



Behind the Brands

Meet some of the brilliant minds behind your favorite Hasbro products.



COREY THIBODEAU
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THE ROLE.

As the Consumer Marketing Lead for the PLAY-DOH brand, I have the pleasure of creating and implementing marketing strategies to boost brand visibility and engage consumers, through market research and data-driven campaigns and programs – like our new campaign, PLAY-DOH Kids Can, and the launch of our PLAY-DOH Imagination Curriculum.

THE POWER OF IMAGINATION.

The PLAY-DOH brand is more than just a sensory and tactile product. The brand gives all kids (and even adults) permission to truly be their authentic selves through the power of imagination. Maybe you're a chef of a pizza restaurant that only offers PLAY-DOH pizza with ice cream cones and pickles as toppings! Or you sail the high PLAY-DOH sea that instead of blue is a mix of marbling colors filled with made-up creatures like starhorses and hat-wearing fish. The possibilities are limitless, there is no right or wrong way to play, and most importantly, it is for everyone.

THE BEST CREATIVITY HACK.

As someone who is in a creative role, the best ideas start to flow when my mind is open and free. Movement has always been the way that I am able to achieve this shift from a chaotic place to one of near emptiness. I have been practicing and teaching yoga for over 10 years now. When we create space in the body through movement and breath, the stagnant energy begins to move, leaving a calmer environment from which to create.

FINDING BALANCE AS A PARENT.

I have a 3-year-old daughter and a son on the way! The biggest shift for me was learning how to flip the switch the second I get home and go into mom-mode. It is about accepting that the email response can wait and recognizing that being present to play, imagine, and create with my child is the most important job I have.

THE GUIDING LIGHT.

The person I admire most is no longer with us. A once in a generation mind and the reason I switched from pre-med to business in my sophomore year of college. A leader who was an active listener and unbelievably inspiring through his humble, authentic, yet strong style. This is someone whose lessons, one-liners, and voice are with me every day.