



Barbie ***Strategic Campaign***

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Introduction - Lydia

- ★ Barbie was created in 1959 by Ruth Handler co-owner of Mattel Inc.
- ★ The inspiration for Barbie was from Ruth's daughter who loved dolls.
- ★ Mattel Inc. is a large company who has created many toys.
- ★ Barbie is still very prominent in today's world and sold in many stores.
- ★ We decided a place to share our ideas could be a Mattel Convention.



Introduction Continued - Lydia

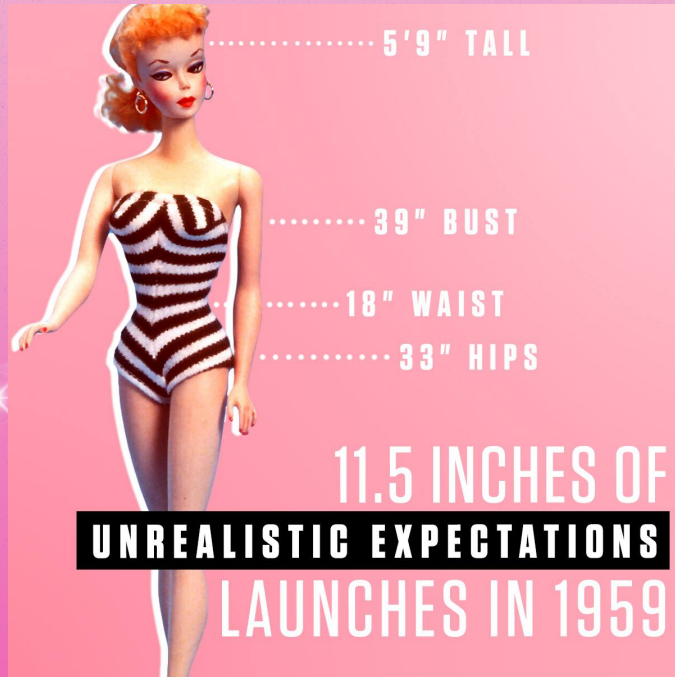
- ★ We chose this organization because of the more controversy surrounding the brand. Some of these controversies include:
 - Body Shaming
 - Racially exclusive
 - Environmentally Unethical
- ★ We grew up playing with the dolls and wanted to know more about how they have developed in later years. We also felt there was a lot of room for improvement that would could help with.

❖ **Weaknesses & Limitations in SWOT Analysis - Emma**

- ★ Non-inclusiveness
 - Beauty standards
 - Body Images
- ★ Competitors
 - Bratz
 - LOL dolls
 - Monster High
- ★ Non-sustainability
 - Products
 - Packaging



Weaknesses & Limitations in Past Ads - Kat



"COSTUME NOT AVAILABLE"

Advertising Campaign - Kaitlin

- ★ In our advertising campaign, we will counteract the three primary weakness we previously identified.
 - Lack of diversity,
 - Issue of sustainability
 - Competition of technology



Advertising Campaign



Lack of Diversity:

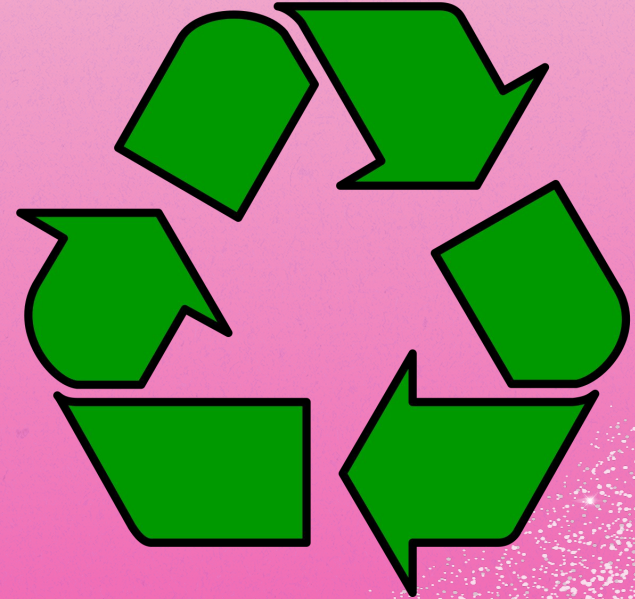
- include many visuals w/ various, races, sizes, shapes, and abilities
- Allows children to visually relate to dolls





Advertising Campaign

- ★ Issue of Sustainability:
 - discuss how Barbie is changing production
 - Also share future goals for environmentally friendly practices





Advertising Campaign

- ★ Competition of Technology:
 - We will highlight the dangers of technology and the lack of accessibility & reliability





Advertisement #1: Commercial - Lydia

- ★ Target Market: Children/Parents
- ★ Commercial Airing: ABC, Disney, Nickelodeon, PBS
- ★ Title/Concept: Technological Apocalypse
- ★ End Goal: Show children toys are still fun and show parents that there are better alternatives to technology.





Advertisement #2: Podcast - Emma

- ★ Target Audience: Parents of young children
- ★ Podcast: Parenting Podcast: Sunshine Parenting
 - Focuses on youth development
- ★ Goal: Detail how Barbie is a useful toy and benefits in the emotional, academic, and social development of children. Explain how it will engage and enhance a child's imagination as they create their own stories.



Advertisement #3: Social Media - Kaitlin



Advertisement #4: Owned Media - Kat



3 STEP PLAN:

1. Donate to Cleanup Efforts
2. 100% Recycled Barbies by 2025
3. Broken Barbie Trade-In

