



What Made the Barbie Movie So Successful?

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Abstract

- The marketing campaign for Mattel and Warner's 2023 hit blockbuster Barbie has been a smashing success.
- This study will examine all the different marketing strategies used in the Barbie movie marketing campaign, from partnerships to digital to social media, as well as compare Barbie's campaigns to other successful movie marketing campaigns.
- Additionally, I will be taking a look at modern-day marketing strategies, such as B2B and "buzz" marketing.

Why?

- Mattel's marketing campaign caused the film to break box office records within the first weekend, and holds a current gross revenue of almost \$1.5 billion, making marketing and movie history.
- The Barbie movie is the first time there has been this many new and unconventional partnerships, digital, and social promotions launching simultaneously.
- However, the reason behind all the "buzz" has yet to be discussed:
 - Was it because they launched over 100 partnerships?
 - Or because the Barbie doll is an iconic toy that evokes nostalgia in audiences of all ages?
 - Was it their use of social media?

Methods

Reviewed 15 Non-academic articles from sources such as Time, The New York Times, LinkedIn

Some relevant articles:

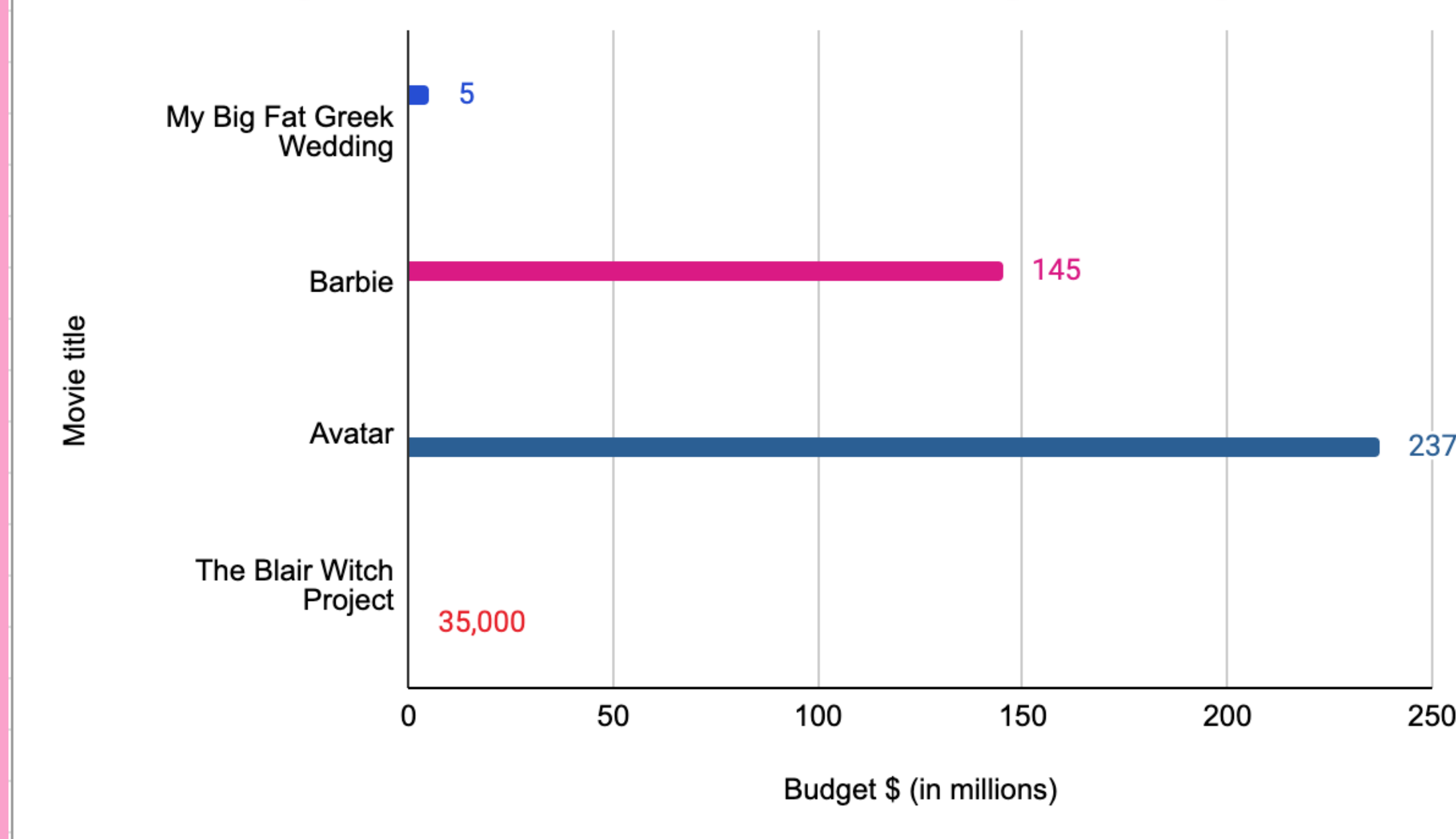
- "How Barbie Came to Life", Eliana Dockterman, Time Magazine
- "Mattel's Windfall From 'Barbie'", James B. Stewart, The New York Times
- "How AI and Marketing Partnerships Helped the Barbie Movie Become a Cultural Phenomenon", Rahul Soni, LinkedIn

Reviewed 15 Academic articles from journals such as: Business Horizons, Journal of International Consumer Marketing, Journal of Customer Behavior

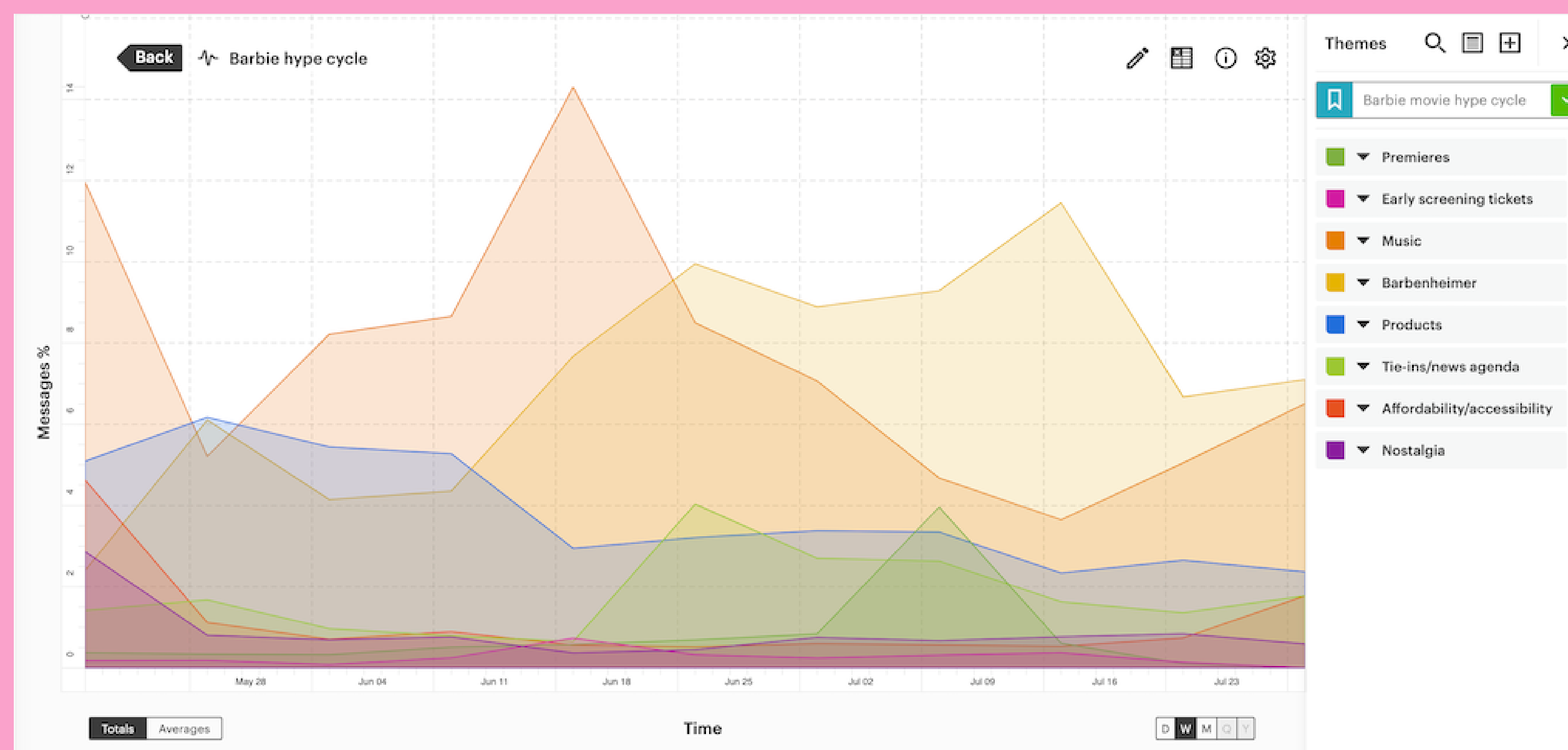
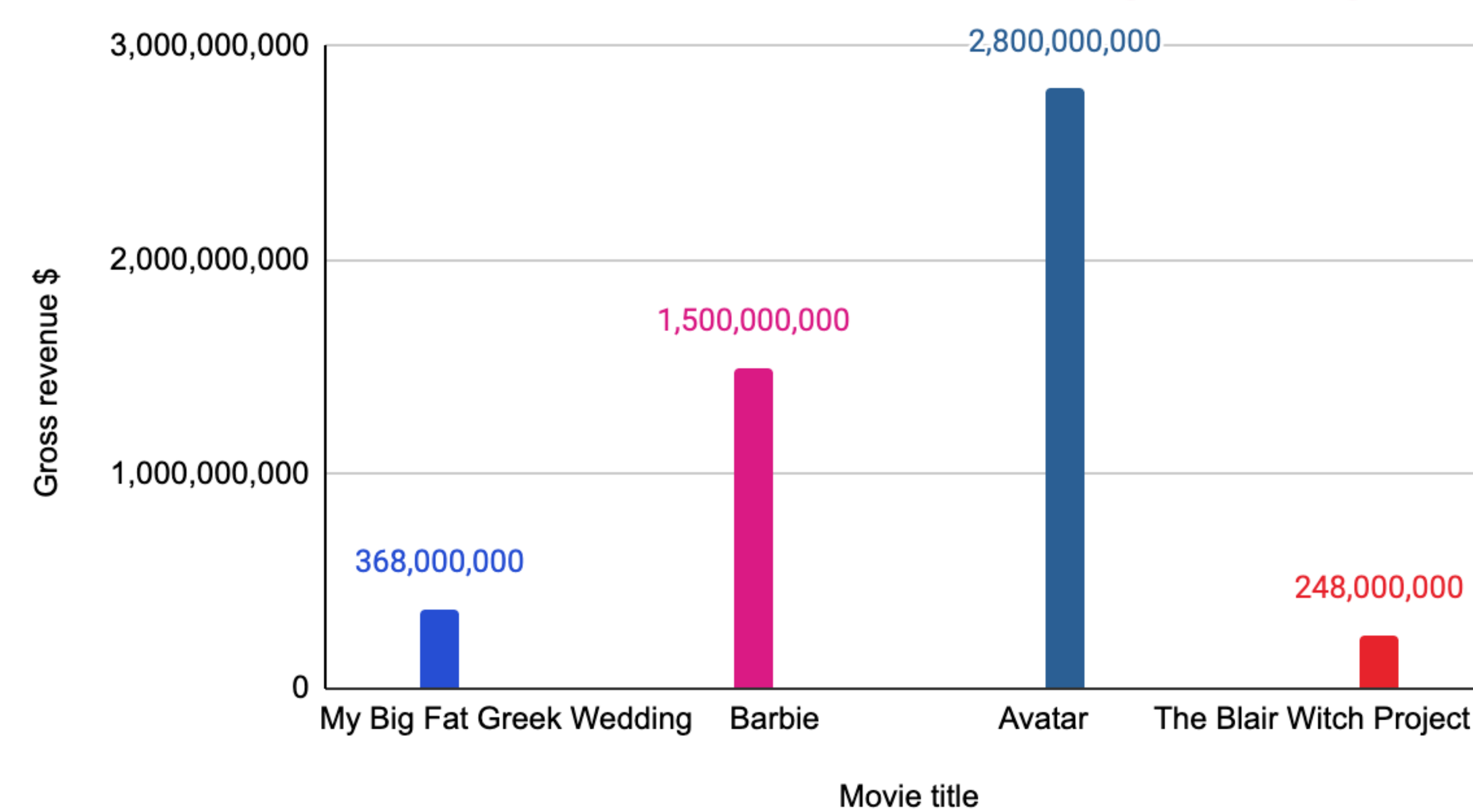
- "Buzz Marketing for Movies", Iris Mohr, Business Horizons, Volume 50, Issue 5
- "Possession Attachment Toward Global Brands: How the "World of Barbie" is Shaping the Mindsets of Millennial Girls", Udo Wagner, et al., Journal of International Consumer Marketing, Volume 33, Issue 4
- "The Use of Social Media B2B Marketing and Branding: An Exploratory Study", Ross Brennan, et al., Journal of Customer Behavior, Volume 11, Number 2

Data /Findings

Budgets of Movies with Top Marketing Campaigns



Gross Revenue of Movies with Top Marketing Campaigns



Houghton, Alistair. "Tracking the Barbie Movie's Marketing Success." *Relative Insight*, 2023, relativeinsight.com/tracking-barbie-movie-marketing-success/.

Next Steps

- The Barbie movie marketing campaign created more "buzz" than any other movie campaign we have ever seen. The unconventional and creative ways it was marketed, using a variety of modern modalities and strategic collaborations along with playing to the audience's nostalgia for Barbie resonated with audiences around the world.
- Compare B2B versus B2C for movie releases
 - It has been proven that business-to-business marketing, more commonly known as B2B marketing is a powerful tool used to draw audiences in by, for example, including a personal touch in promotional materials that evokes nostalgia in audiences.
- Investigate what partnerships are profitable/beneficial to movies
 - There is no surprise that the amount of partnerships the Barbie movie launched played a key role is creating buzz
- Investigate factors that lead to marketing successes
 - Smart brand partnerships and collaborations, strong social media presence, and immersing the audience in the movie itself are all key strategies used in this movie