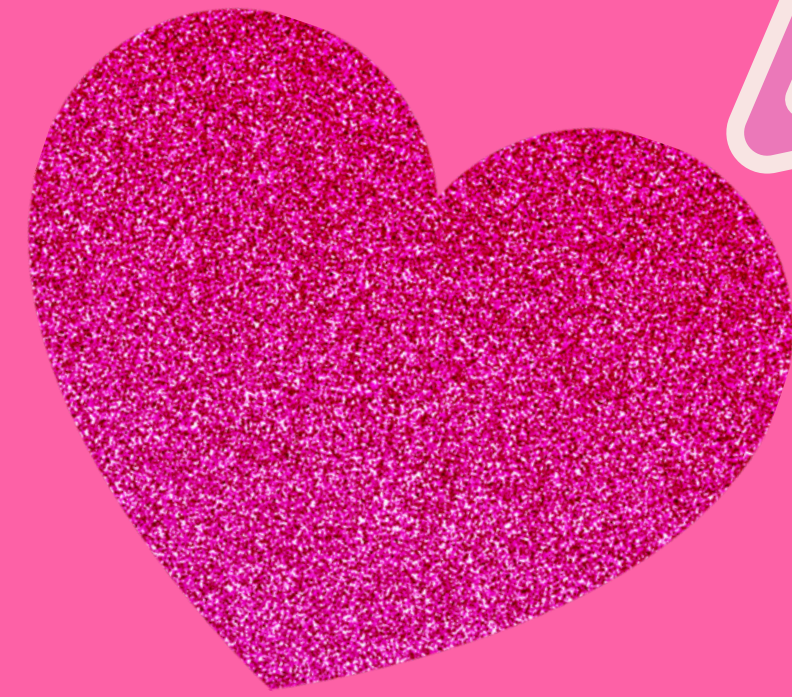
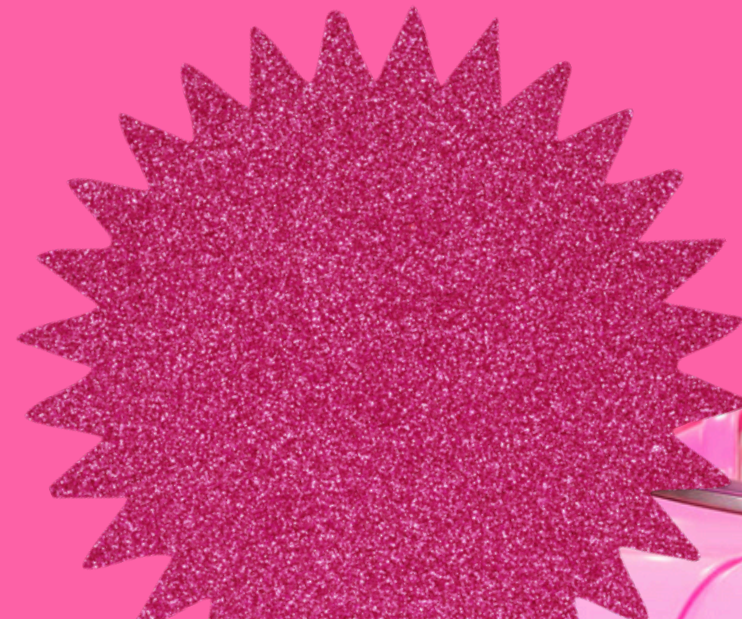


Group 2

Barbie

The Movie



Agenda



- 1 - Background
- 2 - Competitive analysis
- 3 - Current digital marketing efforts
- 4 - Acquisition of new customers

- 5 - Retention of existing customers
- 6 - Analysis of marketing efforts
- 7 - Marketing analytics
- 8 - Conclusion



Barbie Background

- ✿ Mattel's iconic doll becomes the talk of the summer in the new *Barbie* movie
- ✿ Released July 21, 2023
Starring Margot Robbie and Ryan Gosling
- ✿ "One of the best films of the year in cinematography terms"
- ✿ "Barbie takes our complicated real-world relationship to Barbie and uses it as a metaphor to interrogate the impossibly high, often contradictory standards women are held to in our male-dominated culture"



MATTEL®

Generational Love

Feminism

Self-Love

“Barbie is a metamodern approach to dissecting the toy’s standing in the world and how it relates to the ways we construct our own identities.”



Competitive Analysis For Mattel

MGA Entertainment

- Bratz Dolls
 - Released in 2001
 - Created by Carter Bryant (a former Mattel employee)
 - Meant to be trendier, cooler, more diverse version of the iconic barbie doll
 - Fun fact: the “mean girls” that Barbie meets at the lunch table are depicted to be Bratz dolls



Competitive Analysis for the Barbie Movie



Barbie Movie

- Released July 21st
 - Grossed \$1.4 billion
 - Genre- Fantasy Comedy

Competitors

- Oppenheimer
 - Released July 21st
 - Grossed \$953 million
 - Genre- Biographical thriller
- Sound of Freedom
 - Released July 4th
 - Grossed \$217 million
 - Genre- American crime thriller

◦ <https://www.boxofficemojo.com/month/july/2023/>





Acquisition of New Customers

- Utilizing platforms such as Instagram, Tik Tok, Facebook and X to give sneak peaks, trailers, brand partnerships, and interactive promotions.
- Hoped to acquire girls under the age of 13
 - Through young mothers
 - Through social media among a generation who is consumed by technology rather than dolls
- Aimed to spark the attention of the older generation who never resonated with Barbie Dolls, but are able to resonate with the movie
- Planned on doing so through a repositioning from hypersexuality to feminism
- Widen their overall age appeal

Retention of Existing Customers

The Barbie franchise found a way to modernize and evolve the brand to grow with the young adult, middle aged and elderly consumer who may have outgrown Barbie, not just for their younger loved ones, but themselves

Customer Lifetime Journey:

- **Awareness:** Beginning with Barbie dolls at a very young age
- **Consideration:** Barbie animated movies growing up
- **Purchase:** Purchasing dolls/ merchandise as you age for relatives
- **Retention:** Introduction of the 2023 Barbie Movie with all marketing efforts: Songs, social media, partnership ads
- **Advocacy:** Nostalgia and love of Barbie is resparked bringing the next generation to theaters with them



Website Design/ Branding



Barbie Selfie Generator

Spotify Playlist

Barbie Selfie Generator

We're sending your Barbie Selfie into overdrive with our *brand new* generator experience.

Click below to get rolling!

Start


Barbie

Own it now

New!



This Barbie is limited edition.



Barbie

Own it now

Barbie Selfie Generator

↕

✎

🎨

This Barbie is the boss.



Barbie

Own it now

Reposition your selfie.

↑

← ↓ →

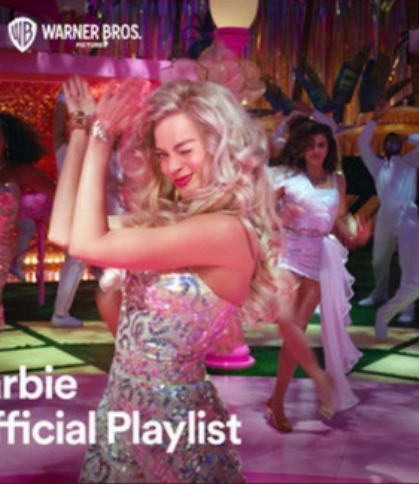
-

+

↺

↻

Continue



Playlist

Barbie Official Playlist





She's everything. He's just Ken. Listen to the music from and inspired by Barbie, curated by Mark Ronson.

Spotify • 928,590 likes • 45 songs, about 2 hr

▶

♡

⋮

Title	Album	Date added	
 Barbie World (with Aqua) [From Barb... Nicki Minaj, Ice Spice, Aqua	Barbie World (with Aqua) [From B...	Aug 18, 2023	1:49
 Dance The Night - From Barbie The ... Dua Lipa	Dance The Night (From Barbie Th...	Aug 18, 2023	2:56
 What Was I Made For? [From The M... Billie Eilish	What Was I Made For? [From The...	Aug 18, 2023	3:42
 Speed Drive (From Barbie The Album) Charli XCX	Speed Drive (From Barbie The Al...	Aug 18, 2023	1:57
 I'm Just Ken Ryan Gosling	Barbie The Album	Aug 18, 2023	3:42

Watch Party

Barbie WATCH PARTY

Join #BarbieWatchParty on X

**BUY OR RENT THE MOVIE, AND HIT PLAY ON
SUNDAY 9/17 AT 5:00^{PM} PT / 8:00^{PM} ET**

Barbie

Own Now on Digital
Now Playing in Theaters

DIGITAL



DVD/BLU-RAY™ & 4K ULTRA HD™



Get the free Party Kit now

To host your own Barbie watch party
anytime, download this invite to share
with your friends and family



SELECT A DAY

ASHVILLE

TUE DEC 5 WED DEC 6 THU DEC 7 MON DEC 11

SELECT TIME OF DAY

AFTERNOON EVENING

COLLAPSE

PICTURE SHOW AT ALTAMONTE
130 EAST ALTAMONTE DRIVE, ALTAMONTE SPRINGS, FL 729 MILES

6:30PM 7:05PM 9:45PM

NEW HOPE CINEMA GRILL
2749 WINNETKA AVENUE NORTH, NEW HOPE, MN 841 MILES

6:00PM

ROOFTOP CINEMA CLUB SOUTH BEACH
1212 LINCOLN ROAD, MIAMI BEACH, FL 983 MILES

6:30PM

SEO

```
<p>To live in Barbie Land is to be a perfect being in a perfect place.
```

```
<meta property="og:title" content="Barbie | Official Movie Site"/>
```

```
<li class="nav-li"><a href="#girlsempowerment"
```

- Keywords:

- Barbie: 76 times
- the Movie: 58 times
- Tickets: 23 times

```
<a href="#watchparty" id="watchpartyNav"
```

```
<div class="cta-btn gettickets sys_getticketsBtn">  
<div class="cta-btn-link " href="#ticket">GET TICKETS</div>
```

- 2.6 million monthly searches for barbie
- 440K monthly searches for “barbie the movie”
- 494K new backlinks for barbiethemovie.com

```
'https://www.barbieselfie.ai/');">SELFIE GENERATOR</a> </li>
```

```
<meta property="keywords" content="Barbie"/>
```

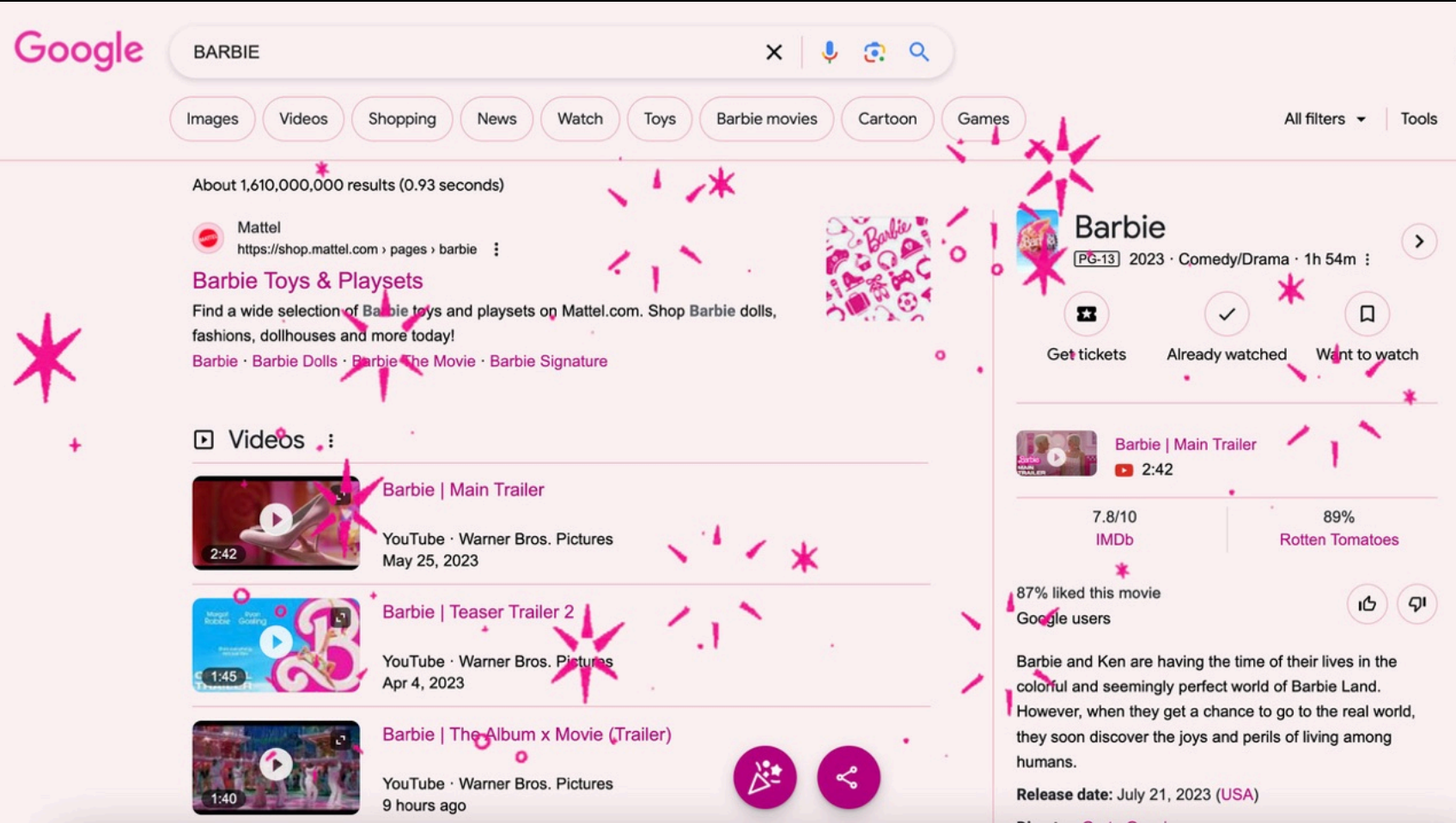
```
<meta name="title" content="Barbie | Official Movie Site">
```

Paid Search

- Barbie launched their Google Ad a week before the release of movie in theaters
 - Searching “Barbie”, “Barbie Movie”, “Greta Gerwig”, “Margot Robbie”, and “Ryan Gosling” brought you to a pink Google screen with confetti
- Spotify Search
 - Play bar turned pink when adding and listening to songs from the movie soundtrack.
- Barbie collaborations assisted in further promoting the film
 - Social Media Ads
 - In-App Ads (i.e Fandango)
- **Brand Searches = \$1.3M**
 - **Keyword “Barbie” CPC is about \$0.50**
- **“Barbie The Movie” Searches = \$886K**
 - **Keyword “Barbie The Movie” CPC is about \$2**



Paid Search



HI, BARBIE

Spotify Is Getting a Hot-Pink Makeover To Celebrate the New ‘Barbie’ Movie

JULY 21, 2023

Top result



Barbie The Album

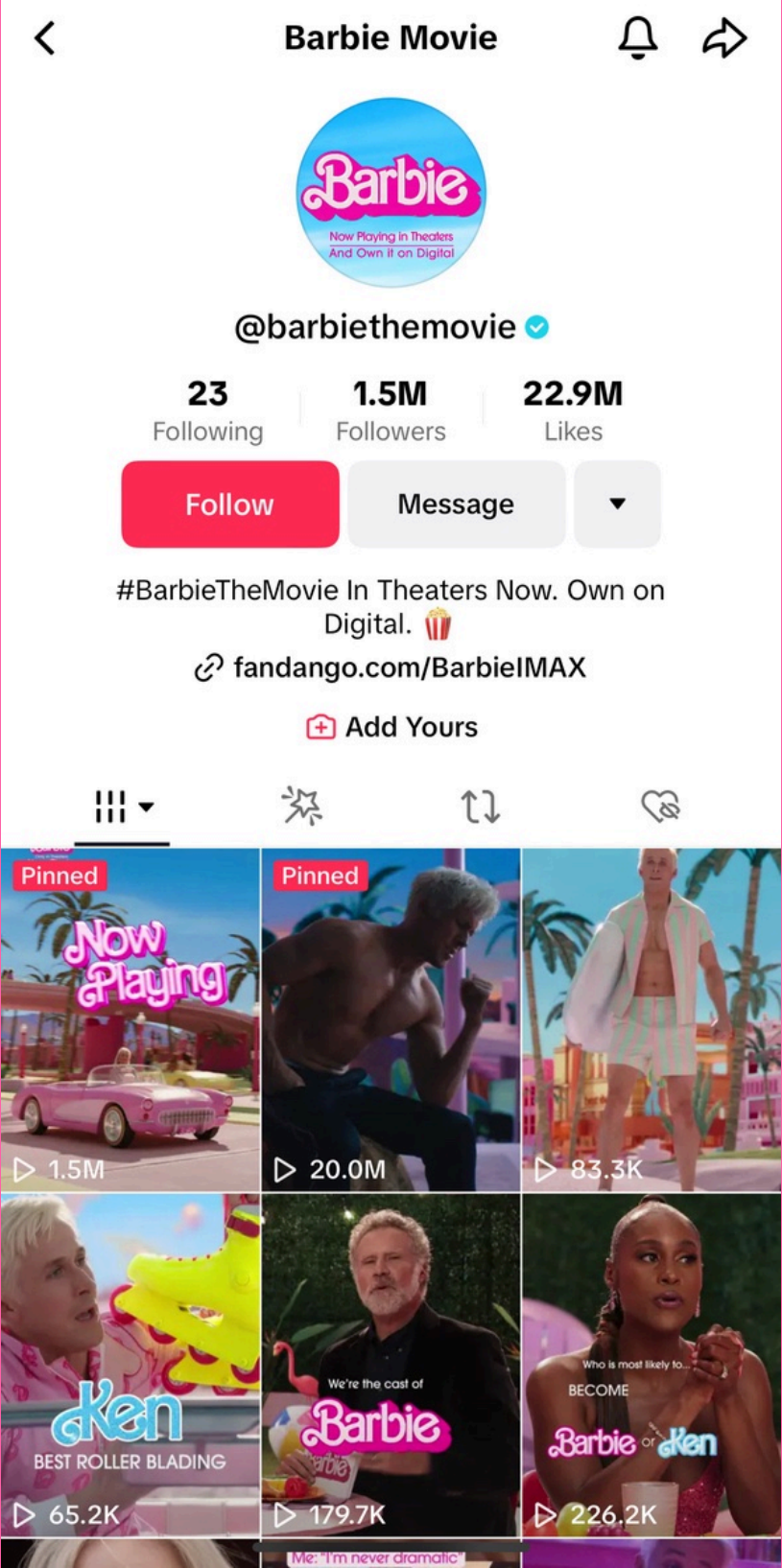
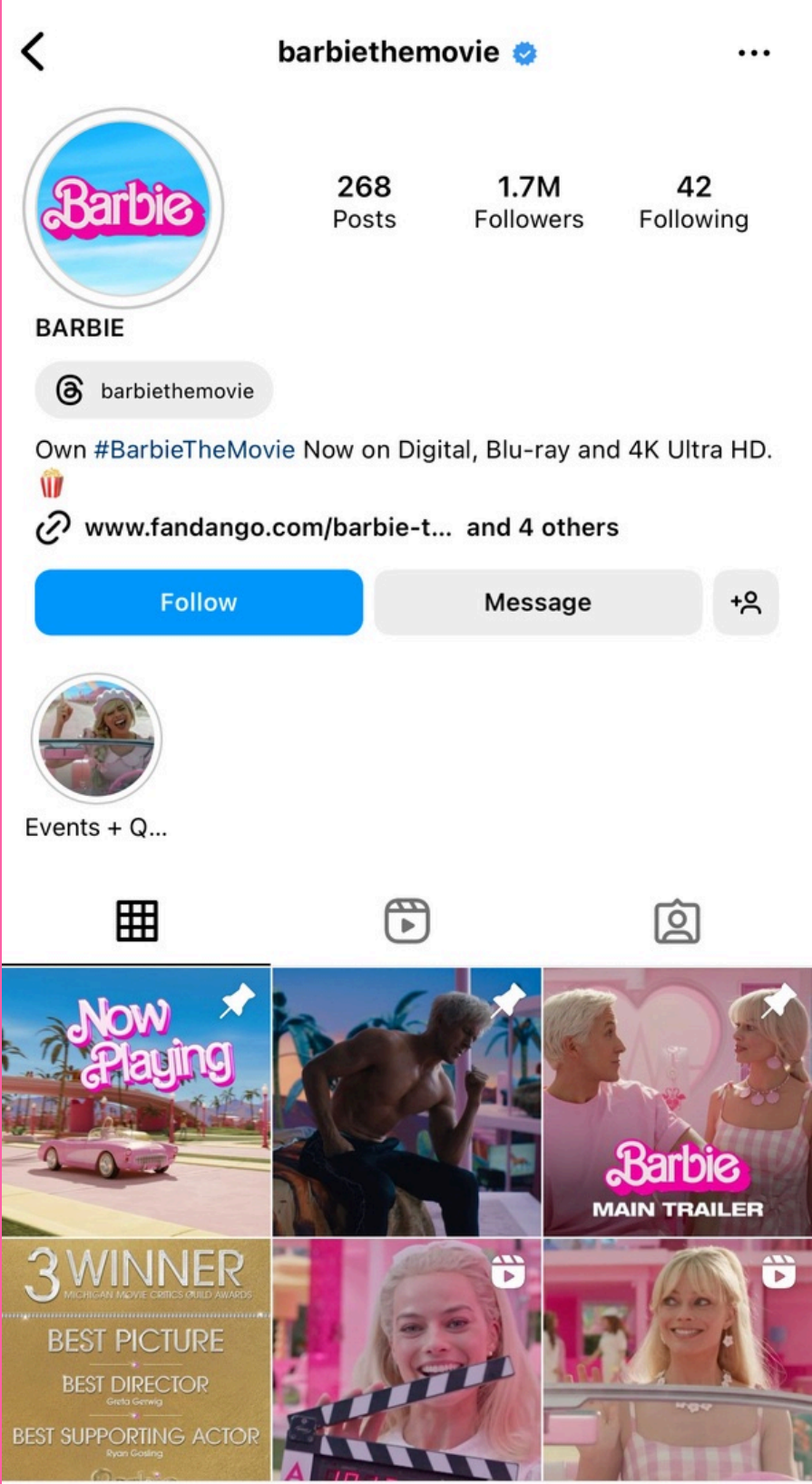
Various Artists ALBUM

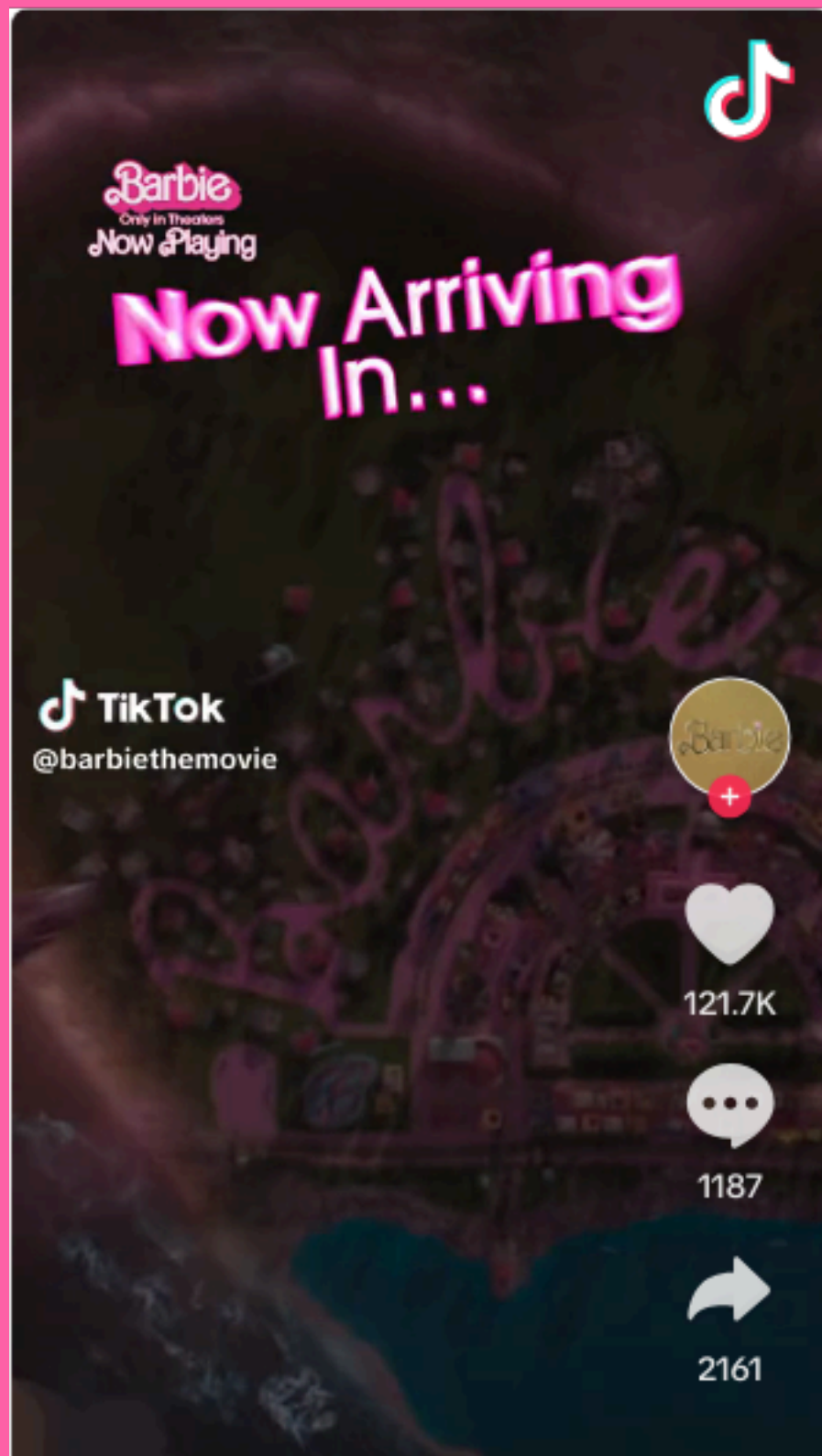
Songs

SEE ALL

	Dance The Night - From Barbie Dua Lipa	2:56
	Barbie Girl Aqua	3:17
	Barbie World (with Aqua) [Remix] Nicki Minaj, Ice Spice, Aqua	1:49
	Speed Drive (From Barbie) Charli XCX	1:57

Social Media Marketing



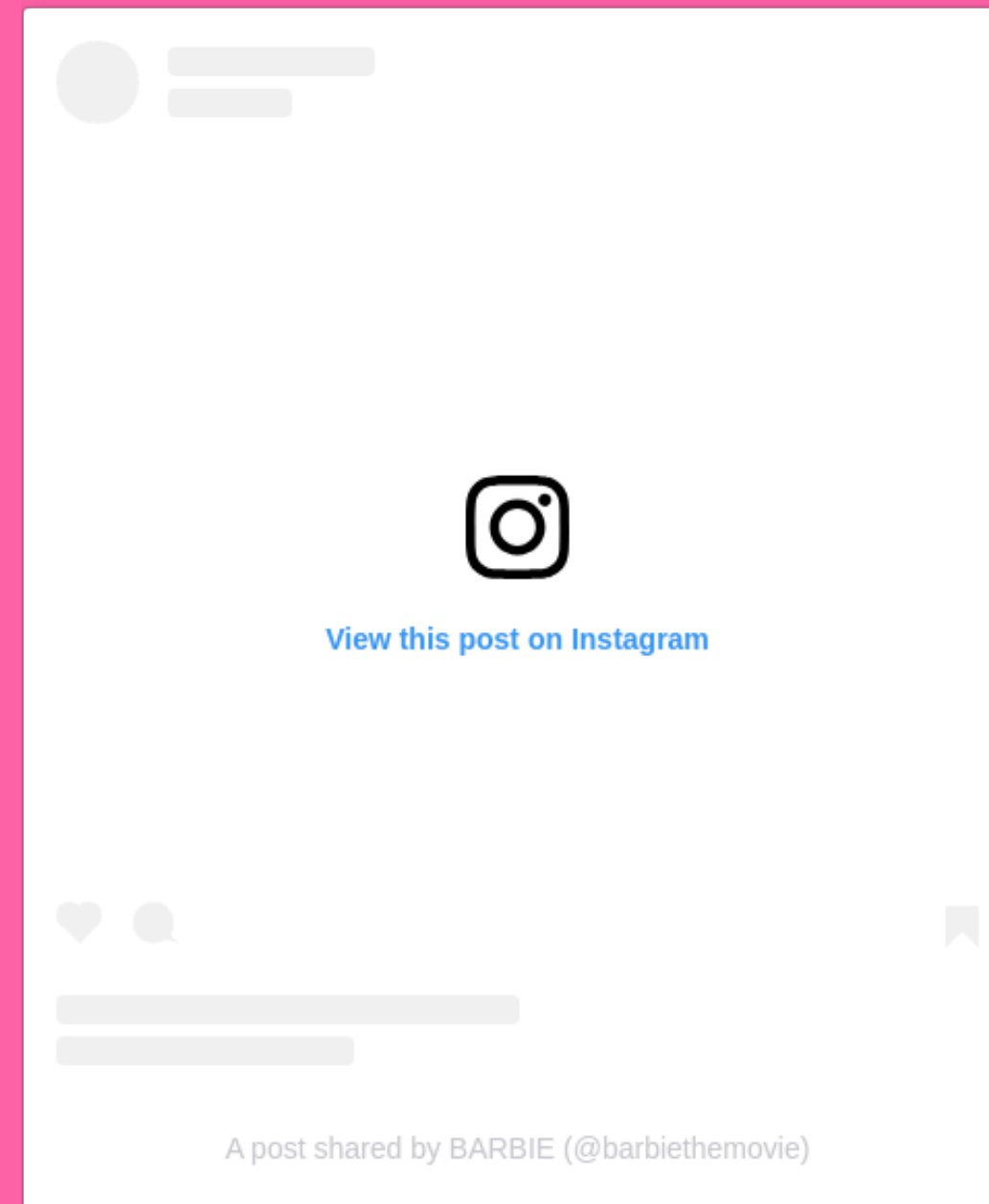


 Tok [Watch more](#) [Watch now](#)

@barbiethemovie 

It's the BEST DAY EVER! 🥳
#BarbieTheMovie is NOW PLAY ...See more

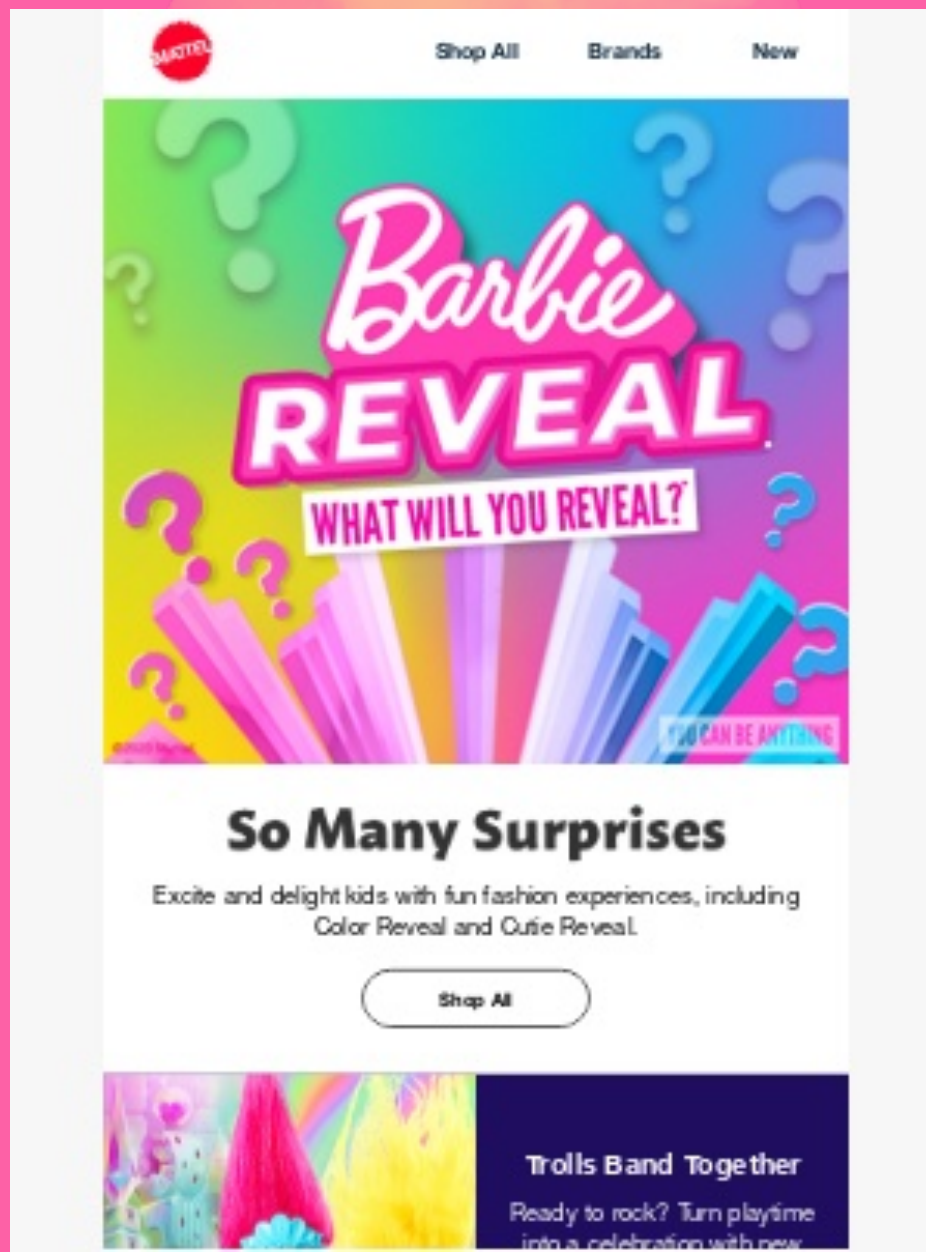
🎵 original sound - Barbie Movie



Email Marketing

- Mattel sales jumped 16% after the movie release

- [CNBC](#)



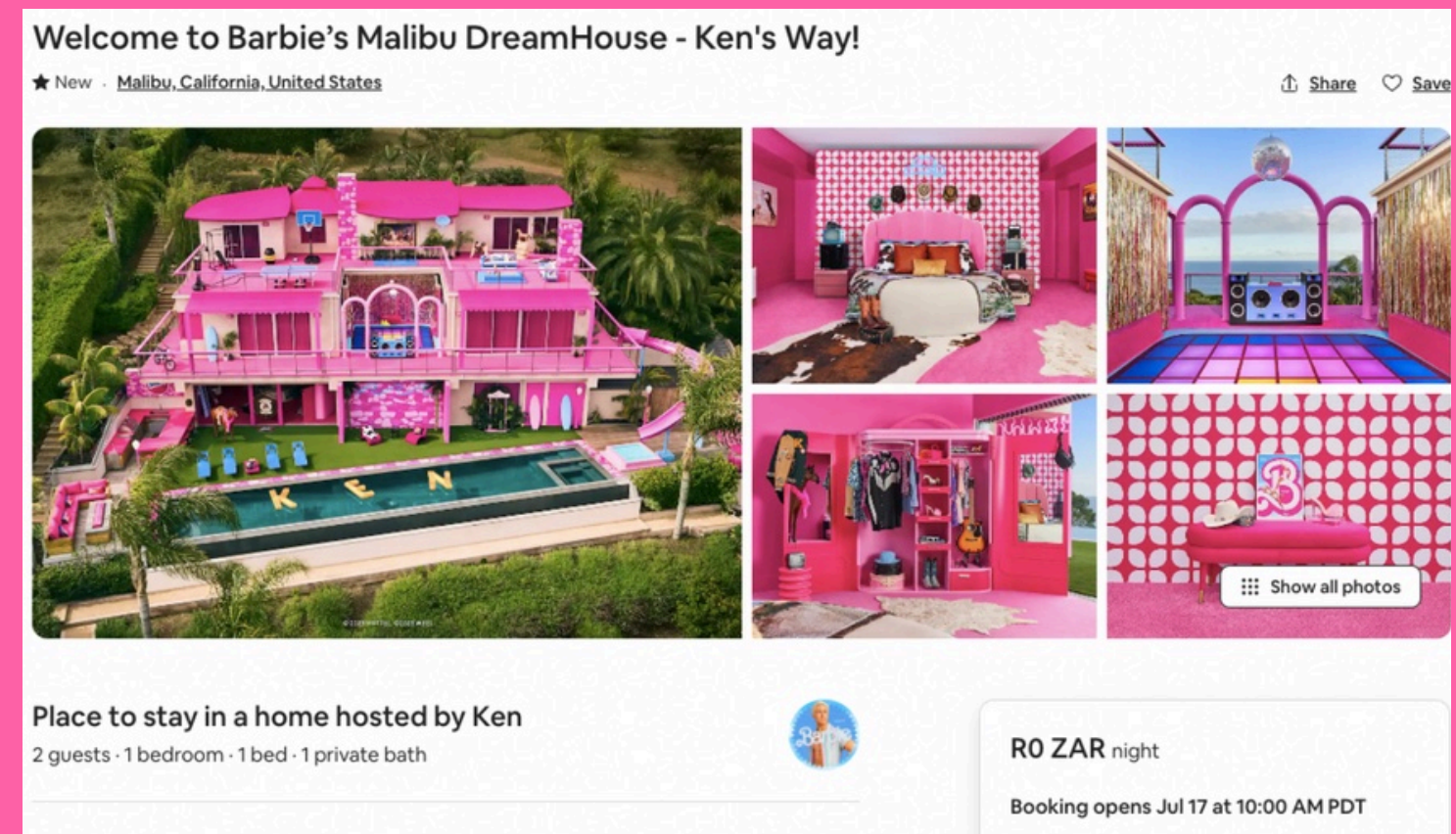
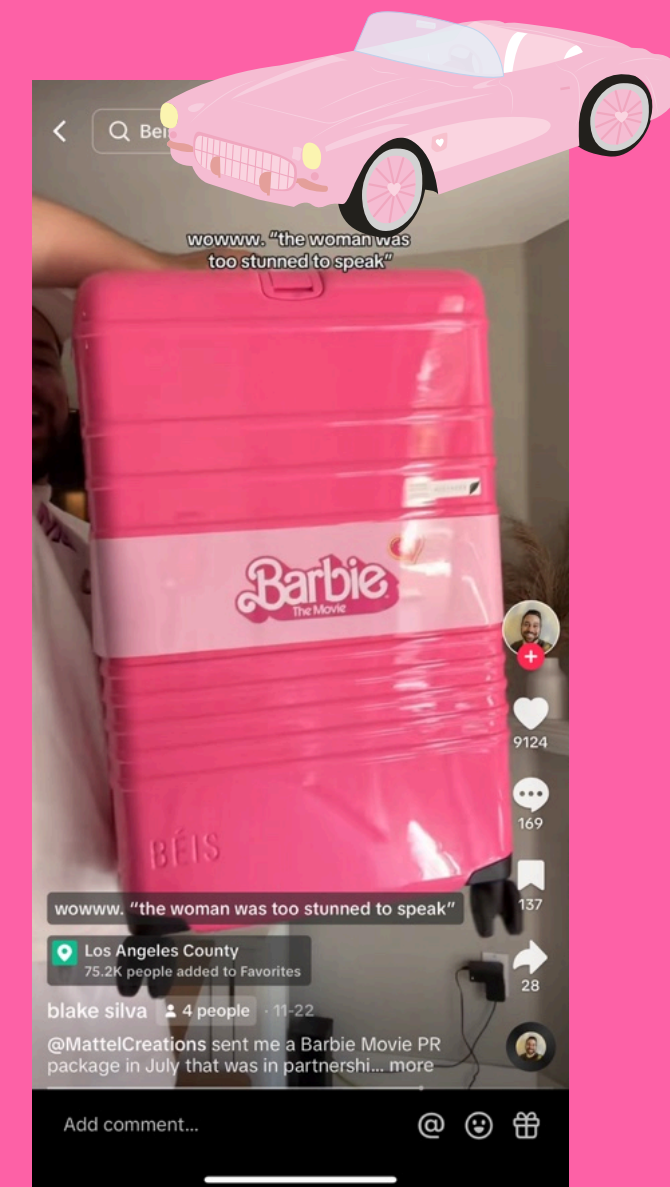
- Mattel used barbie in majority of the emails around the release date
- They sent out emails when Barbie dolls were restocked
- Newsletter sign up boxes
 - “Get early access”
- Barbie signature membership through email registration
- Partnership emails (Airbnb, Xbox...)
- Email product releases- weird barbie
- Used catchy taglines like “If you love barbie, if you hate barbie, this movie is for you”

- <https://iol-marketing.co.uk/behind-the-scenes-of-the-barbie-marketing-campaign/>

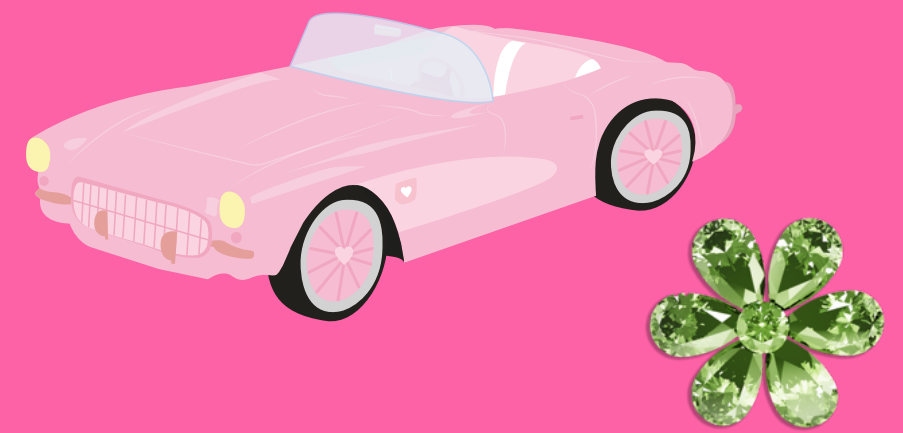


PR

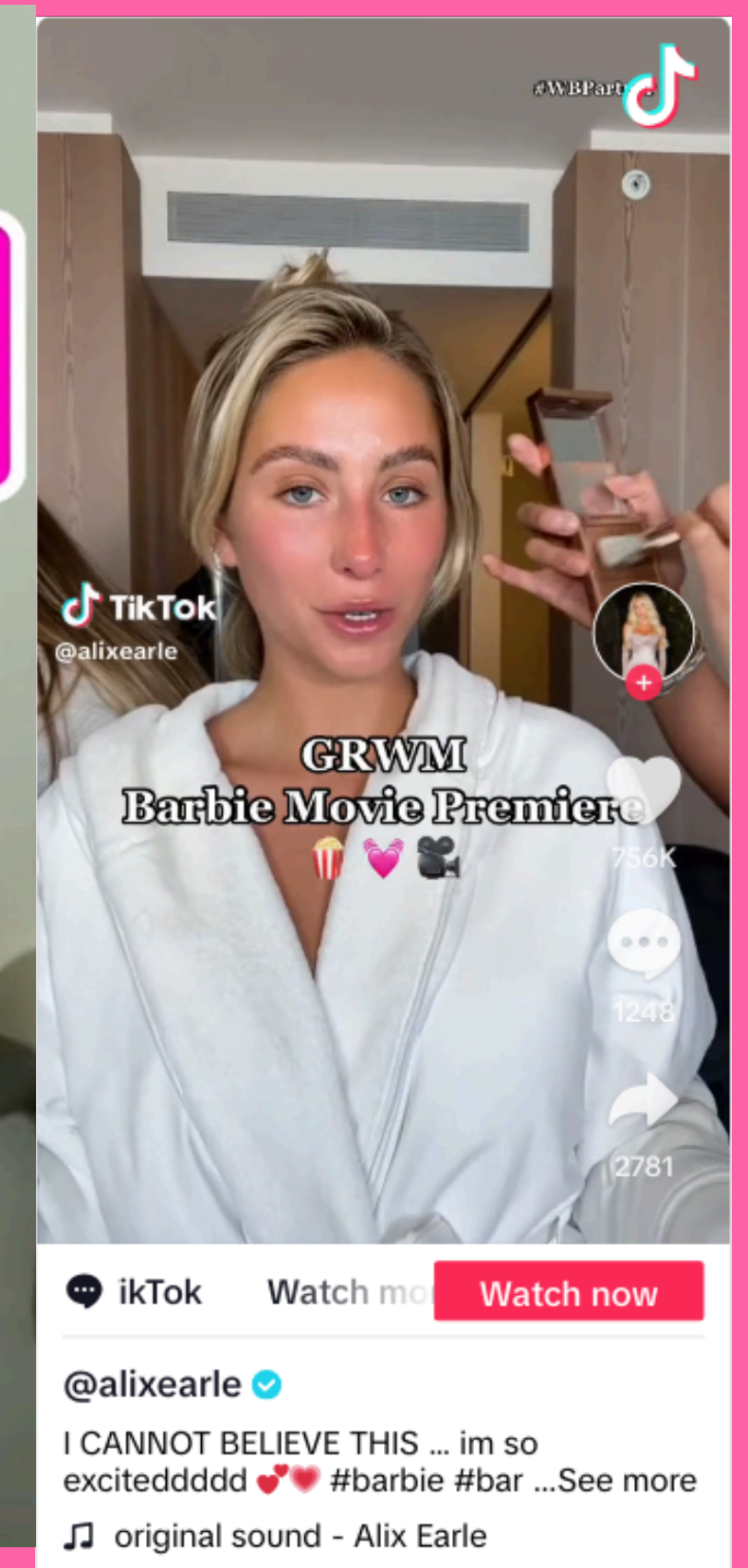
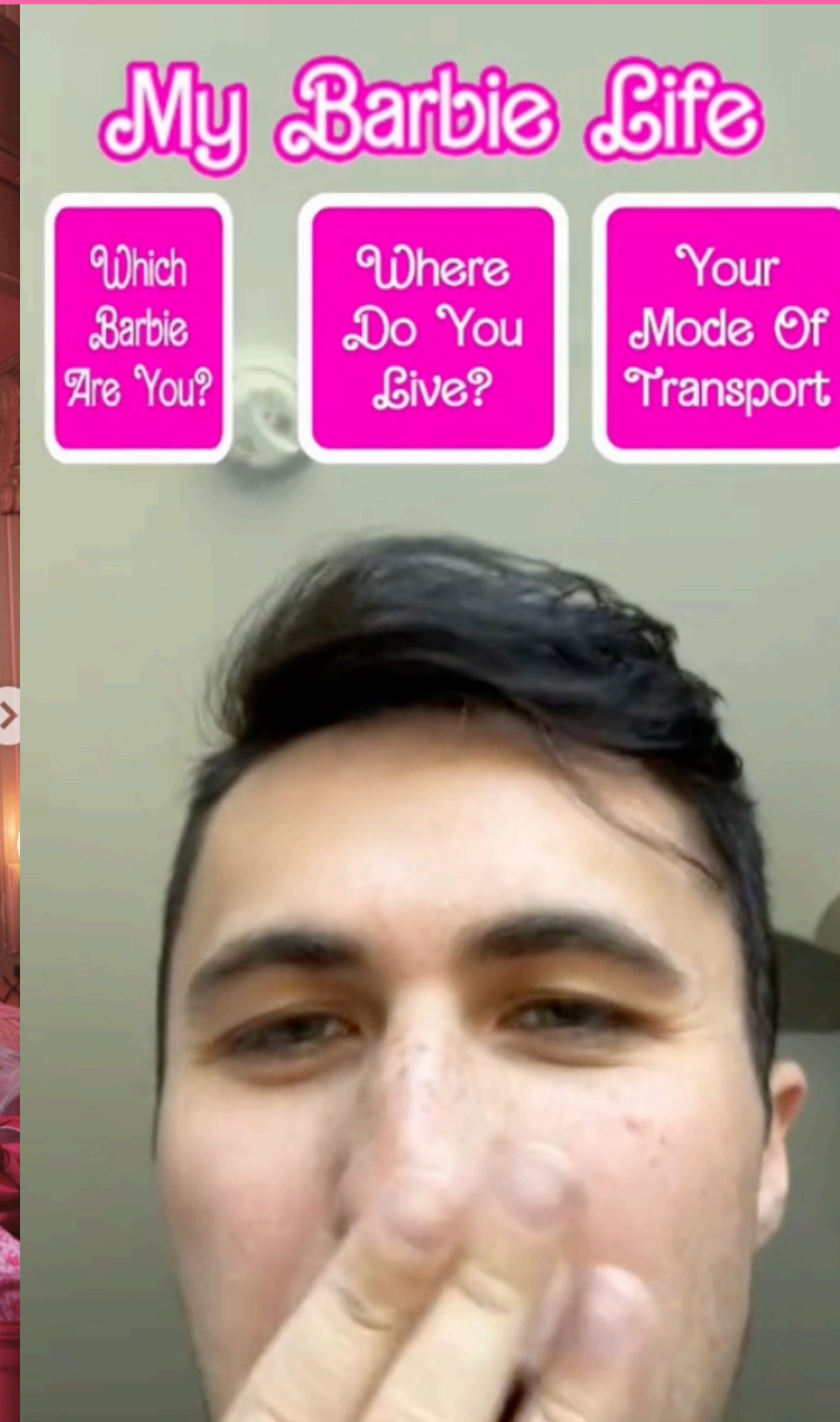
- PR boxes sent to content creators
- 100 different brand partnerships



Influencers



- Alix Earle
- Shay Mitchell
- Chris Olsen
- Leilani Green
- Tabitha Swatosh





Collaborations





Collaborations





Collaborations



© 2023 Mattel



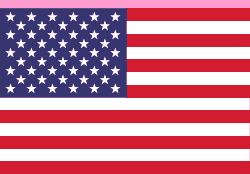
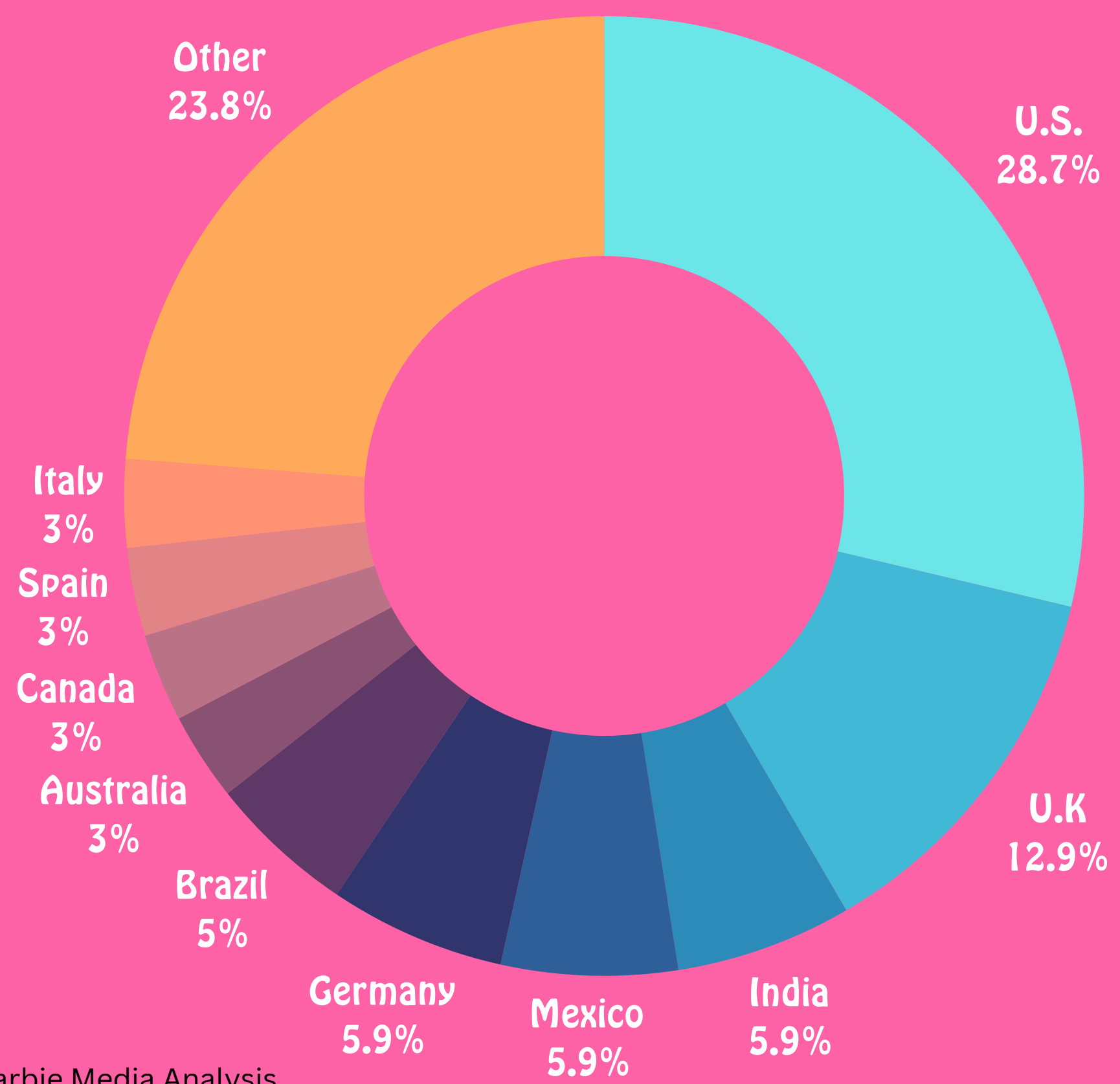
Marketing Analytics

- **Brand Awareness**
 - \$1.3 Billion in Worldwide Box Office
 - 11th Highest Grossing Film (Domestically)
 - Earned \$162 Million opening weekend
- **Buzz and Brand Sentiment**
 - Facebook:
 - +182.6% engagement
 - +14,576 followers
 - Twitter
 - +427,949 engagement
- \$150 million dollar marketing budget
 - \$145 million to produce the movie



Marketing Analytics

Top Regions by Coverage



Total Articles: 17,305
Reach: 65.28M



Total Articles: 7,875
Reach: 196.97M



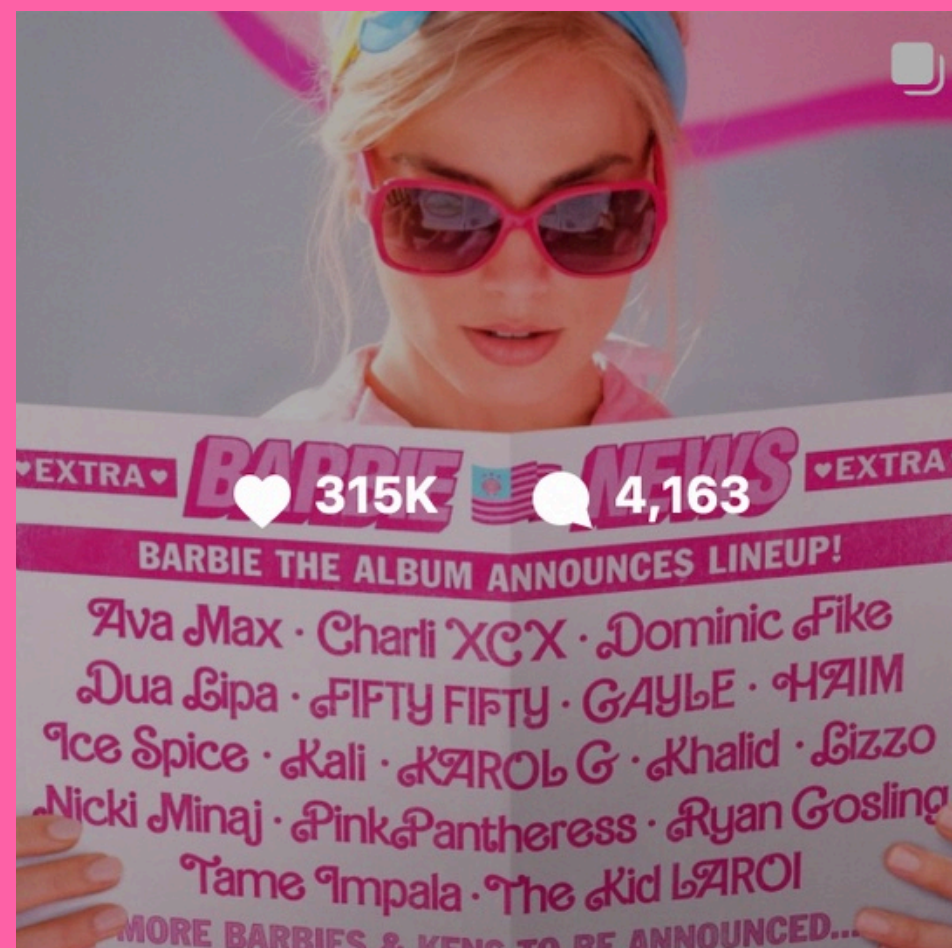
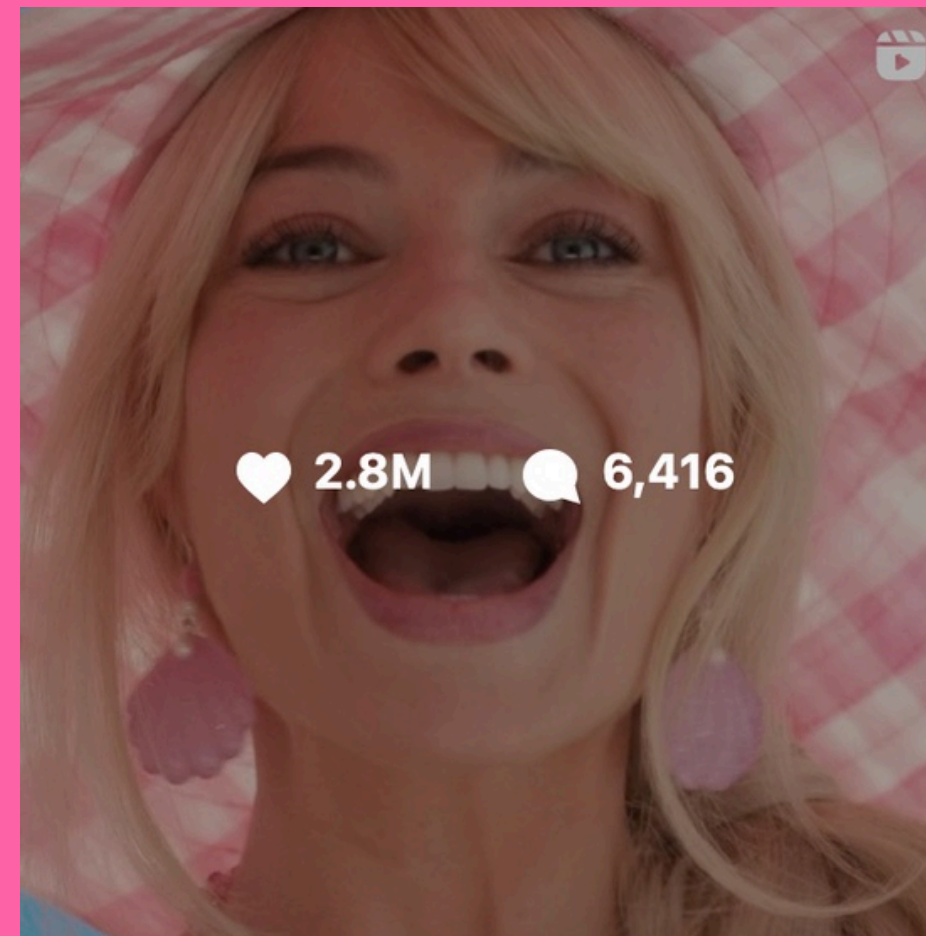
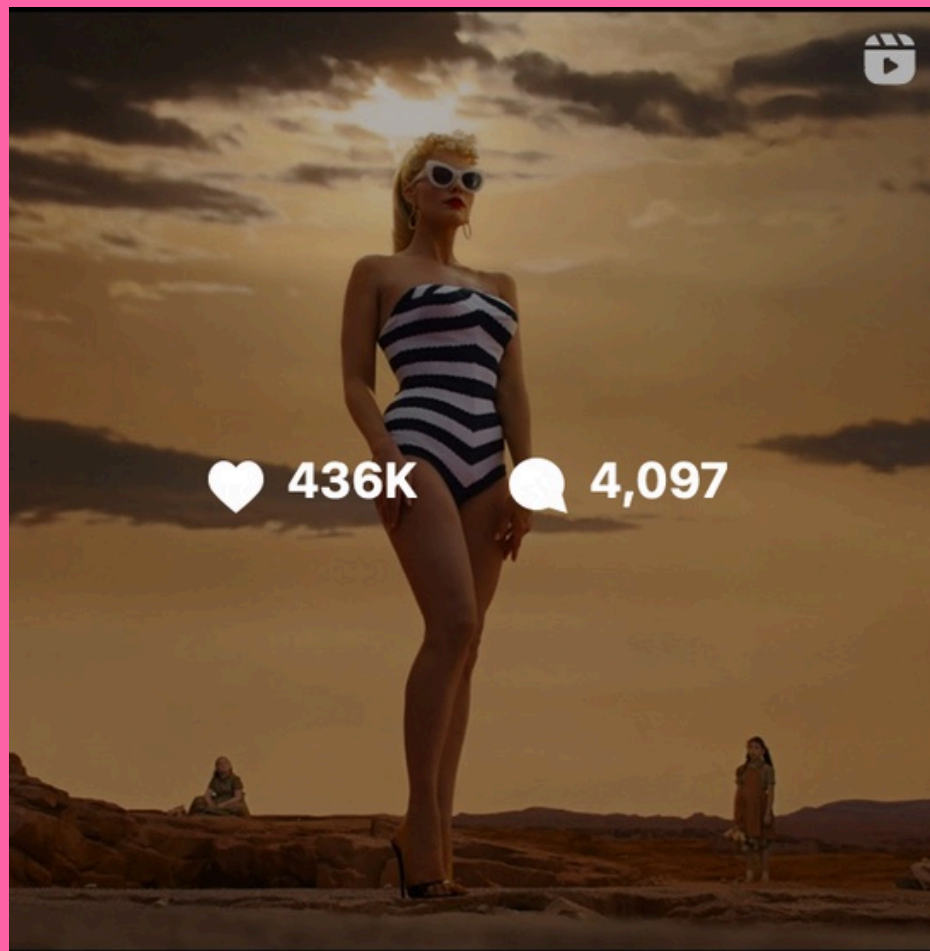
Total Articles: 3,754
Reach: 16.89M



Total Articles: 3,457
Reach: 12.56M



Total Articles: 3,109
Reach: 23.24M



Marketing Analytics: Instagram

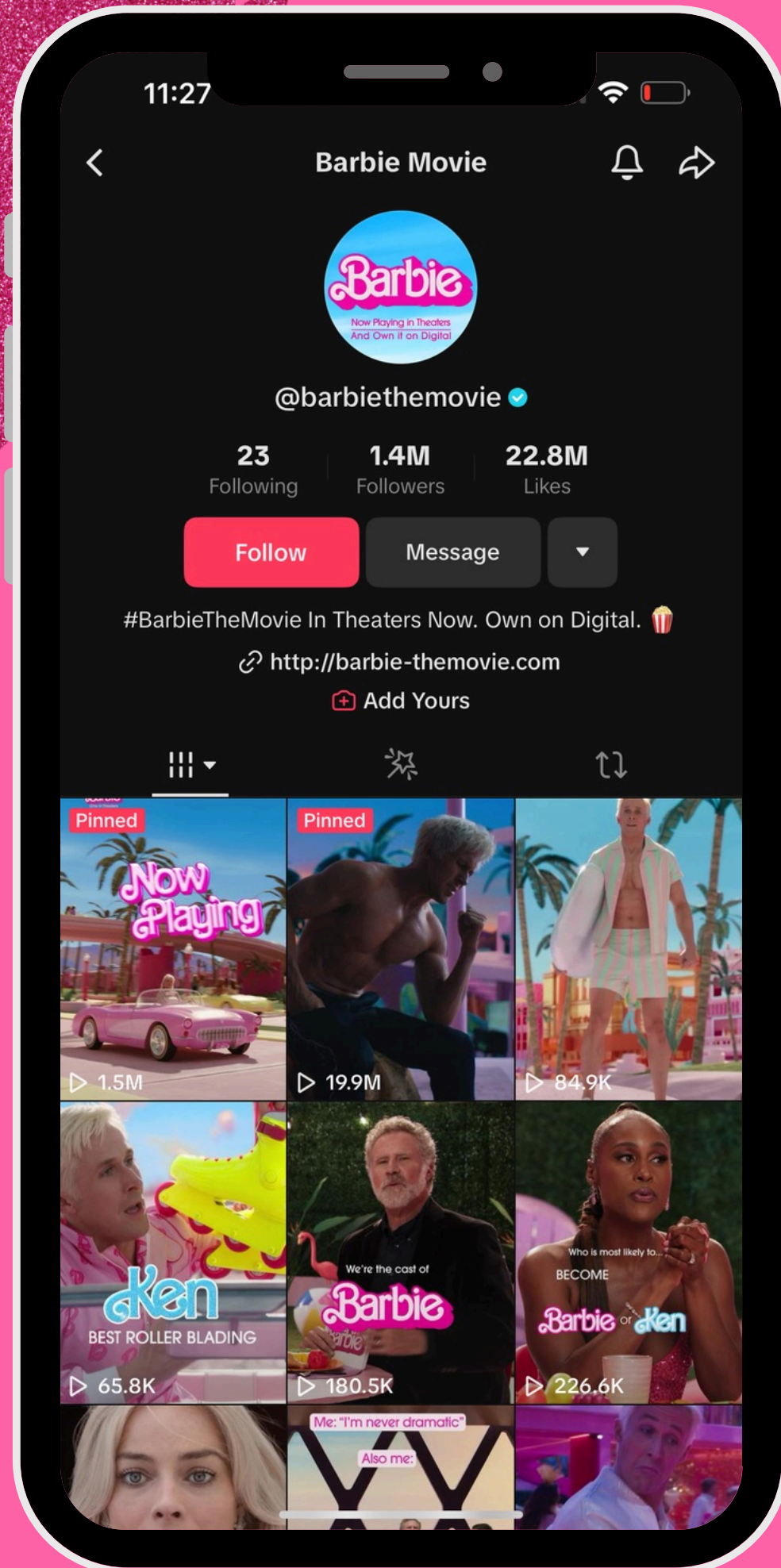
- Teaser Trailer
 - 436K Likes
 - 4,097 Comments
- Official Trailer
 - 1.1M Likes
 - 11.6K Comments
- “Hi Barbie, Hi Ken” Video
 - 2.8M Likes
 - 6,416 Comments
- Barbie Album
 - 315K Likes
 - 4,163 Comments

+119.9% more engagement in 60 days

661K more followers in 60 days

Marketing Analytics: Tik Tok

- **@barbiethemovie**
 - 1.4M Followers
 - 22.8M Likes
- **Teaser Trailer**
 - 1.2M Views
 - 75.8K Likes
 - 486 Comments
- **“Hi Barbie, Hi Ken” Video**
 - 28M Views
 - 2.8M Likes
 - 11.9K Comments
 - 240.3K Posts with Sound



Marketing Analytics: YouTube

Barbie | Teaser Trailer



14M Views



12,085 Comments

Barbie | Teaser Trailer #2



24M Views



12,638 Comments

Barbie | Main Trailer



79M Views



36,834 Comments



BARBIE

Warner Bros. Pictures

20 videos 129,226 views Last updated on Aug 22, 2023



Play all



Shuffle

Marketing Analytics: “Barbie The Album”



Barbie World

Ice Spice & Nicki Minaj



47M Streams



251K TikToks



Dance The Night Away

Dua Lipa



100M Streams



251K TikToks



What Was I Made For?

Billie Eilish



13.5M Streams



22K TikToks

Overall Recommendations

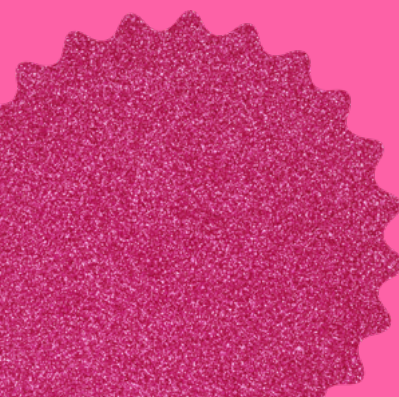
- Continue to push out Tik Tok trends involving the Barbie soundtrack and trending audios
- HBO Max promotion using code “Barbie10” for 10% off your HBO subscription
- Continue to brand Barbie using “Barbie pink” licensing with more companies post release
- PR boxes filled with a new line of holiday themed Barbie merchandise





Conclusion

- Genius marketing strategy both preceding the film's release and following it
- The franchise utilized every digital outlet to reach and retain consumers
- Became the new digital marketing footprint for movies everywhere



B





THANK YOU

...and just remember
you are

& Kenough.