weekend Box
- Safe Ride 4 Kids
- Green Kid Crafts
- Kiwi Co
- Australia Family Style
- A Plus Book Club
- Glover

Bringing Smiles to Life's Journeys
GoldieBlox launched a Kickstarter campaign and within just 5 days crossed her goal and raised a total of USD 285,881 with 5,519 backers by 17 October 2012.

In the summer of 2013, their revenues now soared up to USD 1-million. So with this she decided to grow her team of herself to 15 people.

Just after that in 2014, GoldieBlox received their biggest achievement when they won a contest amongst 20,000 other applicants sponsored by Intuit, and get broadcast by Superbowl which was valued approx USD 4-million and was seen by a record 111.5 million viewers.

Debbie Sterling is the Founder and CEO of GoldieBlox, the award-winning children’s multimedia company disrupting the pink aisle in toy stores globally and challenging gender stereotypes with the world’s first girl engineer character.

Debbie is an engineer, entrepreneur, and one of the leaders in the movement toward empowering girls to build their confidence, dreams and ultimately, their futures. She was named TIME’s “Person of the Moment,” honored by the National Retail Foundation as one of 25 “People Shaping Retail’s Future,” and was recently added to Fortune Magazine’s prestigious “40 Under 40” list.

In 2015, Debbie was inducted as a Presidential Ambassador for Global Entrepreneurship and honored by the National Women’s History Museum with a “Living Legacy” Award for her work empowering girls around the world.

Top two selling toys during the busiest month of December in Amazon. And beat out 15,000 contender in Intuit’s “small business big game” superbowl ad contest, winning a $4 million spot during the big game.
GoldieBlox Girl-Powered Spinning Machine

GoldieBlox’s “Princess Machine” video launched on YouTube in November 2013, garnering over 8 million views

“This is Your Brain on Engineering (GoldieBlox Easter PSA)” video

“GoldieBlox vs. the Big Sister Machine” launched on YouTube in November 2014.

GoldieBlox released their first single and animated music video, "Lightning Strikes," in December 2014

Broadcast by superbowl, because GoldieBlox was winning the competition
“Girls, to do the dishes, girls, to clean up my room, girls do to the laundry” but Goldieblox has changed it to young girls saying, “girls, to build a spaceship, girls, to code a new app.”

“many feminist voices said that GoldieBlox’s approach is little more than window dressing.”

“You can’t a toy meant to break down stereotypes (stereotype is an over-generalized belief with their think it was true and about a particular category of people) when you start off with the ideal that we know all girls love princesses”

“there’s nothing wrong with being a princess, we just think girls can build their own castles too”

“When we use princess culture, pinkification, and beauty norms to sell STEM toys to girls and foot ourselves that we are amazing and progressive sing raising an incredible generation of female engineers, we continue to sell our girls short”

“Wanting to be a doctor or architect or cook, that really begins when you’re young and walking around with a stethoscope or playing with an Easy Bake oven,”
2009 poll by the American Society for Quality of children 8 to 17, 24 percent of boys said they were interested in a career engineering, but only five percent of girls said the same. And that gap continues with adults: Just 11% of engineers are women. 

They found a 25 percent drop across the board in girls playing with toys that would be considered gender-neutral or male (like construction or science kit toys).

True, as toy stores have gotten pinker, women have made more progress in the workplace. All those cute little vacuum cleaners and mini baby bottles haven’t discouraged girls from going to college or excelling in academic fields other than science. Women make up the majority of undergrads and are entering law school in equal numbers to men. So it’s clear that gendered toys aren’t entirely to blame for the dearth of female engineers—a myriad of reasons from lack or mentors to childhood development contribute as well.
“Meeting needs profitably”

**Marketing** (Kotler, keller 2016)

**Need**: are same for every human being (food, water, air).

**Wants** are different:

- A U.S. consumer want pizza, a craft beer
- A Afghanistan consumer want rice, lamb and carrots.

*Our wants are shaped by our society.*
Consumer behaviour

The study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

(Kotler and Keller, 2006)
Consumer Perceptions

Kotler (2005) says that perception is a process through which information is received, selected, organised and interpreted by an individual. Factors that influence consumer perceptions.
Influencing factors of consumer behaviour

- **Cultural** (culture, subculture, social class system)
- **Social** (reference groups, family, roles and status)
- **Personal** (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self concept)
- **Psychological** (motivation, perception, learning, beliefs and attitudes).
Cultural

Social

Personal

Psychological
Understanding the influencing factors

**Culture** is “the learned distinctive way of life of a society” and the dimensions of culture are seen in religion, customs and traditions, the social organization of a society, values etc.

**Social** is relatively homogeneous and enduring divisions in a society, hierarchically ordered and with members who share similar values, interests and behaviour.

**Psychological** is the marketing and environmental stimuli enter the consumer’s consciousness and a set of psychological processes combine with certain consumer characteristics to result in decision processes and purchase decisions.

**Personal** characteristics that influence a buyer’s decision include age and stage in the life cycle, occupation and economic circumstances etc.
Goldie Blox™

Question & Answers
Q1 of the factors that influence consumer behaviour which category or categories (cultural, social, personal, psychological) best explain the existence of a blue toy aisle and a pink toy aisle? why?

(Kotler, 2005)

- **Cultural**
  - princess toys for Girls,
  - building blocks for boys

- **Social**
  - Family members Male/Female

- **Personal**
  - Girls kids
  - Engineering

- **Psychological**
  - Pink colour for girls
  - blue colour for boys

EXISTING MARKET (Toy aisle)
Q2 Choose the specific factor (for example, culture, family, occupation, attitudes) that you think most accounts for the blue/pink toy aisle phenomenon. Explain the challenges faced by GoldieBlox in attempting to market toys that "swim against the stream" or push back against the forces of that factor.

Culture is the factor most accounts for the blue/pink toy aisle phenomenon. We are think that challenges faced by GoldieBlox fighting against the culture
To a certain extent, GoldieBlox is disrupting the blue/pink toy aisle stereotype. It is trying to bring a new change in the society by increasing the awareness and self-confidence in Girls, towards science and engineering fields.
Q4 If goldieBlox succeeds at selling lots of its toys, will that accomplish the mission of increasing the presence of females in the field of engineering?

Comment: **YES,** somewhat GoldieBlox have been achieving the Mission of increasing the presence of females in the field of engineering.

<table>
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<tr>
<th>Increase the Bachelor's Degrees Awarded in Engineering and Computer Science in US. <strong>Source:</strong> As per 2018 reports of SWE and WebCASPER</th>
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<td>Environmental factors affected the children learning <strong>Source:</strong> Erica Di Marino, Stephanie Tremblay, 2017 and psychology studies</td>
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<td>goldieBlox sales Increases year to year <strong>Source:</strong> goldieBlox website</td>
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