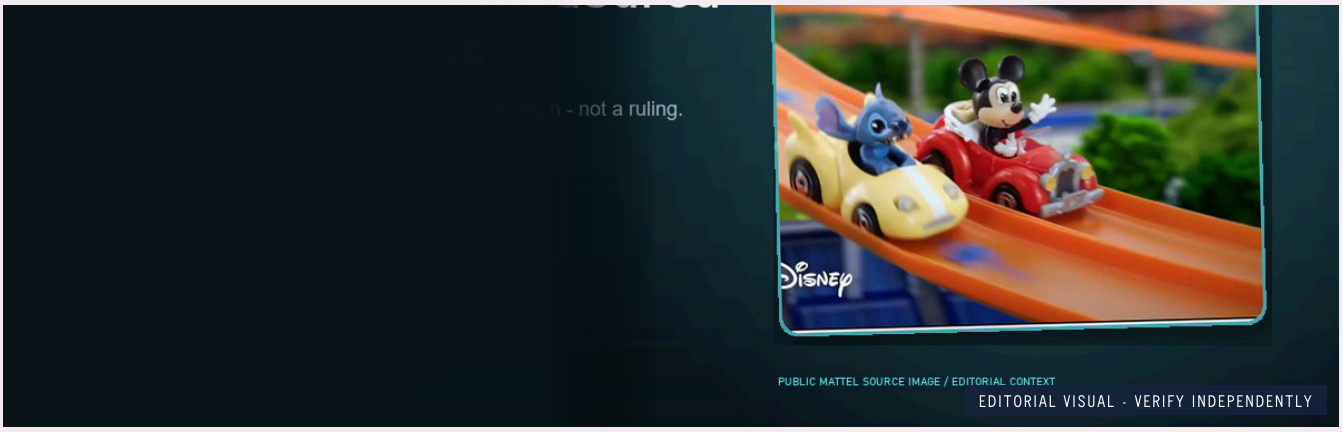
WHAT A MULTI-CHANNEL ROLLOUT RECORD CAN ACTUALLY SHOW

A marketing record covering investor language, social distribution, video, retail visibility, and responsible interpretation of reach.



WHY THIS MAY BE A STORY

THE SOURCE SET DOCUMENTS MESSAGE REPETITION AND CROSS-CHANNEL EXPANSION WITHOUT TURNING OBSERVED VISIBILITY INTO A CLAIM ABOUT CONFUSION OR HARM.

THREE CHECKABLE STARTING POINTS

Record point 01

Mattel said in September 2026 that it had shifted from item-based advertising toward thematic brand-building

Record point 02

The site preserves dated RacerVerse social and YouTube datasets with collection methods and scope notes.

Record point 03

The datasets show observed publications and metrics, not complete global reach, unique people, causation, or damages.

START WITH THESE SOURCES

SOURCE DESK

[S1] Mattel in its own words
Sourced Mattel statements and documented design-process remarks..

[S2] Official Mattel conference event page
Corporate context that does not name RACERVERSE..

[S3] September 2026 Goldman Sachs conference transcript
Conference remarks, attributed and limited to what was said..

REPORTING INVITATION

A USEFUL NEXT STEP

Review the collection method and account scope before using any platform metric in coverage.

The full brief preserves chronology, source notes, and the evidence boundary.

Open the full source brief

CURRENT CHECKPOINT

The TTAB matter is pending. No final merits decision has issued. Latest docket entry: 35 - P OPP/RESP TO MOTION (October 20, 2026). Recheck the official docket before publication.