

Barbie

BARBIE RETAIL REVITALIZATION CASE STUDY

(Your Names)

Barbie

A BRIEF HISTORY OF BARBIE

1950S: THE BIRTH OF BARBIE

- 1959: Barbie is introduced by the American toy company Mattel, created by Ruth Handler.
- Barbie's full name is Barbara Millicent Roberts.
- She is marketed as a teenage fashion doll, breaking away from the traditional baby dolls of the time.



1960S: EXPANDING THE BARBIE WORLD

- 1961: Ken, Barbie's boyfriend, is introduced.
- 1963: Barbie's best friend Midge is introduced.
- 1965: Barbie's little sister Skipper is introduced, targeting a younger audience.
- Various career-themed Barbie dolls are released, reflecting changing societal views on women's roles.



1970S: DIVERse EXPANSIONS

- Barbie's look starts to evolve to include more diverse hairstyles and clothing options.
- 1971: Malibu Barbie becomes popular with her tanned skin and beach attire.
- 1977: Barbie's African American friend Christie is introduced.
- 1979: Barbie's first astronaut doll is released, reflecting the growing interest in space exploration.



1980S: POP CULTure and FANTASY

- Barbie reflects pop culture trends, with dolls representing music stars and movie characters.
- 1983: The iconic Barbie Dream House is introduced.
- 1985: Barbie and the Rockers dolls are released.
- Fantasy-themed dolls like Princess Barbie and Unicorn Barbie gain popularity.



1990S: More DIVERSITY and modernization

- Barbie continues to diversify with the introduction of more ethnically diverse dolls.
- Barbie dolls embrace more modern fashion and career choices.



2000S: TECHNOLOGICAL ADVANCES AND EXPANSIONS

- Barbie dolls incorporate technology with features like voice recording and interactive playsets.
- 2004: Barbie celebrates her 45th anniversary.
- Barbie continues to portray a wide range of careers and hobbies.



2010S: EMBRACING CHANGE

- Barbie evolves to include more realistic body types, skin tones, and hairstyles through the "Fashionista" line.
- 2016: Barbie introduces three new body types - curvy, tall, and petite.
- Collaboration with pop culture includes Barbie dolls modeled after famous people like Frida Kahlo and Amelia Earhart.



2020S: CONTINUED EVOLUTION

- Barbie continues to emphasize inclusivity, diversity, and representation in its dolls and playsets.
- More career-focused dolls and playsets are released to inspire imaginative play and learning.



BARBIE'S RECENT SUCCESSES

- The live-action Barbie movie was a major marketing coup for the brand. The film was highly anticipated and received positive reviews, which helped to boost sales of Barbie dolls and merchandise.
- Barbie has also been successful in partnering with other brands, such as MAC Cosmetics and Impala Skate. These partnerships have helped to introduce Barbie to a new audience and make the brand more relevant to today's consumers.
- Barbie has also been praised for its efforts to be more inclusive. The brand has released dolls with a variety of body types, skin tones, and hair colors, which has helped to make Barbie more relatable to girls of all backgrounds.

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THE BARBIE MOVIE

BARBIE MOVIE

The Barbie movie has had a major impact on the Barbie brand. The film was a critical and commercial success, grossing over \$1 billion worldwide. It also received positive reviews from critics, who praised the film's humor, heart, and message of female empowerment.



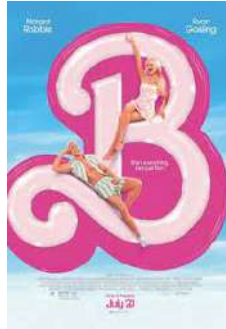
BARBIE MOVIE

The success of the Barbie movie has helped to revitalize the Barbie brand. The film has introduced Barbie to a new audience of adults and older children, and it has made the brand more relevant to today's consumers. The film has also helped to dispel some of the negative stereotypes that have been associated with Barbie in the past.



BARBIE MOVIE

In addition to the box office success, the Barbie movie has also been a major marketing success. The film's merchandise has been flying off the shelves, and Mattel has partnered with over 165 brands to create Barbie-themed products. The film has also been a major social media phenomenon, with over 10 billion impressions on TikTok.



BARBIE MOVIE

The Barbie movie is a major milestone for the Barbie brand. It is the first live-action film about Barbie, and it is the most successful film ever made about a doll. The film has helped to make Barbie more relevant and popular than ever before, and it is sure to have a lasting impact on the brand.



case STUDY QUESTIONS

HOW HAS BARBIE'S MARKETING STRATEGY EVOLVED OVER TIME?

- Barbie was introduced as a glamorous teenage fashion model. The initial marketing focus was on the doll's fashion and style.
- In response to shifting societal attitudes, Barbie's marketing strategy evolved to showcase her wide range of careers. This expansion aimed to promote the idea that girls could pursue diverse professions.
- During the 1990s, Mattel began to focus on expanding Barbie's international appeal by adapting the doll to different cultural contexts, including the creation of dolls representing various ethnicities, cultures, and backgrounds.
- Barbie's marketing strategy shifted again in the early 2000s, seeking to portray her as an empowering figure who encouraged kids to dream big.
- Recent marketing efforts have been geared towards the development of online games, apps, and a strong social media presence.

HOW HAS THE BARBIE MOVIE IMPACTED THE BARBIE BRAND?

- Increased brand awareness: The film has introduced Barbie to a new audience of adults and older children, and it has made the brand more relevant to today's consumers.
- Boosted sales of Barbie dolls and merchandise: The film's merchandise has been flying off the shelves, and Mattel has partnered with over 165 brands to create Barbie-themed products.
- Dispelled negative stereotypes: The film has helped to dispel some of the negative stereotypes that have been associated with Barbie in the past, such as the idea that Barbie is only for young girls or that she promotes unrealistic body standards.
- Made Barbie more inclusive: The film features a diverse cast of characters, including Barbie, who is played by Margot Robbie. This has helped to make Barbie more relatable to girls of all backgrounds.
- Positioned Barbie as a fashion icon: The film's costumes have been praised by fashion critics, and they have helped to position Barbie as a fashion icon.

WHAT ARE THE KEY FACTORS THAT HAVE CONTRIBUTED TO THE BARBIE BRAND REVITALIZATION?

- The release of the live-action Barbie movie in 2023.
- Barbie's efforts to be more inclusive, releasing dolls with a variety of body types, skin tones, and hair colors.
- Barbie's focus on digital, creating more digital content and partnering with social media influencers.
- Barbie's embrace of diversity, creating dolls that reflect the diversity of the world.
- Barbie's continued focus on being aspirational, showing girls what they can achieve.

HOW HAS THE BARBIE BRAND CHANGED OVER TIME TO BECOME MORE RELEVANT TO TODAY'S CONSUMERS?

- Releasing dolls with a variety of body types, skin tones, and hair colors.
- Creating dolls that represent different careers and interests.
- Partnering with other brands to create more innovative products.
- Focusing on digital marketing and content creation.
- Using social media to connect with consumers.

WHAT ARE THE CHALLENGES AND OPPORTUNITIES FACING THE BARBIE BRAND IN THE FUTURE?

- The rise of new brands and technologies that could compete with Barbie.
- The need to continue to be relevant to a changing audience.
- The need to address the criticism that Barbie promotes unrealistic body standards.
- The need to be mindful of the ethical considerations involved in marketing and selling Barbie dolls.

HOW CAN MATTTEL CONTINUE TO REVITALIZE THE BARBIE BRAND AND MAKE IT EVEN MORE RELEVANT TO ALL AGES?

- Continuing to be more inclusive, releasing dolls that reflect the diversity of the world.
- Partnering with other brands to create more innovative products.
- Focusing on digital marketing and content creation.
- Using social media to connect with consumers.
- Addressing the criticism that Barbie promotes unrealistic body standards.
- Being mindful of the ethical considerations involved in marketing and selling Barbie dolls.

WHAT ARE THE ETHICAL CONSIDERATIONS INVOLVED IN MARKETING AND SELLING BARBIE DOLLS?

- The potential for Barbie to promote unrealistic body standards.
- The potential for Barbie to reinforce gender stereotypes.
- The potential for Barbie to be used as a tool of consumerism.
- The potential for Barbie to be used as a tool of exploitation.

HOW HAS BARBIE BEEN USED TO PROMOTE DIFFERENT CULTURAL VALUES?

- The introduction of dolls that represent diverse ethnicities, backgrounds, and body types
- A wide range of careers and professions
- The release of dolls and playsets that highlight cultural celebrations and traditional dress
- The release of dolls that represent historical figures and moments, helping to educate children about important events and individuals from different cultures and time periods

HOW HAS BARBIE BEEN USED TO CHALLENGE GENDER STEREOTYPES?

- Diverse career choices
- Using empowerment messages to emphasize the idea that girls can pursue their dreams and break free from limiting stereotypes
- The development of STEM-related toys and resources
- The introduction of dolls that represent characters who don't fit traditional gender roles and stereotypes (i.e. "President Barbie")
- Collaborations with real-life role models that highlight the accomplishments of women from diverse backgrounds

HOW DOES BARBIE'S REPRESENTATION OF BEAUTY AND FASHION IMPACT KIDS' SELF-ESTEEM (BOTH POSITIVELY AND NEGATIVELY)?

Positive Impacts:

- Encourage children to engage in imaginative play and explore different roles and scenarios
- Increase in self-esteem due to inclusivity

Negative Impacts:

- Unrealistic beauty standards
- Early focus on appearance