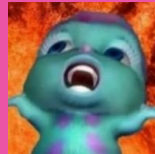




Barbie

Creators: Grace Kos-Dondlinger
Abby Sweeney
Madelyn Woodson
Ziying (Darren) Chen
Syarifah Aida



Target Audience

- Teens and above.
- PG-13.
- Meant for any age group
 - “Eight to 108”

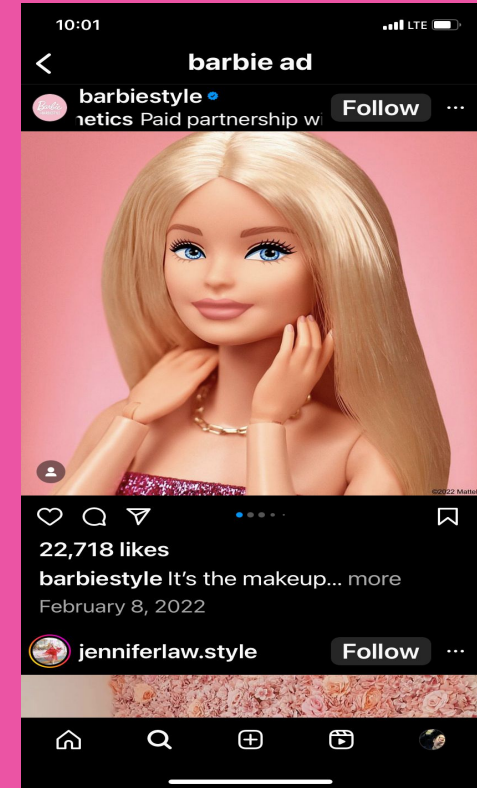
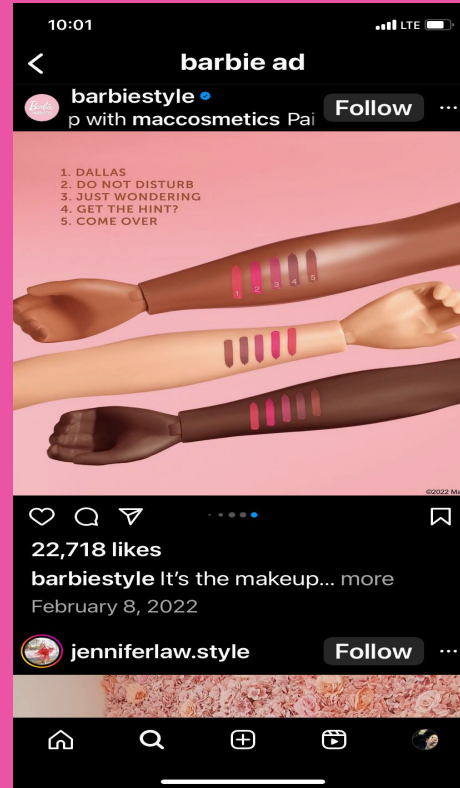


Paid Media

Barbie paid partnership with MAC
Cosmetics

[https://www.instagram.com/barbiestyle/
?hl=en](https://www.instagram.com/barbiestyle/?hl=en)

- Connects makeup and Barbie to bring consumers together.
- Brings attention to the revival of Barbie interest to older age groups.
- The ad was paid for, which is evident with the paid partnership banner under the @barbiestyle.



Earned Media

- Architectural Digest feature of Barbie set with Margot Robbie



Shared Media

- Viewers are making t-shirts for attending the “Barbenheimer” double feature (Barbie -> Oppenheimer)
- Adds to the comedic effect of the contrast in the movies
- Making more people attend the Barbie movie because of the double feature/t-shirt joke



Owned Media

- Warner Bros created Barbie Selfie Generator website www.barbieselfie.ai
- Uses artificial intelligence to transform photos into Barbie movie posters
- User can edit the slogan on top of the photos

