

Toy Industry Newsletter



I. Career Opportunities

Vice President of Design ~ Boston Area ~ \$125,000 - \$135,000 + BONUS

Located in a beautiful bucolic town away from the hustle and bustle of Boston is a company with excellent leadership and a well-defined plan of success. The working environment is fun, comfortable and empowering. In addition to some of the highest rated schools in the nation you will find modestly priced homes. Due to a retirement, this stable and staid this company is in need of Director/Vice President of Design/Product Development (reporting directly to the President). This is a design driven company so this position is of the utmost importance to the company. This position requires you to manage a large design team and lead by example so this is a heads up position. Be advised, you do need proper design skills (Industrial Design background preferred) so you can teach and mentor the staff as needed. Exp with China is necessary (as are 2 trips per year) in addition to exp managing the product development process. Salary range is based on experience, also included are benefits and BONUS. Relo assistance provided. [Email David!](#)

IN THIS ISSUE!

- I. Career Opportunities
- II. ASK DAVID
- III. Business of Color
- IV. NeuroMarketing

Social Media Ambassador ~ LA ~ \$250,000

Located in sunny beautiful California just off the Hollywood Freeway, this assignment requires a nimble netizen (that is someone who lives on the internet) steeped in social media marketing to lead a team (yup, lots of people) in developing digital marketing campaigns.

You will work on the hottest properties. You will work with the hottest stars in television and movies. You will have a massive (and I mean massive) budget and a massive staff, replete with dozens of tech geeks ready to turn your iphone/android app ideas into reality. This position requires 5+ years of digital marketing experiences with **verifiable successes** on Facebook, Twitter, GetGlue/TVtag, Pinterest, Tumblr and YouTube. You should have your own blog and participate in online communities and social networks. You should be a success on the internet and readily able to prove it. Be advised, your web presence will be verified using Twitalyzer, Whostalkin, SocialMention, Klout and other metric services.

In addition to the **\$250,000+ salary** you will enjoy a bonus (based on performance), top-tier medical, 401k and access to the executive restaurant where a chef will custom craft your breakfast of fresh squeezed organic orange juice, egg whites, chives and wheat grass omelet; at lunch a sushi chef will prepare your favorite selections of maki and nigiri and if you work late, a porterhouse and all the fixin's await you. **Yes, I am serious.** Apply now before your steak gets cold and your sushi warm – contact [David](#).

Key Account Sales Manager ~ China ~ Salary is Open

Attention all sales people about to apply for this position (and you know who you are) – you have to speak Mandarin and live in China for this position so I beg of you gentleman, nay, plead with you...please don't apply for this position as I'll have to reply back with...*"You don't speak Mandarin insert name and you live in Marlboro Township; I don't think you qualify"*. If you know someone overseas who would like to work with one of the BEST toy companies in the US and be paid (more than they are making now) and has experience calling direct on major Chinese retailers then please do connect me with them or let them know about this opportunity. Please forward this opportunity to anyone you deem appropriate or [email David](#) if you know of someone.

II. ASK DAVID – CAREER ADVICE



Dear David: When I am not traveling (to China, Dallas, Nuremberg, etc) I work 10 hour days and sometimes without lunch – or lunch at my desk – and I am worried about the effect this is having on my health. I'd like my employer to pay for a health club membership but they are pretty cheap...any ideas?

DAVID SAYS: In a perfect world your employer would pay for your gym membership because a healthy employee is a happier employee. A healthier employee handles stress better, incurs less sick time and will (presumably) require less costly medical services which reduce the strain on your company's health care premiums. Of course this is a pretty difficult sell to a company, especially a cheap one; they won't see nor appreciate that spending a little now can save them a lot in the future. Most companies, like most people, are pretty myopic when it comes to a concept like that so be prepared for their answer being "no". Alternatively, you could bring up this request at your next performance review and ask them to reimburse you for your membership. Perhaps you could even contact a health club facility near you and inquire about a discount for your company if "X" number of people join that facility. As an aside, and this is no advertisement, but I believe **Planet Fitness** offer memberships for \$10/month and they are located in your city. Talk about cheap...for the price of two **Starbucks** drinks you can join a gym. Stop being so cheap and do this yourself.

For your information, sitting at your desk for prolonged periods of time is linked to expanded waistlines, higher blood pressure, lower levels of LDL (good) cholesterol and higher levels of inflammation. For those who can't afford the time to make it to a gym, studies suggest standing up and/or walking around periodically throughout the day can help. You should also stand up during phone calls or in meetings ([besides if everyone stands in a meeting the meeting will finish much quicker](#)). Instead of an email, you can walk over to a co-worker's desk to speak with them. A recent **Harvard** study showed that moderate exercise is just as effective at preventing cardiovascular disease as more vigorous workouts are. Keep a pair of comfortable shoes in your desk drawer and go for a walk during lunch. And on that subject matter, make sure you take a lunch break. Eating lunch makes you more productive. Not eating, or eating quickly at your desk, can lead to mental exhaustion which the **American Psychological Association** says leads to workplace stress, which leads to inflammation which in turn can lead to cardiovascular disease.

For those more intrepid souls, I suggest replacing your office chair with an exercise ball. A growing number of schools have started replacing their chairs with the inflatable rubber balls normally used in the gym. According to a recent **Los Angeles Times** article the physical challenge of sitting on the ball keeps otherwise easily distracted students mentally engaged. The same goes for adults as well, in addition to improving your core strength, this minor physical task will give your brain enough of a processing task that it will become more alert. For \$80.00 (and free shipping) **Gaiam** makes a [Balance Ball Chair](#) that would be very appropriate for a business setting. I tried an exercise ball at home in place of my Recaro Office chair (for those who know what that is) and I prefer the \$20 ball to the custom chair. Go figure.



III. The Business of Color - YELLOW

In part three of this series we will discuss yellow. Of all the colors we see, yellow is the least liked. It is a color that is divisive and fraught with negative connotations. Therapists have observed that suicidal patients tend to use a preponderance of yellow in their artwork. Van Gogh used a predominance of yellow in his last painting before his suicide: **Wheatfield with Crows**.



Yellow cars, or colors associated with yellow like gold or golden brown, are the least desired color for cars. Yellow is the most visible color to the eye. For this reason fire trucks are now changing their color from their traditional red to a new high visibility lime yellow. Because these trucks are more visible, the accident rate of lime yellow fire trucks is now three times less than their red counter-parts.

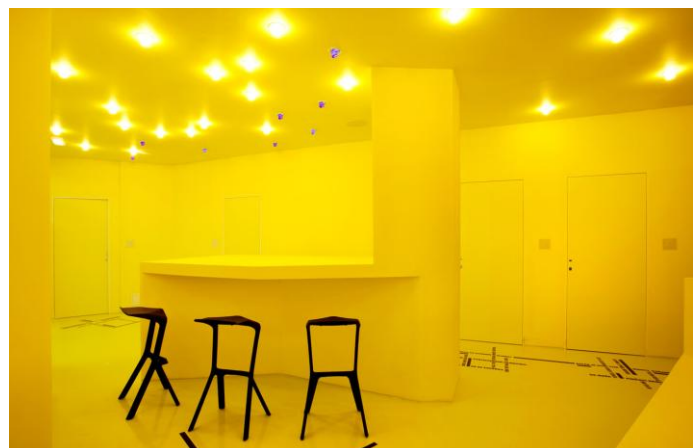
In general, yellow is not a flattering color for us to wear. If you want to appear more attractive to the opposite sex, wear red or black. Yellow is your worst choice followed closely by green. The color yellow is generally associated with fear, weakness and sickliness. Especially if you are a man and want to appear attractive to the opposite sex, do not wear yellow of any kind.

Yellow can however improve cognitive performance. Long-term university studies have shown that student's test scores are considerably higher when they take exams on yellow (or white) paper as opposed to blue, green or red. Pink (and likely Radiant Orchid – see below) is the worst color for a student to take an exam on and those that do generally score in the bottom 10% of the class when issued an exam on pink paper.

Some believe that the reason legal pads and post it notes are yellow is because yellow improves cognitive abilities. Historians disagree and believe that the inventor of the legal pad, Thomas Holley in 1888, made his pads yellow because the pads were made from paper scrap and getting them pure white was too big a chore. As for the post it notes, they were yellow because the office next door to product development had reams of yellow paper not in use and easy to pilfer. Notwithstanding the reasons, yellow is the perfect choice for both as yellow is intellectually stimulating.

As for the use of yellow in products, that can be tricky as well. In the 1950's Proctor & Gamble wanted to know what color to make the flecks in their new powder detergent Cheer. They gave three test groups Cheer with different color flecks; red, yellow and blue. The red test group said the Cheer was too strong and damaged their clothes. The yellow test group said the Cheer was too weak and didn't get their clothes clean. The blue test group loved Cheer and to this day, Cheer remains blue.

While yellow is associated with weakness and sickliness, it is also associated with aggression and happiness; yes, it's complicated to understand. In an observational study conducted in New York City, three identical cocktail parties were thrown for design professionals. Each room was painted white with the same number of stools and tables in them and a bar was placed in the corner of the room. The only difference between the rooms/parties was the color of the light lighting the room. The three rooms were lit with red, blue and yellow light respectively. The researchers observed the following; that people ate and drank twice as much in the yellow room and that they were the most happy and animated.



There was more laughing and more movement within the room. People tended to group in clusters and the participants felt like they had more fun than their counterparts in the red and blue rooms. People liked the yellow room 2:1 over the blue or red rooms. Interestingly, those in the red room felt hungrier than any others. Those in the blue room felt more sedate and those participants tended to stay to themselves and not mingle as much.

In closing it is time to dispel one wildly held wives tale (or mom's tale), in that a yellow room makes a baby cry more. It does not. However, any room, painted a deeply intense color, be it yellow or any other color will make a baby cry more. The intensity leads to aggression and for a baby that means crying. So, you can paint baby's room yellow, just choose a pastel yellow. Babies do have color preferences and their favorite color is blue with purple being their second favorite color. Babies like blue and purple because these are short wave length colors and are easier for baby to see. Baby does not like long wave length color like green, red and yes yellow. From birth to death, yellow is a tough sell to our eyes. We will discuss GREEN in our next issue.



While on the subject of color, **Pantone** has chosen the color of the year for 2014 and it is the vibrant **Radiant Orchid**. Leatrice Eiseman, executive director at Pantone, calls Radiant Orchid "an invitation to innovation" that "encourages expanded creativity and originality." We of course voted for yellow to be the color of the year but seeing as how it is everybody's least favorite color (I hope you read that above) we figured yellow didn't have a chance. Regardless, we expect all new action figures, footballs, plush penguins and scrabble boards to be imbued Radiant Orchid. Or not...the choice is up to you.

And the Award for Color of the Year goes to Radiant Orchid!



Looking to Acquire a Company

ToyRecruiter is working with a Buyer who is looking to acquire a company in the toy industry. Initial requires is that company has revenue in excess of \$3MM and no more than \$10MM. Company can be engaged in the specialty or mass markets. [Email David.](#)



IV. Neuromarketing – The Future of Marketing



Rest assured that everything you ever thought you knew about Marketing is wrong. 80% of new products fail or underperform dramatically. The reason for this is because Marketers target the conscious, or the “executive”, mind. The problem is that the **unconscious**, or habitual mind, is the part of the brain that is responsible for buying decisions.

Here is an example of the power of the unconscious mind. It is the unconscious, or habitual, mind that drives your car. You don’t consciously think of how to hold the steering wheel, how much pressure to apply to the gas pedal or how to move your eyes scanning the road...this is done in the unconscious mind and lucky for you it can handle all of those tasks (it can handle 100’s of tasks simultaneously). Let’s say you need to access the executive (conscious) mind to look for a street address. You might turn down the radio because you need to concentrate and the executive mind can only concentrate on one thing at a time (another nail in the coffin of the concept of multi-tasking mind you). “Unconscious driving” is the reason you may notice you just drove 5 miles on the highway and couldn’t recall a moment of it. The unconscious mind drives your car and it drives your buying decisions.

Technical advances in brain imaging has allowed Neuroscientists and Marketers a more detailed look inside the brain allowing researchers to track visceral responses such as anger, lust, disgust or excitement. Frito-Lay studied the brain of people eating their top selling brand of cheese puffs, **Cheetos**. What they learned surprised them (and me especially) in that their customer enjoyed “...a sense of giddy subversion over the messiness of the product”. Translated it means people love to see their fingers turn orange. I say that surprises me because it is the exact reason I don’t eat Cheetos – it’s just too disgusting to see my fingers turn orange. Upon learning this Frito-Lay quickly developed an ad campaign encouraging customers to do subversive acts with Cheetos/Cheeto dust like wiping your hands on the drapes with your Cheeto fingers. The ads won numerous awards and Cheetos sales grew substantially.

To be clear, what your conscious/executive mind says isn’t very accurate...it is what your unconscious/habitual mind that counts. Emory University placed teenagers in a [fMRI machine](#) , played them new/unreleased songs from different artists, and then quizzed them on how much they liked or didn’t like a new song. Amazingly their conscious answers did not jibe with their unconscious brain. What is important to note is that the songs that were hits (successful with the general public) were liked by the unconscious brain regardless of the respondent’s conscious brain answers. Same goes for the songs that were failures in the marketplace; regardless of the verbal answers given by each test subject, the unconscious brain did not *like* them. The unconscious mind controls 95% of all human behavior.

What can you do with this information you ask? Stay tuned for our next edition of the Newsletter where I discuss behavioral marketing and talking to the habitual mind to better reach your customers.

Did You Know that dinosaurs roamed the earth for 135 million years all while utilizing a tiny brain...sounds like my competition. If you want someone with new and fresh ideas visit our website at

