# Barbie Movie Breakdown

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# Overview

In 2023 the popular toy company Mattel announced the release of the Barbie movie. This move came from declining sales and audiences that saw Barbie as an outdated, unfeminist, non inclusive brand.

# The Problem

- Decrease of stock and financial performance
- Rise of digital toys and entertainment
- Many saw Barbie as perpetuating negative beauty standards and being outdated
– Concerns about the company being able to stay relevant in the rapidly evolving market.
- Adapt to modern storytelling and markets to regain its audience



Barbie’s mission statement and brand positioning of empowerment and diversity for young girls. This new direction will actually help in emphasizing and returning to Barbie's original mission statement and realigning itself further within the diversity field.

# Key Strategic Insights

01

-Historic and iconic toy brand - increased amount of diversity, more so than other toy brands
-However brand still skewed negatively, representation of old, toxic beauty standards, -massive message to Barbie lovers and haters
-Barbie modern, more inclusive version of beauty and empowerment for girls.

02

-problem with bridging the cultural gap and adapting to modern world.
-Barbie wants to appeal to a more modern audience, they have to integrate more cultural moments and modern milestones as a part of the Barbie brand.

03

-children turning towards more digital entertainment
-people as a whole flouncing into digital spaces
-Barbie has to integrate into a digital space instead of traditional.
-gain significant impact, implement digital media
-going to have to transform beyond just the doll.

# THE BARBIE MOVIE






























# Key Strategies and Tactics

Breadcrumb Strategy

Leverage Partnerships

Leverage Nostalgia

Community Enagagement

Diversity/ Women

Leverage Social Media

## Partnerships

-Partner w/ over 100 brands, releasing over the year (Earned/Paid)
-Partner w/ The Times, The Washington Post, and Variety to explore progressive themes and pop-culture relevance (Earned).
-Partner with strong, diverse, female creators and leaders in the entertainment industry (Paid)
-Partner female artists for soundtrack (Paid). Release as the campaign goes along

## Social Media

-Selfie generator in partnership with PhotoRoom, first selfies being the Barbie cast members like Issa Rae and America Ferrara (Owned/Shared/Paid).
-encourage others to use the filter.
-Produce content featuring partnerships, movie-inspired dolls, building on trailers, movie themes, and scene recreations (Owned/ Shared)
-paparazzi to get shots of the actors in the outfit to start hype of the movie

## Outside Social Media

-Bring Barbie Malibu Dreamhouse to life in partnership with Airbnb (Paid/Shared)
-Bring Barbie's looks into real life with Margot Robbie's press tour outfits (Paid media).