

Research on the Marketing Model of the Film Barbie

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Abstract: Hollywood is the symbol of the film industry, which embraces distinctive types of film. Hollywood movies cover all kinds of genres. With exquisite special effects, splendid visuals and stirring content, Hollywood movies have captivated audiences around the world. Despite the excellent storyline, marketing is considered as significant with the advance of technology. This case study aims to expose the implicit marketing strategies behind one of the hit Hollywood films--Barbie. Various marketing strategies such as social media platforms and global simultaneous premieres can be ascertained in the film. This article interprets the definition of social media and pink elements. Afterward, this article analyzes the advantages and flaws of the two strategies. Finally, this paper puts forward some suggestions for further research. For example, different marketing strategies are needed for different films to promote the diversified development of the whole film industry.

1 INTRODUCTION

Hollywood is the cultural center of the United States. Audiences are attracted to Hollywood films by the captivating content and philosophical characteristics of life. The success of a movie cannot solely rely on the content. It also depends on a unique marketing strategy that enables audiences to remember the film in one minute or less.

The Hollywood film- Barbie, is the symbol and model of marketing strategies. The Barbie movie series is praised profoundly by people of all ages, especially young women (Bhattacharyya, 2024). Barbie is a western brand which is devoted to negotiating with western culture with the outside world. Barbie's marketing campaign leverages the way people play with Barbie and contrasts it with the standard marketing strategy for a summer blockbuster (Canavarro & Imamovi, 2024). Withstanding the obstacles for decades, Barbie must be an icon in the marketing field.

The condition of global markets is severe. Nowadays, markets have already surpassed the restrictions of geography. Consumers have abundant freedom to select goods and services in the domestic or foreign markets. With the increasing options for consumption, firms must face the rival with contemporary companies. To create a separate school from competitive products, marketing strategies are an imperative part of distinguishing between plenty

of movies. However, many film distributions fall into homogenization. Almost all the marketing companies will set up short video accounts and release videos that are in less than a minute. At the same time, the content of the marketing videos will be exaggerated. For example, marketing firms hire actors and capture their mood fluctuations through the movie to achieve the desired effect. Therefore, it is necessary to cultivate several competitive marketing techniques. Indeed, few studies have researched these aspects. Through the above analysis, the objectives of this paper include three aspects. The first one is to explore the reaction and perception of targeted audiences towards the synthetic Barbie's marketing measures. The second one is to explore the reaction and perception of targeted audiences towards the synthetic Barbie's marketing measures. The last one is to examine the brand image of Barbie IP and identify the underlying room for progress.

In order to achieve these purposes, this article manipulates a case study by reviewing the film Barbie and the development of the Barbie brand. Afterwards, two typical marketing measures observed in Barbie are analyzed in a detailed manner. Although social media is a ubiquitous platform in marketing, the pink element in Barbie is peculiar. Moreover, this essay focuses on the pros and cons of the two strategies. The final discussion centers on how Barbie can be aware of more public attention and engagement.

2 THE INTRODUCTION OF BARBIE

According to a historical investigation, Barbie has been around for a very long time. Unlike other toys, Barbie has endured for decades and currently is a cultural symbol (Canavaro & Imamovi, 2024). People cannot neglect the extensive influence of this typical icon, which is the source of imagination of the following film--Barbie. The film Barbie is a fantasy film directed by Greta Gerwig which aroused worldwide attention as soon as it was launched in July 2023. This film has grossed 252 million Chinese yuan in China, while grossing 1.442 billion US dollars in the world range (Zhang & Zhang, 2024). Barbie broke the previous global box office record for Warner Bros. Surpassing the currently released Oppenheimer, Barbie became the highest-grossing movie globally in terms of box office revenue (Li, 2024).

The movie Barbie refers to a groundbreaking depiction of feminism with the iconic image--Barbie (Mrabet, 2024). Barbie experienced an unconstrained life in the fantasy world without concerns and hesitation, meaning that they can select occupation by themselves. On the contrary, Barbies are confronted with gender inequality and appearance anxiety after entering reality. The main character, Barbie, decided to change the world. The film, Barbie, directly points out the male and female rights of the society. With the aim of raising public awareness of gender equality, the film illustrates feminism strength which cannot be ignored.

In addition to the story content, marketing strategies of Barbie are also an industry trendsetter. A marketing strategy is a carefully formulated plan developed to accomplish its marketing objectives (Sudirjo, 2023). The chief goal of the marketing strategy is to surge awareness, recognition and sales of the product, while building a lasting connection with the consumers (Sudirjo, 2023). Today's world is completely different from the past. In the era of booming information, outstanding content is insufficient to capture consumers. Effective and efficient marketing strategies are crucial for product promotion, allowing consumers to notice oversupplied products.

Thus, this paper will analyze the marketing strategies of Barbie and elucidate why the film is outstanding.

3 THE ANALYSIS OF MARKETING STRATEGIES

3.1 Social Media

Social media marketing entails utilizing the strength of well-known social media platforms to achieve a company's marketing goal (Fan, 2023). Due to the rapid development of the Internet, more and more people are starting to use social media platforms. Networked video sharing has exploded as a new, game-changing Internet application in the last two years (Cheng et al., 2007). Barbie consists of multi-aspect marketing strategies through social media. Prevalent social media, for example, Instagram, Facebook, Ticktock, are the ideal platforms to promote movies. A transformation that more and more people prefer to utilize short video platforms is common nowadays. Thus, the marketing companies extend comprehensive promotion strategies through social media.

Using celebrities as ambassadors is one method used by marketers to promote products on social media (Fan, 2023). The positive image of the celebrity renders trust and reliance on the audience, attracting them to consume the goods and services. Famous celebrities enhance the likelihood of consuming. For example, the cooperation between Ryan Reynold with Mint Mobile boosts sales income by 50,000% in just three years (Tarigan et al., 2023). Warner Bros united with HGTV to shoot the series of reality competitions-- Barbie Dream House Challenge before Barbie was launched (Li, 2024). Eight groups of HGTV stars and one prevalent chef were invited to renovate the apartments in South California to the realistic Barbie House (Li, 2024). This preview program motivated citizens' curiosity and their wish to watch the film as soon as possible. Therefore, celebrities fascinate audience's attention and promote sales volume.

3.2 "Gender Performative" and "Millennial Pink"

The public likely considers the pink elements to women by their intuition. Marketing strategists have contemplated it as a feminist color, which celebrates the empowering femininity now presented in a positive way (Mrabet, 2024). The iconic 'Barbie Pink' is extensively utilized in movies. From clothing to background scenes, the ubiquitous 'Barbie Pink' seems to strengthen the visual identity of the brand. Pink creates a dreamlike atmosphere that befits the fairy-tale basis.

Specifically, pink is not only a symbol of appearance but also a reflection of feminist confidence, talents and power. The main character, Barbie's pink clothes illustrate her intelligence and charm. The pink elements of different characters also reflect the diversity of the characters. The complexity of pink breaks the stereotype of the sole representative of female. Finally, the pink scenes erect the imagination untrue world, allowing audience to escape from the overwhelming reality for a short period. Barbie Movies will be deeply bound to the "pink" content. As long as you see the pink composition, you will be reminded of the movie.

4 THE EFFECT OF MARKETING STRATEGIES

4.1 The Positive Effect of Marketing Strategies

Social media offers several benefits to the promotion of movies. Internet targets to promote the company by taking advantage of the e-commerce platform, social media channels to effectively contact consumers in a number of countries (Sudirjo, 2023). Marketers utilize social media to expand the range of events (Nakayama, 2023).

First, social media has a widespread influence and serves as a dominant platform for many people to keep in touch with the outside world. Social media enables us to publicize products to the largest audience at minimal cost. Either corporate or individuals can set up their social media accounts without opportunity cost. By updating articles and interacting with net citizens, everyone can spread information to a large amount of people.

Second, social media directly targets their consumers based on personal interests and preferences. Social media will precisely browse history from another platform. Social media platforms, through algorithms and big databases, enable us to fulfill personalized requirements and targeted advertising. Users' interests, age, and geographic location are the key data for social media to meet consumers' needs. For example, the film producer advertises with the help of massive media such as TikTok's inventing relevant topics, which renders a feeling that the movie is ubiquitous (Chen, 2021). This strategy also breaks the restriction of geographical factors, meaning that residents will receive the recent information no matter where they live.

Third, the implementation of an effective digital marketing strategy to enable an organization to improve brand exposure (Sudirjo, 2023). Social media is a crucial platform to construct its brand image. By delivering high-quality content, corporation establishes a positive brand image. Consumers who share feedback and recommendations online enhance brand influence and trust. Network platform combines media and consumers closely. Media provides consumers with room for choice. On the other hand, consumers' evaluations meditate on the quality of products and indirectly promote the feedback of the media.

Marketing majors stress that if you have a customized product slogan or design, it will inherently possess greater value (Mrabet, 2024). The movie Barbie is filled with pink elements. Pink elements are associated with women intuitive. In the film, pink is also subtly devoted to conveying a feminist strength, which is the core of Barbie. The color tends to allow female audiences to feel a sense of self-identification, aiming to attract more people to go to the cinema. Thus, this 'pink strategy' targets the ideal consumer--young women to have emotional resonance and self-fulfillment.

Pink is the iconic of the Barbie brand. The narrative of Barbie is vividly portrayed through vibrant pink experiences and a fantastical realm of escapism, where women are empowered to achieve anything, they desire (Mrabet, 2024). Specifically, according to the research released by Jeanswear, 27% of investigators linked pink elements with dolls (Silva & Oliveira, 2024). As one of the most successful brands in the world, Barbie masters this advantage of color to upgrade their goods and services. On the other hand, pink elements are steadily spread and discussed online or offline. For example, marketing corporations or cyberczars generate a topic like "Pink Storm". For example, Burger King Brazil designed a pink sauce, a pink shake, a pink doughnut, and 'Ken fries' and this combo was the trend for Brazilian fans on social media (Canavarro & Imamovi, 2024). Afterwards, audiences spontaneously share their pink outfits which create long-term and consecutive flash points.

4.2 The Negative Effect of Marketing Strategies

4.2.1 The Flaws of Social Media

It is undeniable that social media is an effective and efficient marketing platform--abundant cases have corroborated the practicality. However, social media

inevitably acquire weaknesses. The internet faces challenges of overloaded information and intense competition. With the rapid development of society, social media platforms are flooded with enormous amounts of messages. Net users receive contents both useful and irrelevant passively. As a result, brand messages can easily disappear into the network in a quiet manner. The competition between products is becoming more and more severe, resulting in increasing investment and creativity standing out.

More and more people pay intensive attention to the influence of the social media platform of public discourse and social dynamics, especially based on toxicity (Avalle et al., 2024). To capture the eye of the audience, many media prefer exaggerated language and even surpass the boundaries of appropriateness during their promotions. Teenagers who have not formed a sound worldview are vulnerable to these buzzwords. If they are overexposed to this language, it will result in a profoundly negative impact on their physical and mental health. People should also raise the awareness of fake news. As the prevalence of AI technology, the cost of AI Face-swaps and voice replacement turns out to be gradually low. Even civilians without professional knowledge can effortlessly come into contact with technology. The chief question is about the use of data privacy, security, and potential attacks (Canavarro & Imamovic, 2025). Some lawbreakers exploit this technique by substituting the appearances and voices of celebrities to achieve false propaganda. This behavior not only tarnishes the reputation of the celebrities but also misleads the public. Only lawbreakers obtain increasing profits from false propaganda, which is worth denouncing.

4.2.2 The Inadequacy of Color Marketing

The world is congested with gender-neutral products. On the contrary, pink elements is the representative of women in the conventional aspect. Producers sell pink products at extraordinarily high and absurd prices. The marketing plan invents the so-called "pink tax," constraining women to pay extra fees for everyday items, from "girl toys" and school uniforms to walking sticks, braces and adult diapers (Mrabet, 2024). The extensive use of pink components may be judged by reinforcing gender stereotype, which betrays the feminist core in the film. The risk cannot be neglected that there is distinctive ambivalence and controversy among viewers. The implicit 'Pink Tax' effect will wreck women's rights instead of enlisting rights and interests and eliminating gender inequality.

Second, the overuse of pink elements may lead to

visual fatigue. Causing viewers to experience aesthetic fatigue. During the long period of generalization process, monotonous constituent diminishes audience's expectations of novelty. There is a misconception that viewers will mistakenly consider the film as superficial or merely focus on visual part. They will overlook metaphorical themes by overspreading the pink ingredients. It is essential for producers to balance the visual aspect and the deeper content.

5 CONCLUSION

Through case analysis, this paper analyzes the marketing methods of Barbie, summarizes the social media and color marketing, and lastly compares their advantages and weaknesses. Utilizing social media platforms and underscoring the pink elements are suitable for the cultural background of Barbie. The prominence of the two methods is due to brand image, cultural background and the trends of society. The extensive use of pink in the movie aims to awaken the audience's collective memory of the Barbie brand. As a highly saturated color, pink has an intensive visual attraction on social media, especially the short video platforms. This kind of viral marketing grabs viewers' attention in a short period of time, which leaves an unforgettable recall in the mind. As a result, strategies combining both social media and pink components quickly generate discussion and plugs on all platforms through Barbie-themed pictures, and videos.

Although Barbie is one of the most lasting brands, the marketing trend also reveals weaknesses: for example, over-marketing, or low-quality short videos. In this case, future approaches should appeal to audiences of different cultural backgrounds, gender identities and age groups. By sending their thoughts online, Barbie widens the sights of analyzing the film. Moreover, the marketing firm can cooperate with women's rights organizations to launch public welfare projects to assist more female. With distinctive approaches, Barbie must be remembered in history and become a classic.

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