



barbie

"Barbie" is not just a cinematic triumph but also a remarkable case study in innovative marketing.

By employing a potent mix of earned and paid media, the marketing strategy for "Barbie" ignited a global sense of nostalgia by leveraging a widely recognized and cherished narrative. The campaign's distinctive blend of strategic partnerships, inventive brand recognition through pervasive use of pink, and a deep understanding of the target audience led to notable results: the movie was a resounding box office success, grossing \$165 million in North America and an impressive \$337 million globally.

This report aims to delve deeper into the far-reaching effects of this campaign. **Using Discover by ViralMoment, we will present an in-depth analysis of the social videos published on TikTok and YouTube Shorts that are tied to Barbie.**

We'll look into the public's reaction to the movie throughout the campaign and evaluate how these elements played a significant role in its success.

Moreover, we will look into the cultural ripple effects of these efforts. Our goal is to provide valuable insights and set a new benchmark for future movie marketing strategies, demonstrating the untapped potential that Viral Moment can offer in understanding these dynamics.

PREPARED BY
Viral Moment

PREPARED FOR
Warner Brothers

Awakening global nostalgia with a campaign that blends traditional charm with an innovative appeal.

The movie industry is ever-evolving, shaped by technological advancements and cultural shifts alike. In this dynamic landscape, marketing plays an instrumental role in ensuring a film's commercial success. Understanding how to leverage marketing tactics effectively to resonate with the audience and create a lasting impact is paramount. This is where the 'Barbie' campaign stands out.

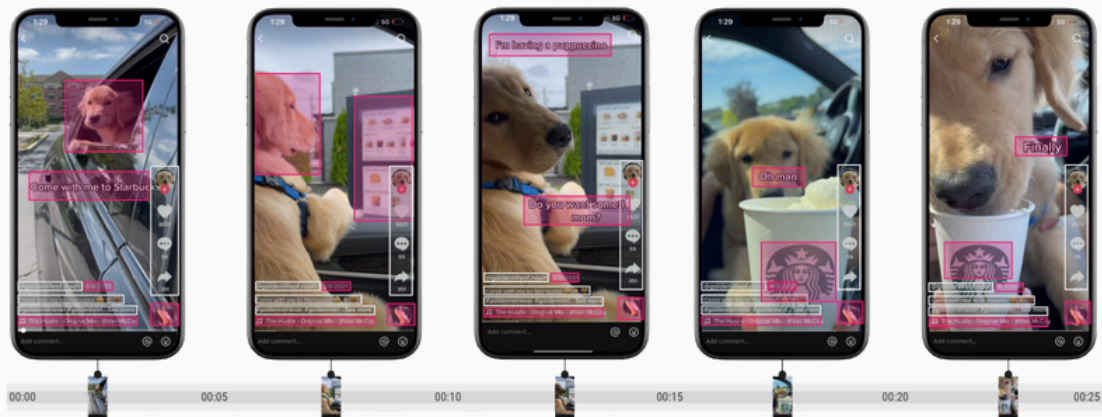
Based on a beloved, globally recognized brand, the 'Barbie' movie was well-positioned to attract the public's attention. **And the WB marketing team elevated it to a cultural phenomenon by seamlessly blending the traditional with the innovative, awakening nostalgia, and tapping into digital and IRL trends.** The Barbie narrative, a mixture of timeless charm and modern appeal, captured the imagination of viewers worldwide, resulting in not only considerable box office success but also the growth of cultural trends like **Barbie-core** and **Barbenheimer**.

This report will delve deeper into the various aspects of this successful campaign. **By employing our proprietary analytics tool, we will dissect the campaign's strategy, explore social video trends and their implications, and showcase the tangible impact of these efforts.** In the sections that follow, we will offer a detailed exploration of these elements and reveal the power of marketing as demonstrated by the 'Barbie' campaign.



Harness the power of a billion insights with ViralMoment: your lens into the video-driven social universe.

ViralMoment is a groundbreaking innovation in consumer insight analysis. Living in a world that creates and consumes a sea of videos daily, understanding the pulses of these visual narratives is a challenging task. ViralMoment delivers that capacity and beyond, akin to having a team of 1,000 analysts incessantly tracking, analyzing, and generating actionable insights. With our platform, you gain strategic intelligence on an unprecedented scale, empowering you to fully utilize the enormous potential of video content.



METHODOLOGY

The platform:

Harnessing the power of ViralMoment, our unique tool, we carried out an exhaustive analysis of the gathered data. It allowed us to comb through countless videos frame-by-frame, identifying brand sparks, trends, and key influencers.

It provided us strategic intelligence, tracking campaign engagement, recognizing resonant moments, and gauging audience response with unparalleled precision. Using ViralMoment's advanced AI and machine vision, we decoded User Generated Conversations (UGC), yielding profound insights from the 'Barbie' campaign.

Data Collection:

The initial step involved extensive data collection from TikTok and YouTube Shorts, focusing on content related to the 'Barbie' movie. This included official trailers, promotional videos, user-generated content, influencer partnerships, and discussion videos. We also considered information from past reports, news and other pertinent data we found.

Hashtag and Sound Volume Tracking:

Based on the key themes identified from the collected data, we tracked the volume of specific hashtags and TikTok sounds associated with 'Barbie' over a defined period - April 2022 - July 2023. This provided us with insights into the frequency and intensity of the content that arose during this time..

User Generated Content Analysis:

We analyzed a significant volume of user-generated content — specifically, the posts across the key Barbie-related tags. This allowed us to gauge audience response, engagement levels, and the depth of the campaign's reach into the target.

Cultural Impact Assessment:

The final step involved identifying and assessing the cultural impact of the campaign, tracking the genesis and evolution of cultural trends like Barbie-core and Barbenheimer, and monitoring broader shifts in public perception and engagement with the brand.

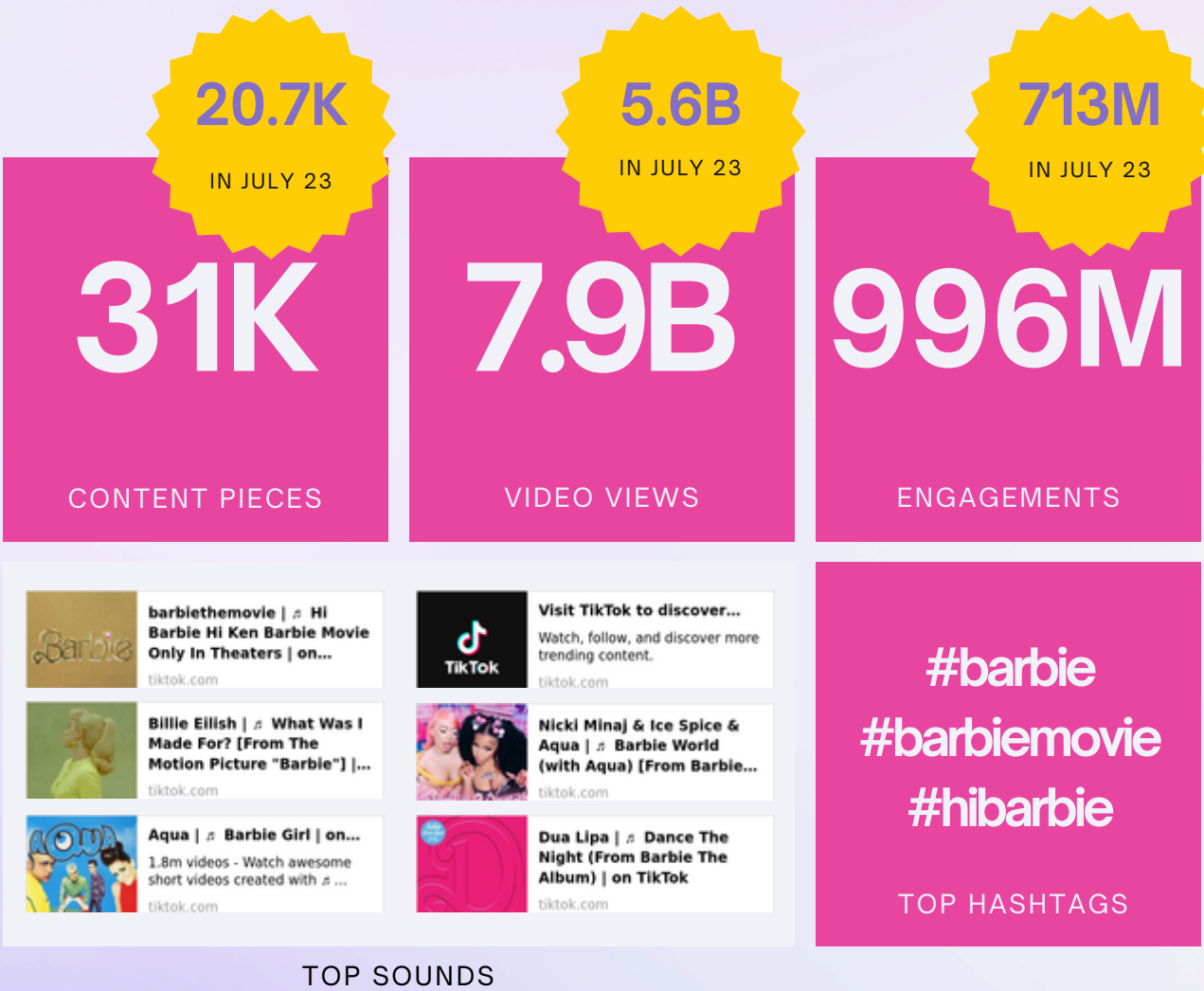
Highlights

The Barbie movie demonstrated an exceptional performance through user-generated content, substantiating the effectiveness of its marketing strategy. With over 31K content pieces generated from April 2022 until July 31st 2023, a whopping 66.7% (20.7K) were posted in the month of July 2023 alone, clearly illustrating the significant engagement from viewers the film's release ignited, leading to a deluge of content creation.

This intense activity translated into substantial viewership and engagement, racking up 7.9 billion video views and 996 million engagements in total. Remarkably, the bulk of this activity was again concentrated in the movie premiere month, with 70.8% (5.6 billion) video views and 71.6% (713 million) engagements, reinforcing the successful conversion of the campaign's momentum into significant audience interaction during the crucial period of the movie's release.

The campaign's cultural resonance was further reflected in the top hashtags and sounds used, in addition to the surge of behavior phenomena, from internet fads to fashion macro-trends. Hashtags like #barbie, #barbiemovie, and #hibarbie were not only prevalent but became a common language among fans, serving as rallying points for communities such as Barbietok, Fashiontok, Filmtok, and more.

Likewise, sounds associated with the movie saw widespread usage. 'Hi Barbie, Hi Ken' along with tracks from the film soundtrack such as Billie Eilish's 'What was I made for' and Dua Lipa's 'Dance the Night' captured a significant percentage of the audience's attention. Furthermore, perennial favorites like 'Barbie Girl' by Aqua and its variations were leveraged in a high amount of videos, amplifying the campaign's reach and solidifying its presence in popular culture.



Let's unpack the multifaceted cultural triumph of the Barbie Movie, beyond the box office

The numbers illustrate not just the quantitative success of the campaign but also its ability to create an inclusive, interactive space that resonated deeply with consumers, prompting them to actively participate and contribute to the ongoing narrative around the movie. The result was a campaign that went beyond conventional metrics of success to foster a vibrant, engaged community, amplifying its cultural impact and ensuring its lasting resonance. The dynamic synergy of nostalgia, community participation, and smart marketing strategy can yield impacts far surpassing the success of a film, demonstrating the capacity to steer cultural movements.

01 The Ripple Effect on Fashion

It led to a significant cultural impact in fashion, with the growth of 'Barbiecore' and the resurgence of the color pink. Notably, Margot Robbie dressed as Barbie at every major event played a crucial role in this.

02 Timing and User-Generated Content

Activations and the movie's premiere month saw a significant increase in user-generated content, demonstrating the power of well-timed marketing initiatives in driving engagement.

03 The Power of Sound

The use of familiar and catchy soundtracks played a crucial role, proving the potential of strategic sound selection in capturing the audience's attention and driving interaction.

04 Riding the Wave Together

A friendly rivalry that emerged spontaneously from public discourse benefitted both 'Barbie' and 'Oppenheimer', illustrating how campaigns can harness shared cultural moments for mutual advantage.

05 Meme-worthy Marketing

The marketing efforts did not go unnoticed, with social media users creating memes about the campaign. This phenomenon not only highlights the effectiveness of the campaign but also contributes to the virality and overall success of the movie.

06 Igniting Deeper Conversations

Transcending beyond product promotion, it triggered important conversations that resonate with people on a much deeper level, especially around the concept of girlhood and womanhood in today's society.

Charting a course through captivating reveals and viral fan content, the campaign ignited conversations across socials and became an unparalleled narrative spectacle.

Starting with an exploration of the campaign's timeline, we will dissect the main strategic moves, from the first captivating reveals to the viral wave of fan-generated content. As we venture into this deep dive, we'll stitch together the pieces of the campaign, illuminating its brilliance in promoting engagement across TikTok and Youtube Shorts.

April - May 22

CinemaCon Teaser, Santa Monica Shoot

The onset of the campaign in April to May 2022 was marked by a clever teaser at CinemaCon and an enthralling shoot in Santa Monica.

The reveal of Barbie in her Corvette sparked a deluge of user-generated videos imbued with anticipation and joy. This sentiment was amplified by the spread of on-set photos featuring the lead actors.

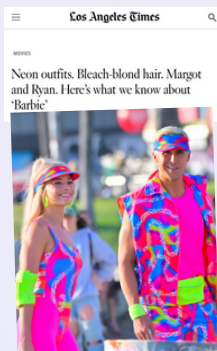
Throughout this phase, around 50% of the content resonated with an overtone of happiness, mirroring the audience's initial thrill and enthusiasm about the movie and the "multiverse" plot.



CinemaCon 2022: First Look At Margot Robbie As Barbie Released

Published Tue, 26 Apr 2022 18:57:10 -0500 by [Jeremy Koppa](#) Last updated Wed, 27 Apr 2022 05:15:51 -0500 | [Comments](#)

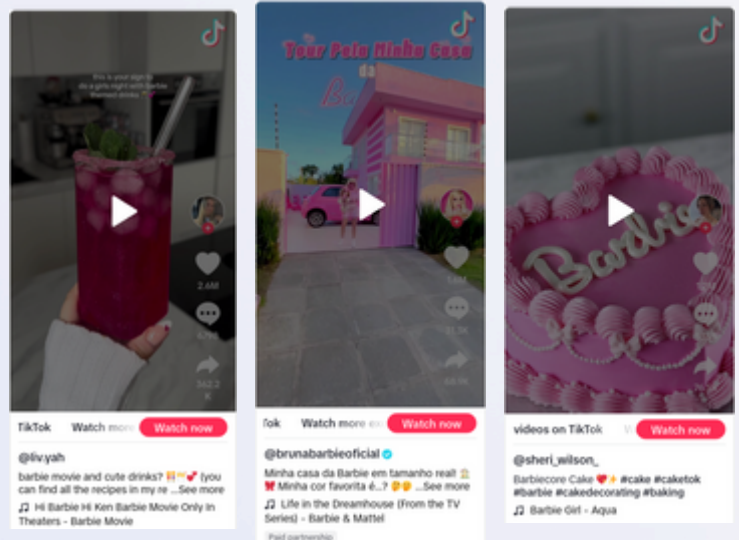
CinemaCon 2022 has all the news droppings, and the Warner Bros. panel is going on as we speak, and they just dropped the first image of Margot Robbie as Barbie in her truly pink convertible. The Green Goddess decided to bring some fun and has a color cast including her Ben Michael Cera, Kinsley Ben-Artzi, Rhys Perines, Noah Galvin, Emerald Fennell, Shanon Henson, Scott Evans, Ana Cruz Reyes, Connor Swindells, Rita Ora, Jesse Williams, Ryan Gossling, Will Ferrell, Simu Liu, Emma Mackay, Alessandra Shipp, America Ferrera, and Kate McKinnon. We also have news that the film will release in theaters on July 21st, 2023.



Content is no longer available

Pink Dominance and Barbie-core

The pink dominance in the campaign had a significant cultural impact and added a fun, retro flair to its visual narrative. This decision not only tapped into the cultural zeitgeist with the Barbie-core fashion trend but also was reflected in the videos' sentiments, particularly love with a touch of nostalgia.



CAMPAIGN TIMELINE

Jan - June 2023

Strategic Partnerships

Throughout the campaign, Warner Bros. formed strategic partnerships with several brands, which included product collaborations and licensing deals that added further hype to the movie.

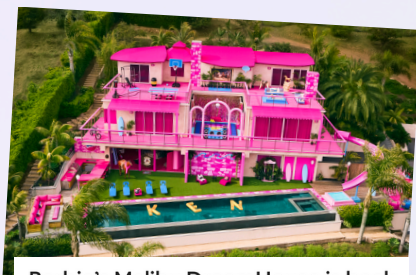
The collaboration with **Balmain** in January had an interesting effect into the UGC., Leading to a surge of videos with love as sentiment, especially in the ones about Margot Robbie's iconic Barbie looks. Additionally, there was the appearance of surprise as a new category, showing success in keeping people amazed with all the campaign efforts.

The partnerships with **Xbox** and **Airbnb** in June further diversified the campaign's reach. This coincided with a high peak in happiness and a steady occurrence of surprise, showing positive reactions to these brand collaborations.



Game in Style with Exclusive "Barbie" Content for Xbox and Forza Horizon 5

by Kristen Ward, Vice President, Xbox Integrated Marketing



Barbie's Malibu DreamHouse is back on Airbnb – but this time, Ken's hosting

by Airbnb - June 26, 2023 - Stars

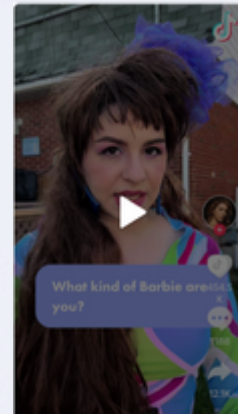
Mattel Doll Collection and Pride March

The Barbie movie's participation in the NYC Pride march was a landmark moment for the campaign. This act not only showcased the brand's unwavering support for diversity and inclusion but also served as a clear demonstration of its appreciation and commitment to its LGBTQ+ audience. This participation infused the campaign with a vibrant and joyful energy, as reflected in the video content from this event.

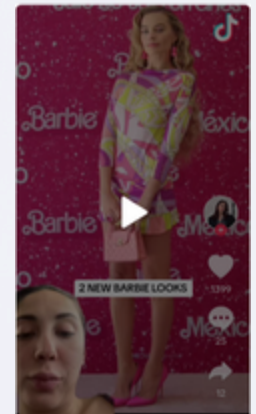
Simultaneously, the launch of the 'Barbie The Movie' collection by Mattel, featuring the essence of the movie in Barbie and Ken dolls, amplified excitement and prompted widespread conversation.



on TikTok Watch more Watch now
@chazlyn.yvonne
Literally the best day ever! 🌈🌈🌈 #airbnb #malibudreamhouse #barbie #barbiethemovie ... See more
🎵 dance the night away sped -



ikTok Watch more Watch now
@alittleandroid
When you ask your friends to dress up as Barbies for your Birthday party ... See more
🎵 original sound - Aileen



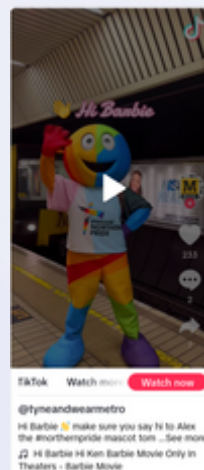
ikTok Watch more Watch now
@jasminedarya
I love pucci 🌈 #margotrobbie #barbie #barbiemovie #andreamukam ... See more
🎵 original sound - jasmine darya



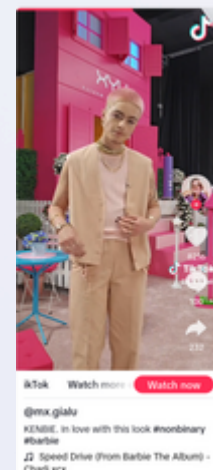
videos on TikTok Watch more
@momentsofabe
Dance the night away 🌈🌈🌈 NYC #pridemonth #anypride #bar ... See more
🎵 Dance The Night (from Barbie The Album) - Dua Lipa



Rollerblading Troupe Parade with Pride to Promote New Barbie Movie
26 June 2023 | WRITTEN BY: HELEN VICTORIA
SHARE



ikTok Watch more Watch now
@tymeanddeametro
Hi Barbie 🌈 make sure you say hi to Alex the #northernpide mascot too ... See more
🎵 Hi Barbie Hi Ken Barbie Movie Only In Theaters - Barbie Movie



ikTok Watch more Watch now
@mx.gialu
KENIE, in love with this look 🌈 #binary #barbie
🎵 Speed Drive (from Barbie The Album) - Charli xcx

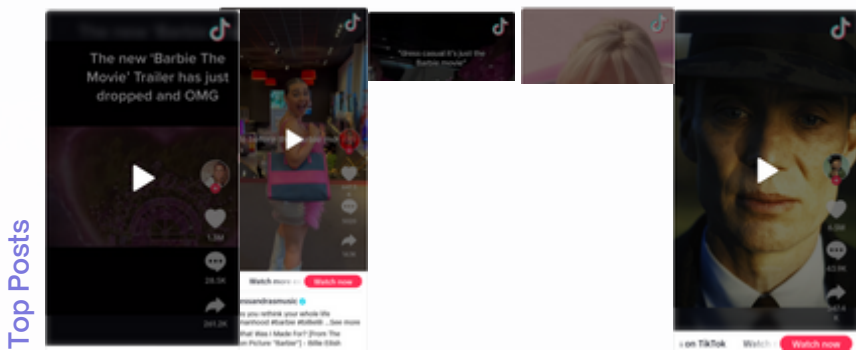
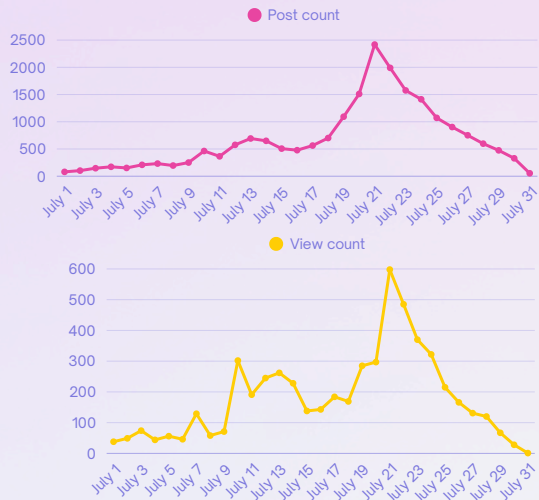
CAMPAIGN TIMELINE

July 2023

Movie Premiere

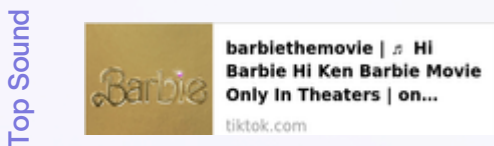
The movie launch in July 2023 marked a significant milestone for the campaign, with posts (20.7K), views (5.6 Billion) and engagement (713 Million) skyrocketing, in addition to the happiness sentiment reaching a record high of 54.8%.

This excitement testified to the campaign's success in transforming diverse promotional efforts into an engaged and enthusiastic audience, bolstering ticket sales and fueling widespread conversation about the film.



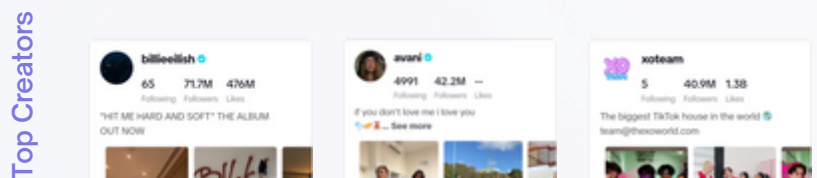
The premiere was heightened by Margot Robbie's stunning array of Barbie looks, encapsulating the spirit of the iconic doll and resonating deeply with audiences globally. This was also mirrored in the engagement within key communities such as **Barbietok**, **Filmtok**, and **Fashiontiktok**.

The fans embraced the excitement, sharing their Barbie-inspired outfits when going to watch the movie. The dichotomy of viewers sporting both pink Barbie and black Oppenheimer styles on the same day further fueled the playful rivalry narrative. Meanwhile, Capcut (27.6%) and POV (26.2%) emerged as the dominant video styles, hinting at a focus on personal reactions, outfit checks and reviews of the film, aligning with the movie's release.



Content from top creators such as **Billie Eilish, Avani, and Xo Team** amplified the campaign's momentum, reflecting diverse emotional reactions.

The frequent use of the sound "Hi Barbie" seemed to carry a nostalgic resonance with the brand and harmonized with the ongoing Barbie-core trend. **This element found particularly vivid expression in videos where people, clad in Barbie-inspired outfits, playfully greeted Barbie as if they were ready to finally see her on the big screen.**



Content Analysis

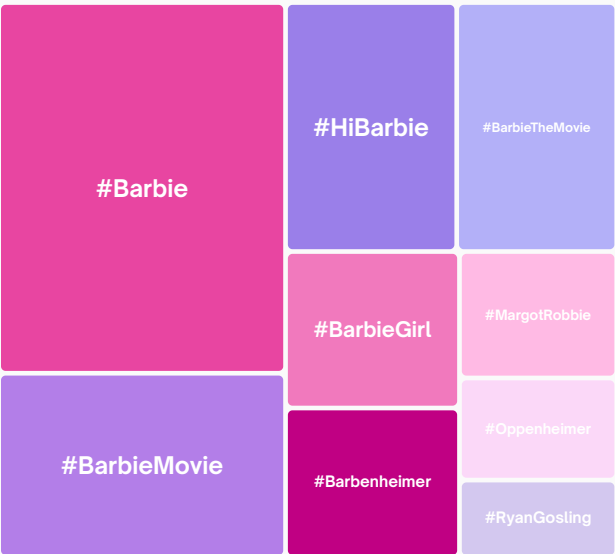
The user-generated content (UGC) analysis provides us key insights into the impact of the Barbie movie across different global markets. The US led the engagement, accounting for roughly 31.4% of the posts, likely reflecting the extensive domestic marketing efforts and the brand's iconic status in American pop culture. Additionally, Brazil and the UK followed closely, contributing around 10.2% and 9.9% respectively.

The notable engagement in these countries may be a result of successful localized strategies and the history Barbie has in these countries, proving its universal appeal. Mexico, Germany, and Canada also showed significant activity, indicating a widespread and diverse global audience engaging with the movie.

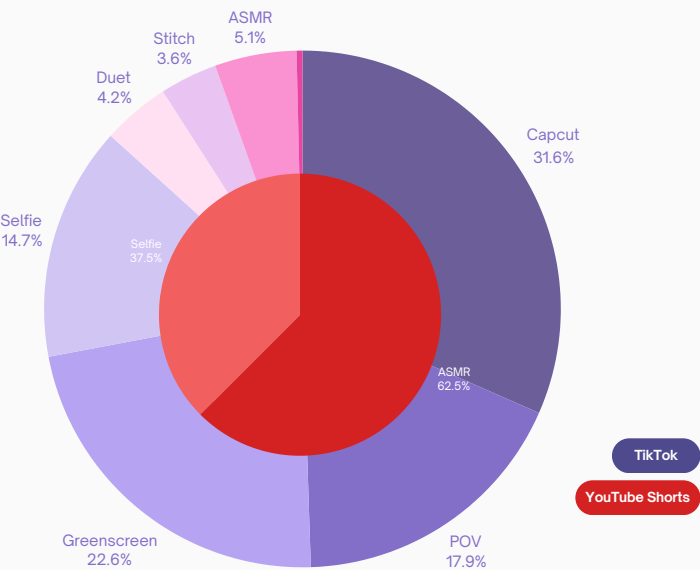
The array of hashtags used illustrates the multifaceted dialogue surrounding the movie. The enduring resonance of the brand is evident with #Barbie featuring in nearly 50% of posts. Meanwhile, the combined 18,559 posts using #BarbieMovie and #BarbieTheMovie reflects the ongoing conversation about the film, not only the brand.

The playful rivalry with Oppenheimer, also played a significant part in the conversation, comprising nearly 12% of the videos. The lead actors also inspired engagement: #MargotRobbie was seen in 9% of the content, often accompanied by comments lauding her captivating transformation into Barbie. Conversely, #RyanGosling, in 5.5% of the content, incited discussions about his suitability for Ken's role due to his age, alongside overall excitement for his involvement in the film.

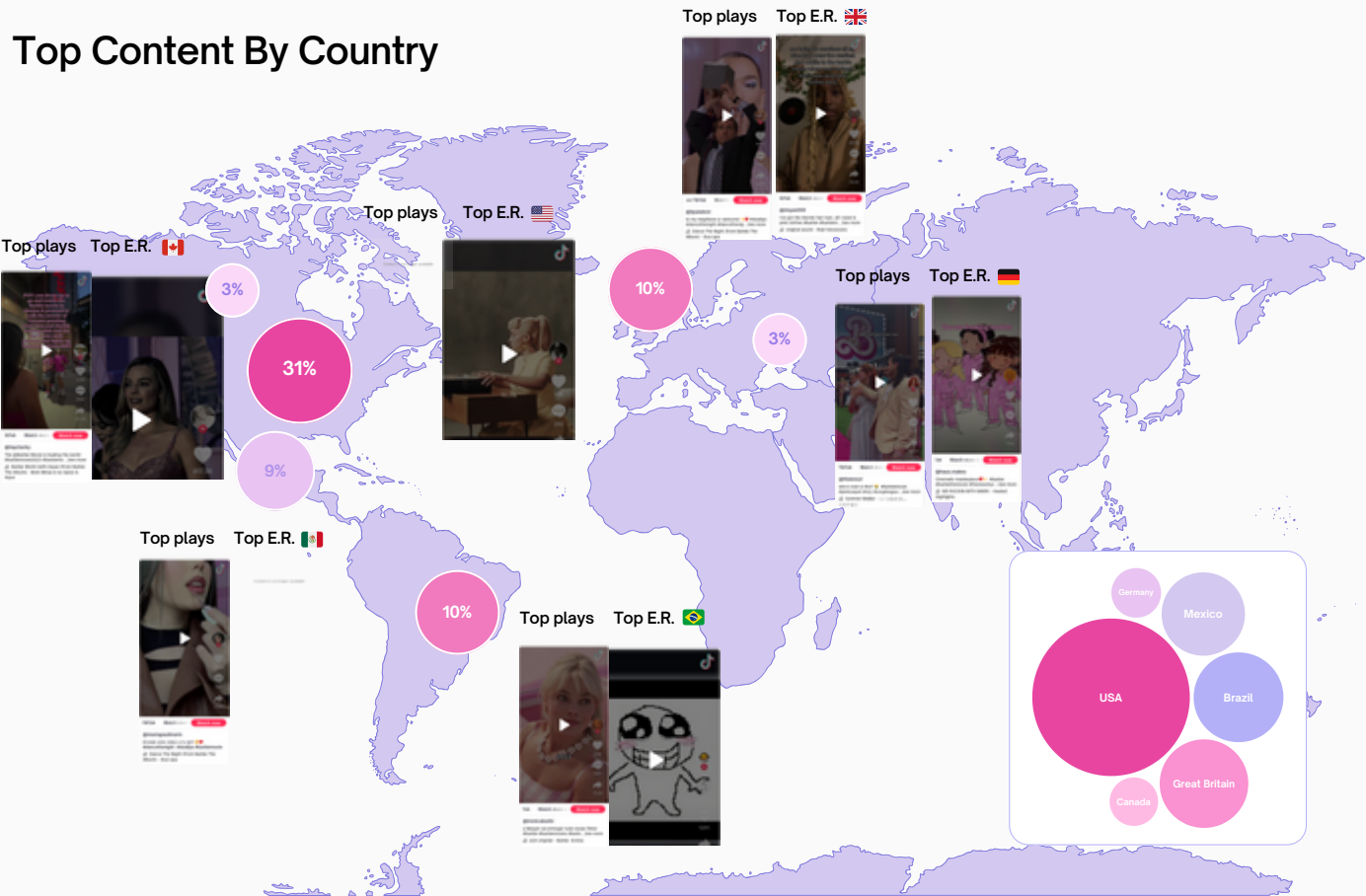
Hashtags



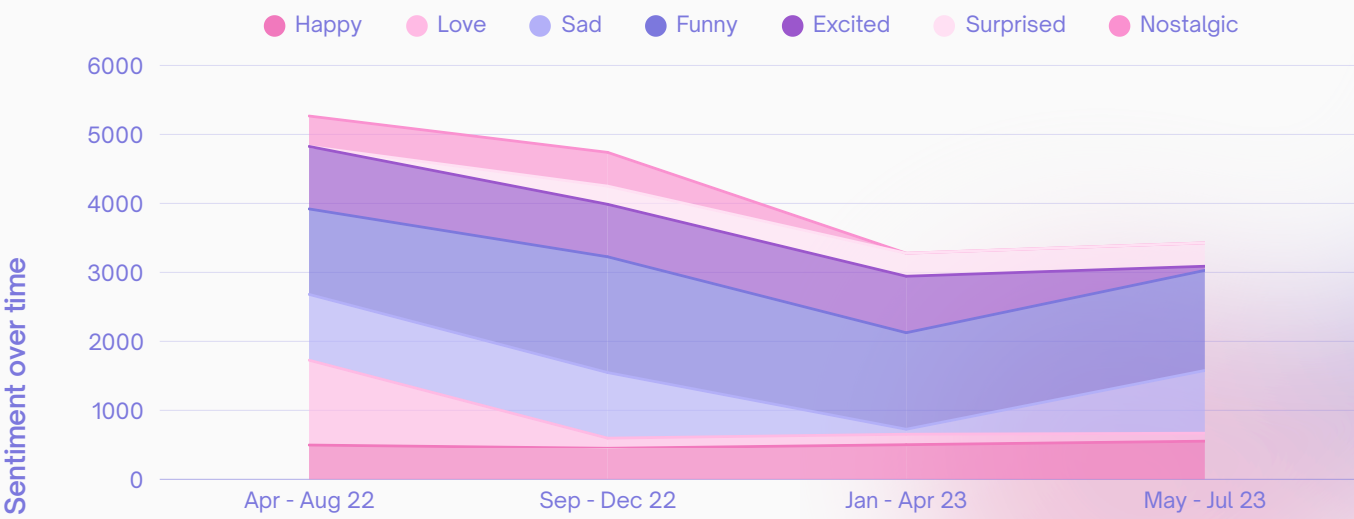
Video Styles



Top Content By Country

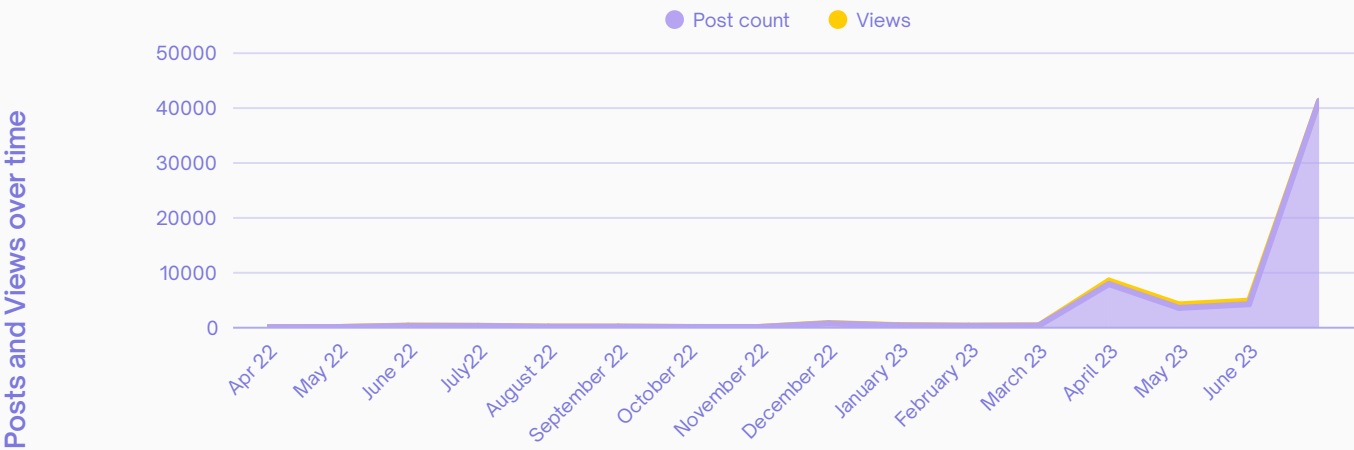


Content Analysis



Analyzing the sentiment data, there is an evident progression in the audience's emotional responses throughout the campaign. **From April to August 2022, happiness was the dominant sentiment, making up around 50% of expressed sentiments, with love and funny following suit.** These figures suggest a warm reception to the campaign's initial stages and the palpable excitement around the movie's announcement.

From December 222 through July 23, we can trace a remarkable trajectory in both the number of posts, views, and sentiment data. **This period kicked off with the teaser trailer release in mid-December, which sparked an influx of posts, amassing around 74 million views. This influx corresponds with a rise in the funny sentiment (16.78%), perhaps reflecting the excitement in anticipation of the movie.**



Throughout the first half of 2023, sustained interest and engagement in the campaign were reflected in a steady post count and views, a trend likely bolstered by the captivating influence of Margot Robbie's iconic Barbie looks. **This ongoing engagement, characterized by a consistent happiness sentiment of 50.2% from January to April 2023, surged further in June with a series of key activations.**

The Barbie Malibu Dream House partnership with Airbnb, the Pride Parade activation, and the release of the 'Barbie The Movie' doll collection by Mattel led to a remarkable increase in both post numbers and views, which skyrocketed to 641 million in June. This flurry of activity stirred up a mix of emotions, reflected in the increase in the surprised sentiment, while happiness remained robust, illustrating the campaign's success in maintaining positive engagement amid a dynamic schedule of events.

Barbenheimer

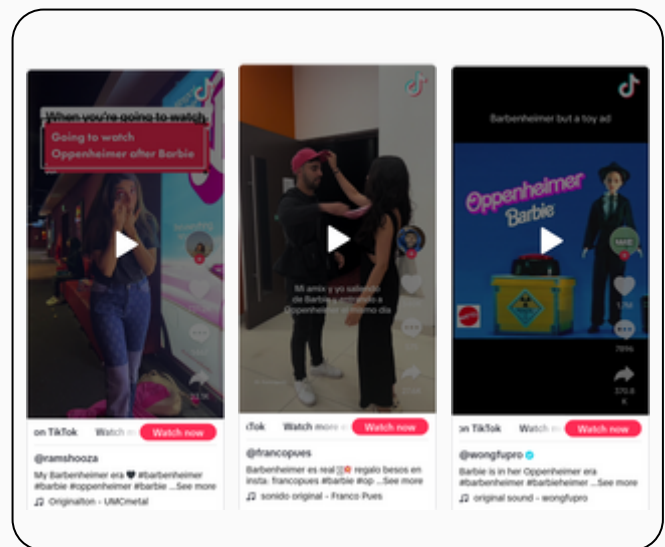
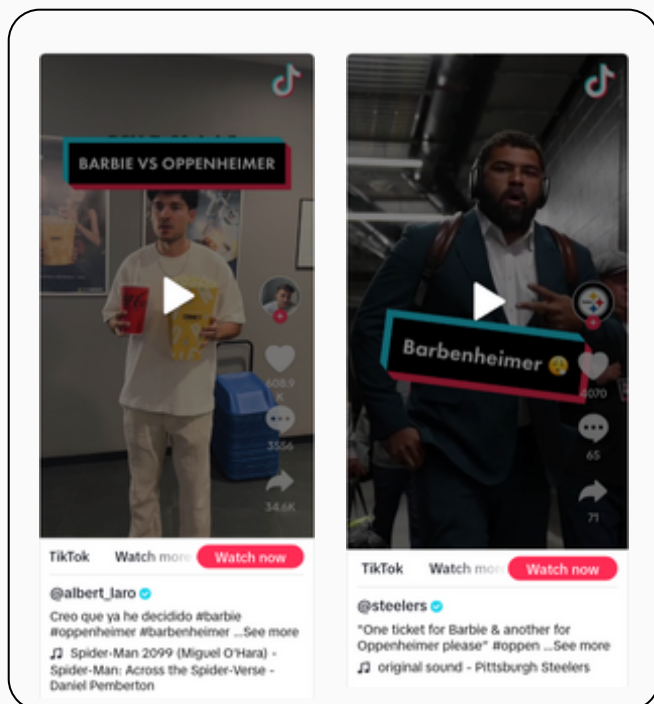
#Barbenheimer helps us understand the picture of an audience who are active participants in the cultural discourse around cinema.

Barbenheimer, a memetic phenomenon that took the internet by storm, originated from the scheduled simultaneous release of two vastly different films - Christopher Nolan's epic, 'Oppenheimer', and Greta Gerwig's vibrant adaptation, 'Barbie'.

Amidst a sea of user-generated content for the Barbie movie, #barbenheimer emerged as a significant cultural reference point, indicating the audience's heightened anticipation for this unique cinematic showdown.

Drawing parallels to the historic tradition of 'beef' in the music industry, the Barbenheimer event essentially translated this competitive spirit into the realm of film. **This 'beef' was not a marketing gimmick, but a larger commentary on the cultural, artistic, and ideological dichotomies within the film industry.**

For instance, Christopher Nolan, known for his loyalty to traditional film-making, symbolizes a certain reverence for the past. In contrast, Greta Gerwig's innovative and rebellious approach represents a wave of fresh, postmodernist thinking in cinema. This artistic dichotomy, echoed through the audience's engagement with the #barbenheimer hashtag, shows the polarity of tastes, styles, and societal views within the consumer base.



Through the lens of this phenomenon, we witness a fascinating clash of ideologies - liberalism versus conservatism, postmodernism versus modernism, feminism versus the 'film bro' culture - ultimately transforming a hyped rivalry into a collective embrace of both cinematic experiences.

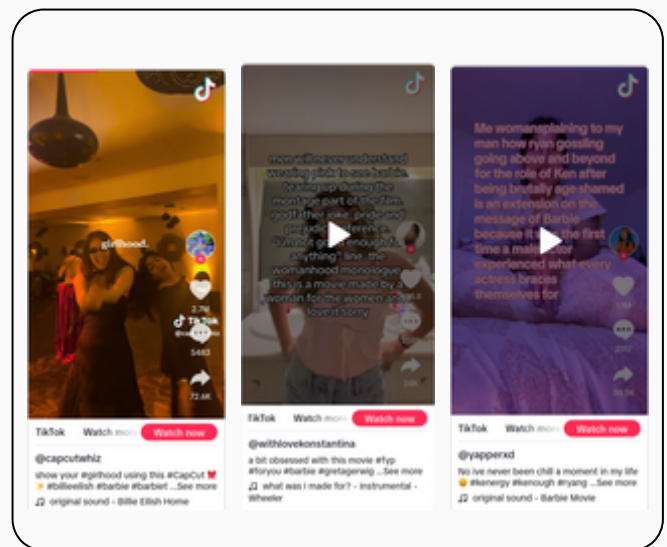
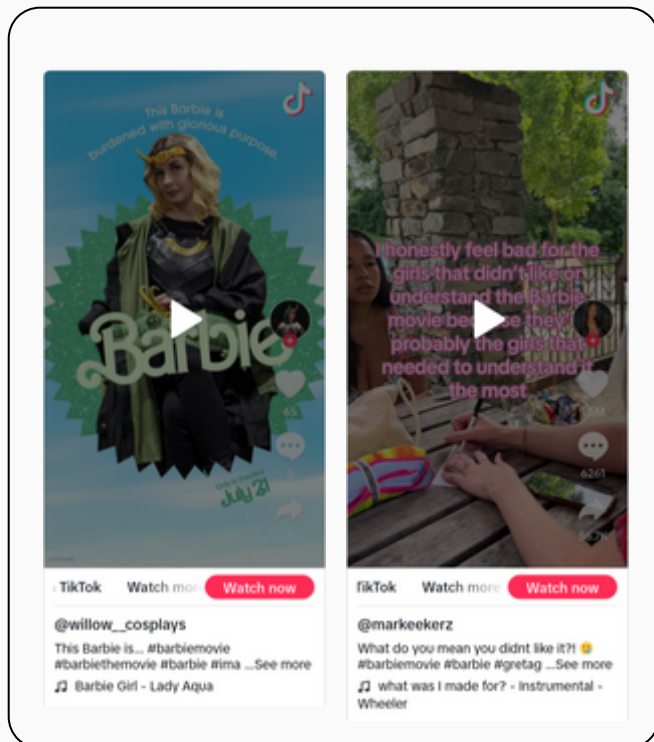
This Barbie is...

Barbie Real-Women Montage Inspires TikTok Trend and deeper conversations on Girlhood.

'Barbie' did more than entertain; it triggered a socio-cultural shift in perceptions around girlhood. **One specific scene has particularly captured the hearts of many, spawning a significant TikTok trend.** Amidst Barbie's identity crisis, a heart-to-heart with Ruth Handler, the creator of Barbie, yields a powerful montage capturing the essence of womanhood across various stages of life. This scene resonates deeply with viewers, inciting a wave of user-generated content on TikTok.

This phenomenon has breathed life into a diverse range of narratives, as users relate their personal experiences to Barbie's journey. **Whether it's the nostalgic recollection of a childhood picture or an intimate montage, the trend is more than a viral hit; it's a celebration of the spectrum of girlhood.**

The "This Barbie is..." TikTok trend offers a unique platform for individuals to celebrate the spectrum of experiences as a woman in their unique ways. Whether it's donning Barbie-pink dresses, forming bonds with fellow women, marking academic milestones, enjoying uninhibited beach runs, or simply sharing joyous dances with friends, each contribution adds depth and diversity to the concept of girlhood.



The trend transcends stereotypical definitions of femininity, showcasing an array of experiences that collectively underline Gerwig's assertion: Barbie, and by extension every girl, can do anything.

Celebrating The Masterminds

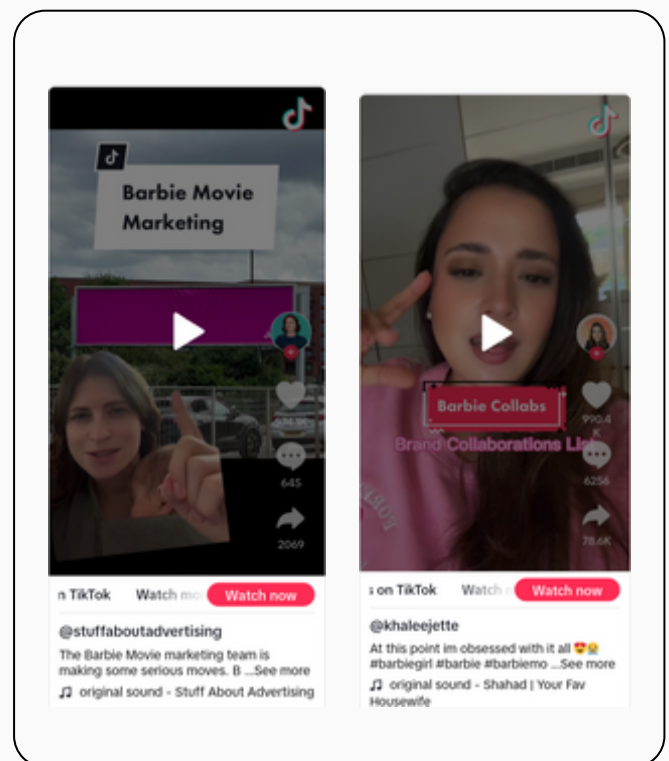
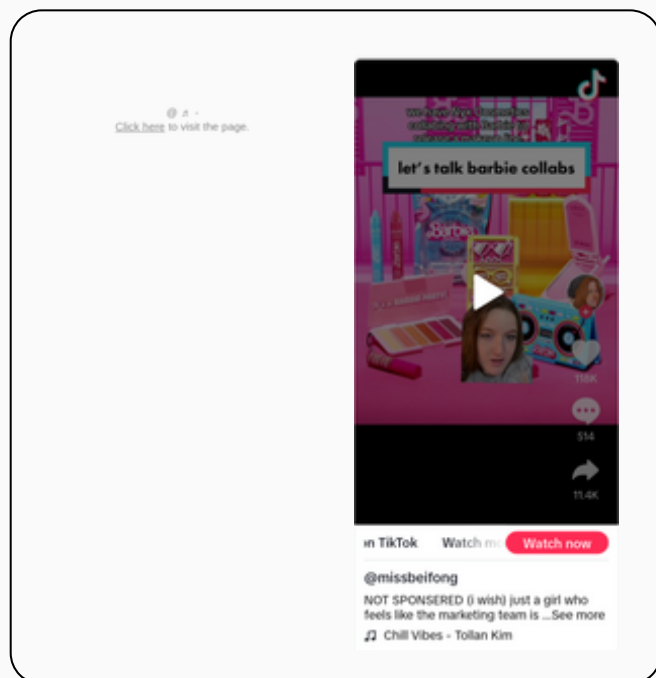
The marketing team became the unexpected star, inspiring praise, laughter, and a sea of internet memes that turned their efforts into a vibrant celebration of innovation.

"Oftentimes, the heroes behind the scenes go unnoticed, their diligent efforts seen but unacknowledged. In a turn of events as vibrant as the Barbie campaign itself, this was not the case. The marketing team behind Barbie's triumphant debut found themselves amidst public praise and appreciation.

Their adept utilization of memetic languages, their ability to tap into nostalgia, and their knack for fostering a sense of community engagement elevated the campaign from mere promotion to a cultural phenomenon. These elements didn't just sell a movie, they sold an experience, a shared moment of reminiscence, and a collective embracing of girlhood's diversity.

The team's work was so pervasive, and the strategies so memorable, that they themselves became the subjects of online praise and meme creation. From Twitter threads extolling their tireless efforts to viral TikToks riffing on their strategic genius, the marketing team became an internet sensation in their own right.

In response to the work, the internet collectively created an online mythos around the Barbie team. Memes depicted them as relentless, awe-inspiring geniuses pulling the strings of pop culture.



The public recognition of the team's efforts is a testament to their innovative approach. This praise extends beyond professional admiration, translating into a deeper resonance with the audience and adding an additional layer of success to Barbie's overall impact."

Thank you!

Thanks for taking the time to read this report.
If you have any questions or would like to
discuss our findings further, please don't
hesitate to reach out.



[Schedule a chat](#)



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