



The Peoples' Friendship University of Russia




*My little Pony*

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# PLAN

- ◆ History
  - ◆ Sales campaign
  - ◆ Product
  - ◆ Target Audience
  - ◆ Interesting stuff
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- A stylized silhouette of a mountain range in shades of teal, located in the bottom right corner of the slide.

# History

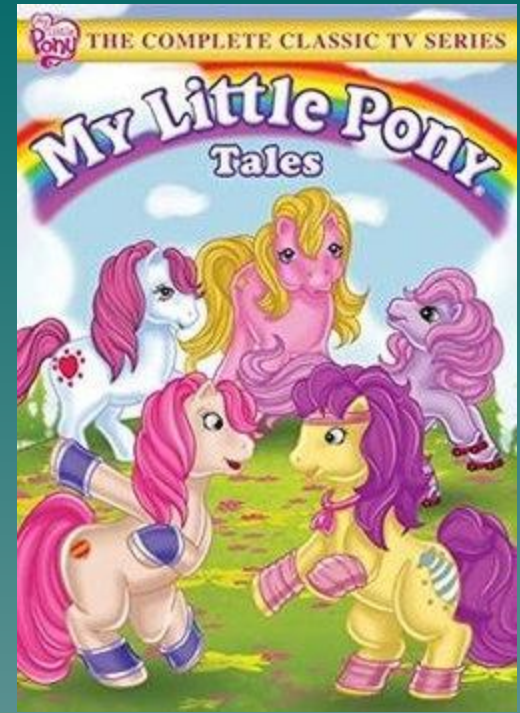


- ◆ **My Pretty Pony (1981)**
- ◆ The predecessor to **My Little Pony** was **My Pretty Pony**, a pony figurine introduced by Hasbro in 1981. It was created by illustrator Bonnie Zacherle and sculptor Charles Muenchinger. **My Pretty Pony** was a ten-inch-tall hard plastic figurine that could wiggle its ears, swish its tail, and wink one eye. The original **My Pretty Pony** was followed by **My Pretty Pony** and **Beautiful Baby**, which came with an additional smaller "baby" pony figure. This was followed by pink, yellow, and blue versions of the original that had the now-hallmark symbol on the ponies' backsides.



# History

- ◆ 1982–1992
- ◆ After the relative lack of success of the **My Pretty Pony** toy line, Hasbro introduced six smaller and colorful versions of the toy in 1982, sold under the title **My Little Pony**. The toy line led to many more merchandise under the **My Little Pony** brand, which later became unofficially known as the "Generation One" or "G1" of **My Little Pony** among collectors. This incarnation ended in 1995 in the United States, but was marketed internationally until 1995. Animations from mid-1980s and **My Little Pony Tales** from 1992 accompanied the line-up.

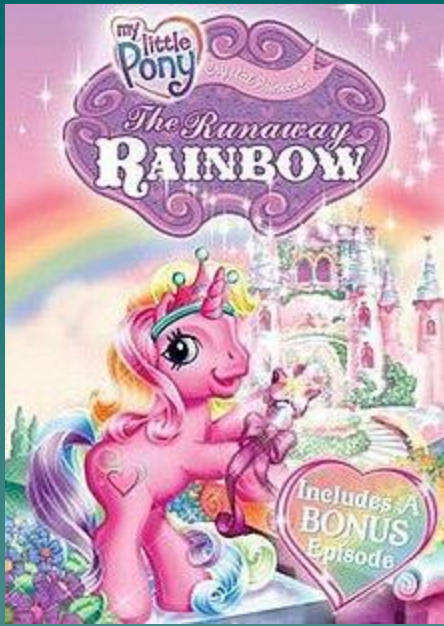


# History

## ◆ 1997–1999

◆ The 1997 incarnation was marketed by Hasbro as "Friendship Garden" and designated "Generation 2" by collectors. They were manufactured in redesigned poses with jewel eyes and turning heads and were smaller, slimmer, and longer-legged than their 1982 counterparts. The line was not successful in the U.S. and was discontinued in 1999, although it continued overseas for several years. Since the second generation was more popular in Western Europe, Hasbro continued to produce and sell them in Western Europe after 1998. Most were Earth Ponies, but a few unicorns were made internationally. Although no Pegasus Ponies were made, some adults had clip-on wings. In the early 2000s, several unicorns with clip-on wings (called the Magic Unicorns) were made. Two baby ponies were introduced, and none of the baby ponies were sold in the United States.



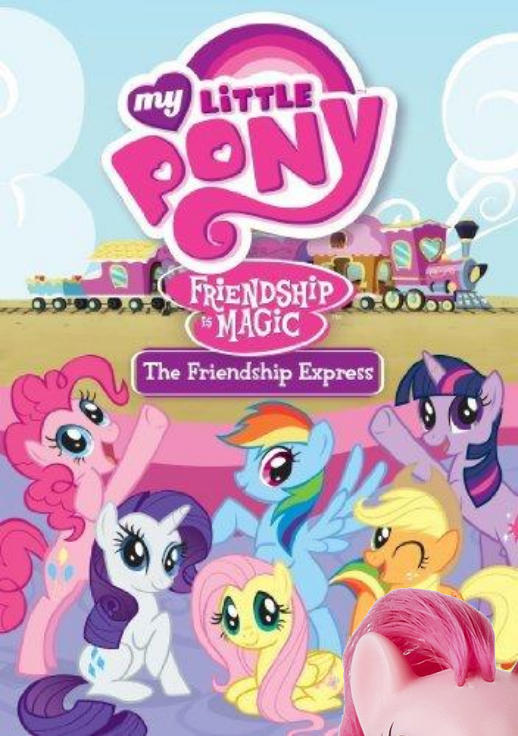


# History



- ◆ **2003–2009**
- ◆ The third incarnation of **My Little Pony**, which is often unofficially referred to as "Generation Three" or "G3" by collectors, began in 2003. The revamped line of dolls was targeted to a younger audience than the previous lines. Until the generation's end in 2009, there were at least two minor revamps. A series of direct-to-video animated films.





# History



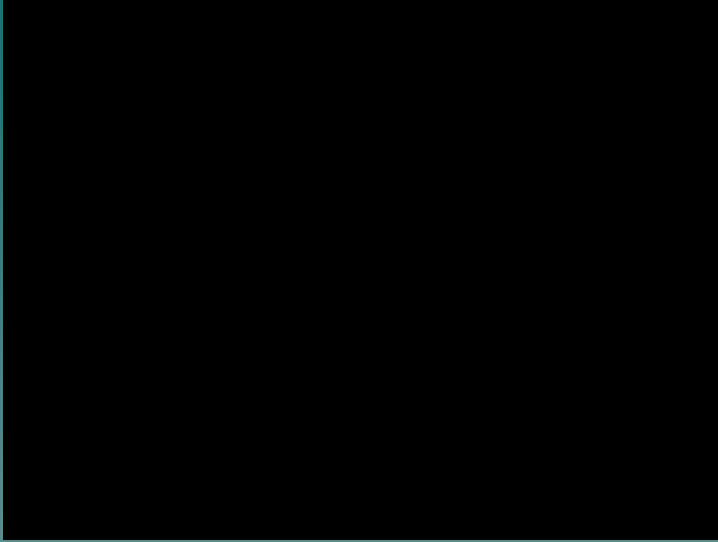
## 2010–present

The current incarnation of **My Little Pony**, unofficially known as the "Generation Four", was launched in 2010. It is set in a fictional location named Equestria, and the main characters include Twilight Sparkle, Spike, Rainbow Dash, Pinkie Pie, Applejack, Rarity and Fluttershy. Television series **My Little Pony: Friendship Is Magic**, theatrical film **My Little Pony: The Movie**, as well as other related media accompany the current line-up. This era generated a fandom among grown-ups with the success of the television series.

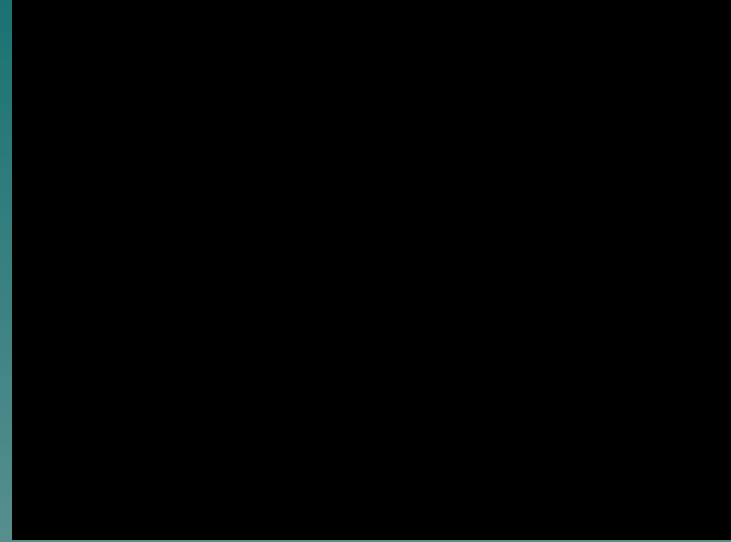


# Sales Campaign

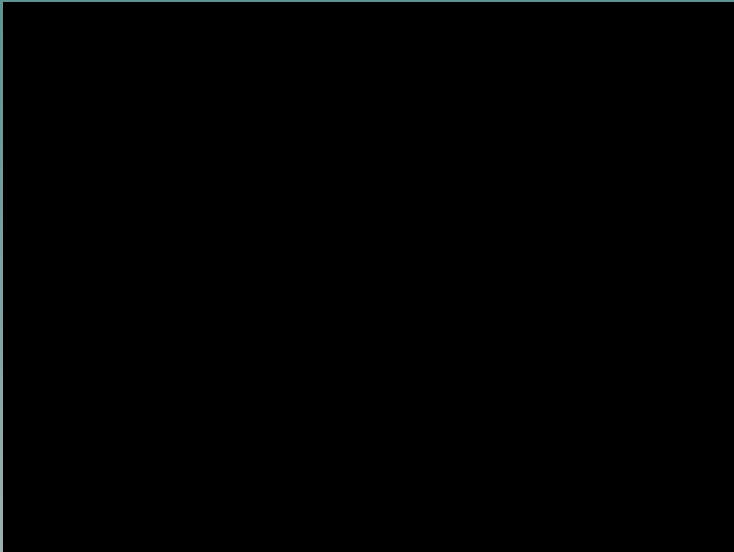
1982



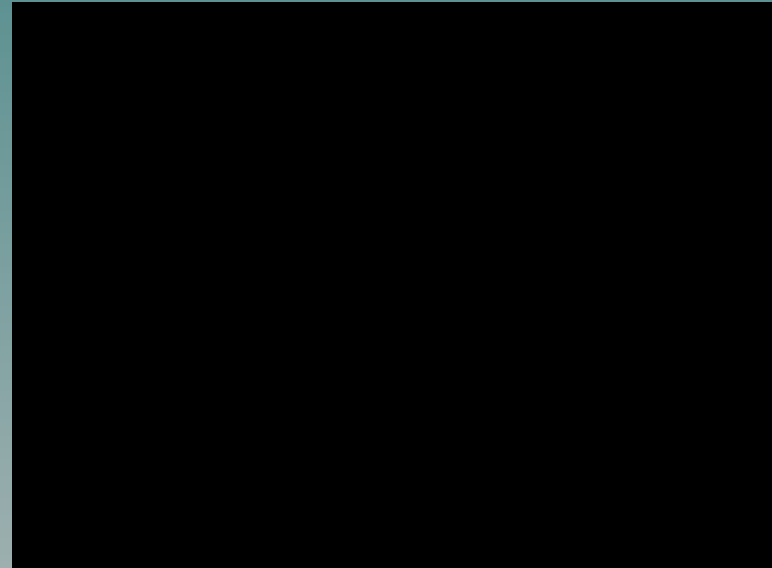
1999



2003



2015





# Product

- ◆ Originally **My little pony** produced only toys: plush and plastic. However, later, closer to 2000, manufacturers began to produce another merchandise. For example: school supplies, clothes, sweets with the image of favorite pony.
- ◆ Now you can find absolutely everything with the heroes of the animated series, even iPhone case, but the main products of the brand, as it was from the very beginning, are toys.

# Product




# Target audience

- ◆ The brand is created to attract young girls from 3 to 12 years.
- ◆ From 1982 to 2009, the average age of the audience was 5 years and consisted exclusively of girls.
- ◆ However, from 2010 to the present time, the average age of the audience is 18 years, plus, now the audience includes men.



# Something interesting

- ◆ The 4th generation began with the first episode of the new cartoon, which was shown on 10 October 2010 at 10:10:10.
  - ◆ «Cutiemark» on a toys is always on one side, although in cartoon ponies have them at both sides.
  - ◆ Every year in America is held a major event, BronyCon (parodying ComicCon), where cartoon fans get together. A similar event is being held in Russia, but not as large as in the USA.
  - ◆ Today, the most loyal fans of the brand are men from 15 to 40.
  - ◆ Hasbro has owned the My Little Pony brand since its inception.
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