



Mattel Issues Apology Over Inappropriate Link on Toy Packaging

Description

The recent foray into merchandising for the cinematic adaptation of *Wicked* took an unexpected and rather unfortunate turn for Mattel over the weekend. Reports emerged that a web address printed on the packaging of character dolls inadvertently redirected consumers to an adult-oriented pornographic website, raising significant concerns about appropriateness and consumer safety.

In response to the backlash, the toy manufacturer issued an apology on Sunday, clarifying the situation. "Mattel was alerted to a misprint on the packaging of the Mattel Wicked collection dolls, predominantly distributed in the United States, which was intended to guide consumers to the official landing page, WickedMovie.com," the statement elaborated. "We profoundly regret this unfortunate oversight and are executing immediate measures to rectify the issue. We strongly advise parents that the incorrectly printed website is unsuitable for children. Consumers in possession of the product are encouraged to either discard or obscure the erroneous link and are welcome to reach out to Mattel Customer Service for further assistance."

By Sunday afternoon, the dolls in question had been withdrawn from sale at Target, a leading retail partner for the forthcoming Universal film. It remains ambiguous whether the erroneous web address is present on Mattel merchandise distributed by other retailers.

As *Wicked* is poised to premiere in theaters on November 22, anticipation runs high for this cinematic adaptation of the beloved Broadway musical, helmed by filmmaker Jon M. Chu and featuring a star-studded cast including Ariana Grande and Cynthia Erivo.

The character dolls associated with this packaging debacle include Grande's portrayal of Glinda and Erivo's Elphaba.

The misprinted web address on the dolls directs users to wicked.com, as opposed to the intended wickedmovie.com. Accessing the erroneous link prompts viewers to confirm they are 18 or older, subsequently landing them on a site promoting an adult film titled *Kenzie Loves Girls 2*, produced by a venture named Wicked Pictures.

Nov. 10, 2:14 p.m. Updated with Mattel Statement.

This story was initially published at 1:30 p.m. on Nov. 10.

Vocabulary List:

1. **Merchandising** /'mɜːr.tʃən.daɪ.zɪŋ/ (noun): The activity of promoting the sale of goods at retail.
2. **Inadvertently** /,ɪn.əd'vɜː.tənt.li/ (adverb): Without intention; accidentally.



3. **Oversight** /'oʊ.vər.saɪt/ (noun): An unintentional failure to notice or do something.
4. **Rectify** /'rɛk.tɪ.faɪ/ (verb): To correct or make right.
5. **Ambiguous** /æm'big.ju.əs/ (adjective): Open to more than one interpretation; unclear.
6. **Beloved** /bɪ'lʌv.ɪd/ (adjective): dearly loved.

Comprehension Questions

Multiple Choice

1. What was the issue with the web address printed on the packaging of the Mattel Wicked collection dolls?
Option: It redirected consumers to an adult-oriented pornographic website
Option: It contained a virus
Option: It was misspelled
Option: It led to a different movie website
2. Which filmmaker is helping the cinematic adaptation of *Wicked*?
Option: Steven Spielberg
Option: Jon M. Chu
Option: Christopher Nolan
Option: Ava DuVernay
3. Who are the two stars mentioned in the article associated with the character dolls debacle?
Option: Ariana Grande and Lady Gaga
Option: Beyoncé and Taylor Swift
Option: Cynthia Erivo and Meryl Streep
Option: Ariana Grande and Cynthia Erivo
4. What action was taken with the dolls in question at Target?
Option: They were discounted
Option: They were recalled
Option: They were restocked
Option: They were repackaged
5. What date is *Wicked* set to premiere in theaters?
Option: December 2
Option: November 22
Option: January 15



Option: October 31

6. What did the misprinted web address on the dolls redirect users to?

- Option: A fashion website
- Option: A cooking website
- Option: An adult film website
- Option: A news website

True-False

7. The dolls in question had the wrong phone number printed on the packaging.

8. The dolls in question were predominantly distributed in Europe.

9. Ariana Grande plays the character Elphaba in *Wicked*.

10. The dolls were withdrawn from sale at Walmart.

11. The misprinted web address led users to a site promoting a musical.

12. Consumers were advised to reach out to Disney Customer Service for assistance.

Gap-Fill

14. The character dolls associated with this packaging debacle include Grande's portrayal of _____ and Erivo's Elphaba.

15. The dolls in question had been withdrawn from sale at _____.

16. The misprinted web address on the dolls directs users to _____, as opposed to the intended wickedmovie.com.

17. **Nov. 10, 2:14 p.m.** Updated with _____ Statement.

18. This story was initially published at _____ on Nov. 10.



Answer

Multiple Choice: 1. It redirected consumers to an adult-oriented pornographic website 2. Jon M. Chu 3. Ariana Grande and Cynthia Erivo 4. They were recalled 5. November 22 6. An adult film website

True-False: 7. False 8. False 9. False 10. False 11. False 12. False

Gap-Fill: 14. Glinda 15. Target 16. wicked.com 17. Mattel 18. 1:30 p.m.

Answer

CATEGORY

1. Entertainment - LEVEL6

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Author

aimeeyoung99

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