



Barbie **FRANCE**

Sam, Alex, Tianqi, & Joyce

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Margot
Robbie

Ryan
Gosling

She's everything.
He's just Ken.



OFFICIAL
TRAILER



About the Film



Positioning Statement



60 years after the first Barbie doll arrived in Europe, Academy-nominated feminist director Greta Gerwig is bringing BARBIE to life in a brand new adventure that celebrates the power of imagination and empowerment. With a star-studded cast, this live-action comedy features two-time Academy Award-winning actor Ryan Gosling and four-time Golden Globe Award nominee Margot Robbie, alongside Will Ferrell and Simu Liu. Distributed by Warner Bros, this visually stunning, fashionable, new twist on BARBIE is a must-see for everyone.

Marketing Pillars

Star-Studded Cast



Known IP



Feminism



Nostalgia



America Ferrera Kate McKinnon Issa Rae
Rhea Perlman Hari Nef Alexandra Shipp
Emma Mackey Connor Swindells Michael Cera
Helen Mirren Sharon Rooney John Cena
Kingsley Ben-Adir Simu Liu Ariana Greenblatt
Scott Evans Jamie Demetriou Dua Lipa
Ncuti Gatwa Nicola Coughlan Emerald Fennell
Ana Cruz Kayne and Will Ferrell

meet the
TARGET AUDIENCE



- **Teen Girls (13-17)**
- **Young Adult Women (18-30)**
- **Middle age women (31-55)**
- **Teens and Men (13-50)**
- **Fans of LADY BIRD and LITTLE WOMEN**
- **Couples**
- **LGBTQ+ demographics**



established historical fan:

JULIETTE

- 43 y.o. woman in Marseille
- played with Barbie dolls as a child
- commutes to work via public transport
- going to see the movie with her daughter, her nieces and whoever else she can drag along



convertible fan:

HUGO

- 22 y.o. college student in Lyon
- identifies with the LGBTQ+ community
- watched Barbie of Swan Lake in 2016
- enjoys summer festivals and beach parties with friends
- made Barbie memes on Twitter



new fan:

CAMILLE

- 17 y.o. high school student in Paris
- interested in fashion and cosmetics
- occasionally attends protests with friends
- least favorite subject is math





Paris

Lyon

Bordeaux

Nice

Marseille

PARIS

France's capital, a major European city and a global center for art, fashion, gastronomy and culture, Paris attracts over 30 million visitors annually and hosts France's leading universities.

Pop: 2.2M



MARSEILLE

With its busy Mediterranean port and location on the south of France, the city has a reputation as a strong domestic hub for small and medium-sized enterprises, with tourism as an important sector within the city.

Pop: 850K



LYON

The third largest city in France, and the second largest student city, Lyon is France's situation in the center-east. Its industrial strengths lie in banking, the chemicals, pharmaceuticals and biotech, and software.

Pop: 500K



NICE

On France's south coast and 30km from the Italian border, the city has a port and a busy international airport, serving as a popular tourism destination in the summer. It's also close to Cannes, where the annual Cannes Film Festival is held.

Pop: 350K



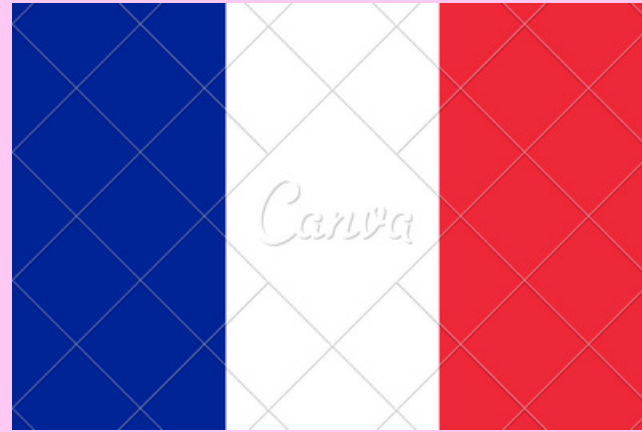
BOURDEAUX

Famous for its wine production, the city is also a hub for the aeronautics, military and space sector, and hosts a large student population. It is also a major tourist destination.

Pop: 250K



introduce **FRANCE**



- Population: 65m, female about 33m (2023)
 - 22nd largest country in the world
- Language: French, English (39%)
- GDP per capita: 43,658.98 USD
- History of movies
 - Birth of cinema, Lumière
- Popular media platforms:
 - Facebook, Instagram, Twitter



Introduction

FRENCH MARKET



MARKET SIZE

**1422.7 M euros
(2019)**

The revenue of French movie market is 1422.7 million euros but suffered from pandemic in 2020.

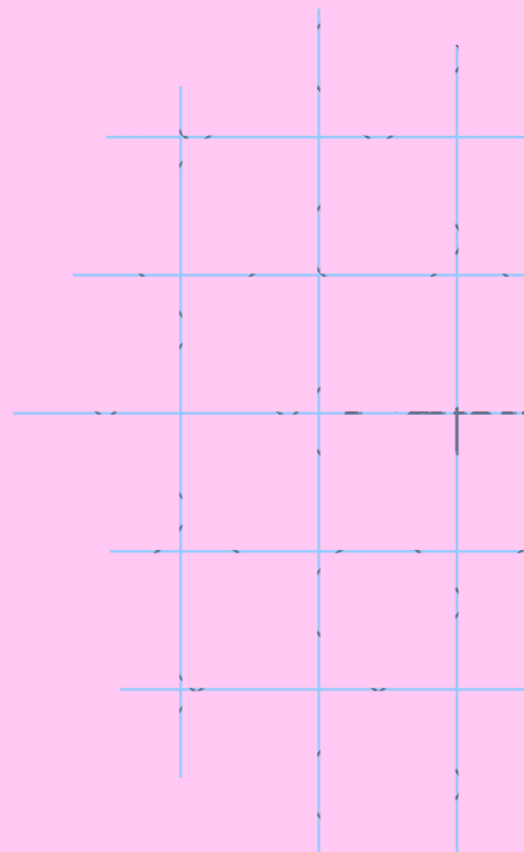
GROWTH RATE

5.5%

The biggest movie market in Europe

KEY PLAYERS

Universal Pictures,
Disney, Warner Bros, Sony Pictures



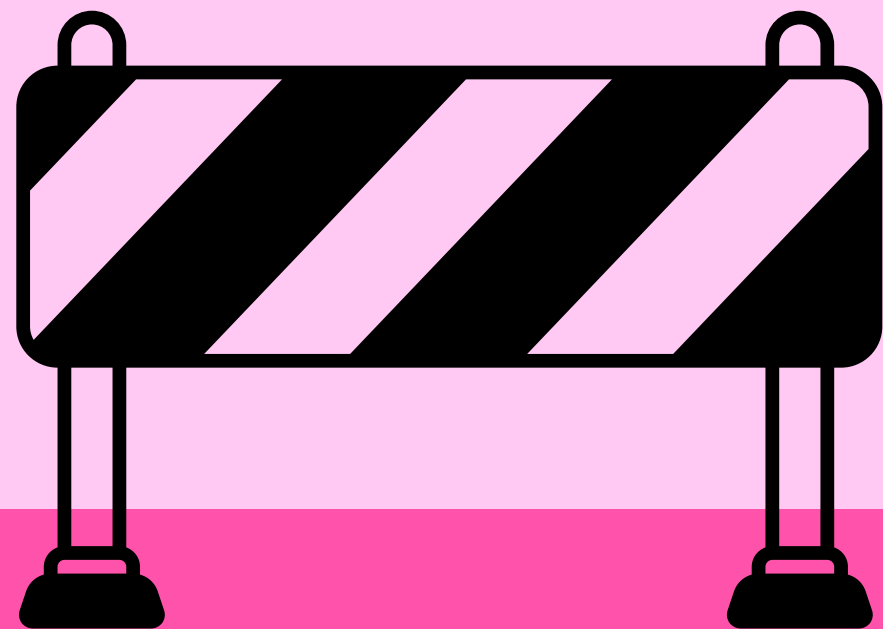
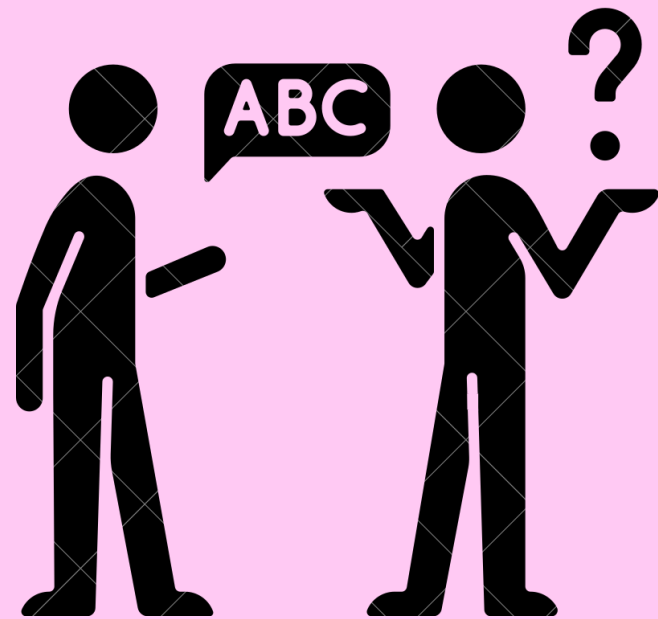
introduce **FRENCH CULTURE**



- Art is everywhere.
- Home to many high-end fashion houses.
- Dress in a sophisticated, professional and fashionable style, but it is not overly fussy.
- Romance and passion
- Patriotism



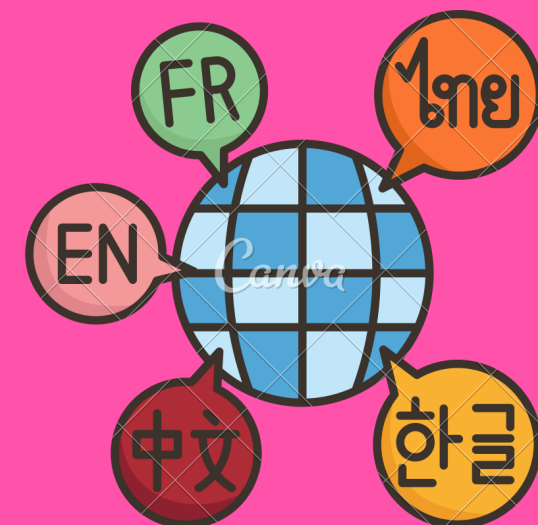
Roadblocks



Sexism



Foreign Value





introduce Competitors



BARBIE (7/19)



FANGBONE!
(7/14)

MISSION: IMPOSSIBLE
(7/14)



OPPENHEIMER
(7/19)



HAUNTED MANSION
(7/28)



Analysis



7/14

*Animation, Action,
Adventure, Comedy*

Fans of the manga series



7/14

*Action, Adventure,
Thriller*

Tom Cruise's fans,
Mission: Impossible
series fans, the people
who love exciting plots
and scenes



7/19

*Biography, Drama,
History*

History lovers,
fans of
Christopher Nolan,
fans of Robert
Downey Jr.



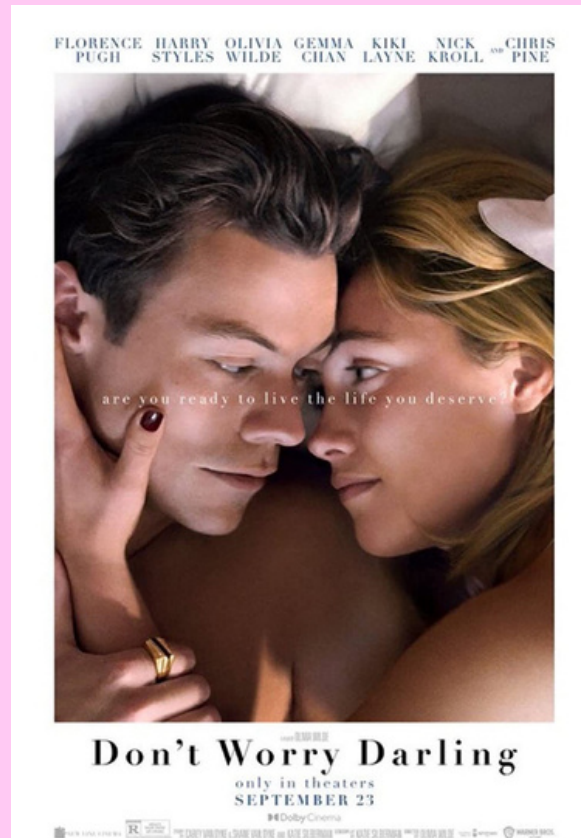
7/28

*Comedy, Drama,
Family*

Family nostalgia,
fantasy comedy
lovers, parents



Similar Box Office



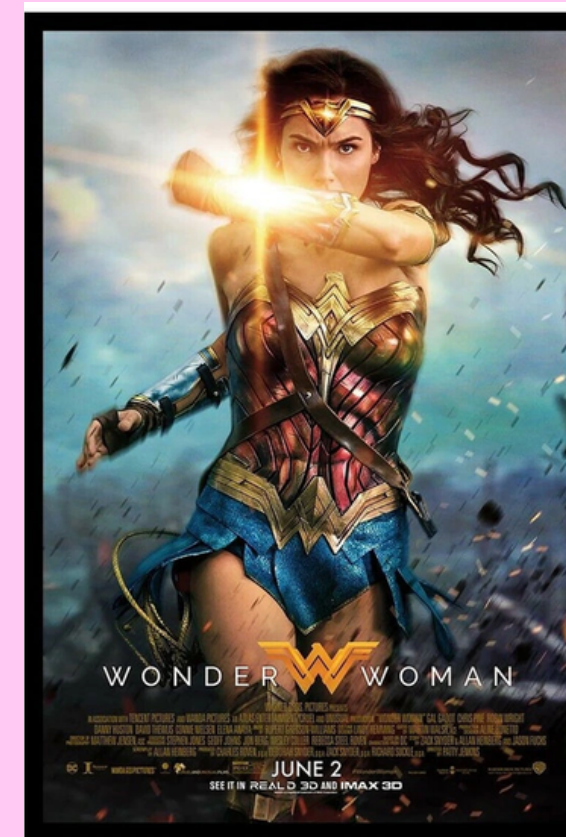
DON'T WORRY DARLING
(2022)

\$2.4M



EVERYTHING EVERYWHERE
ALL AT ONCE (2022)

\$3M



WONDER WOMAN
(2017)

\$16M



LA LA LAND
(2017)

\$19M



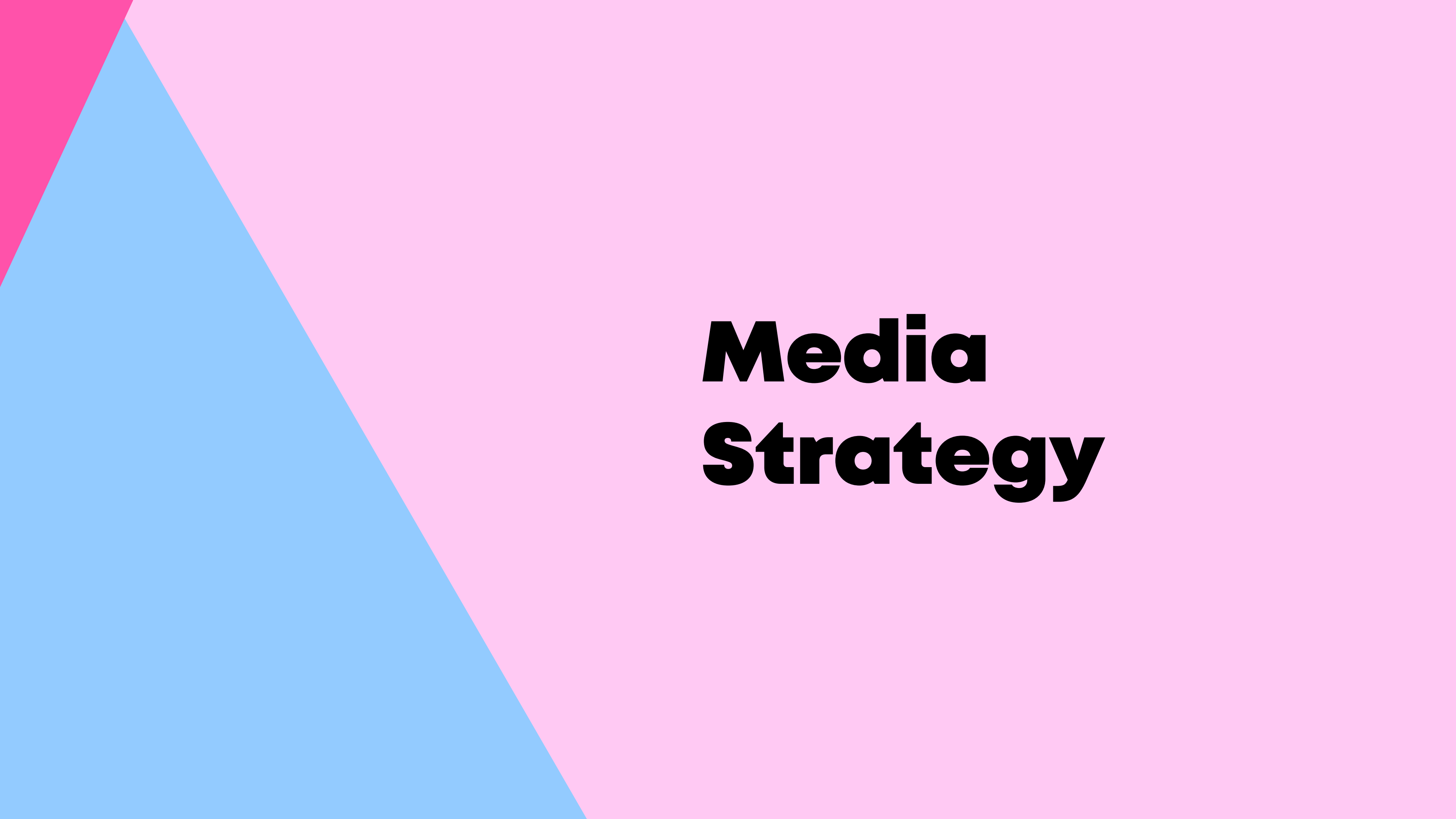
Box Office Estimation



BARBIE

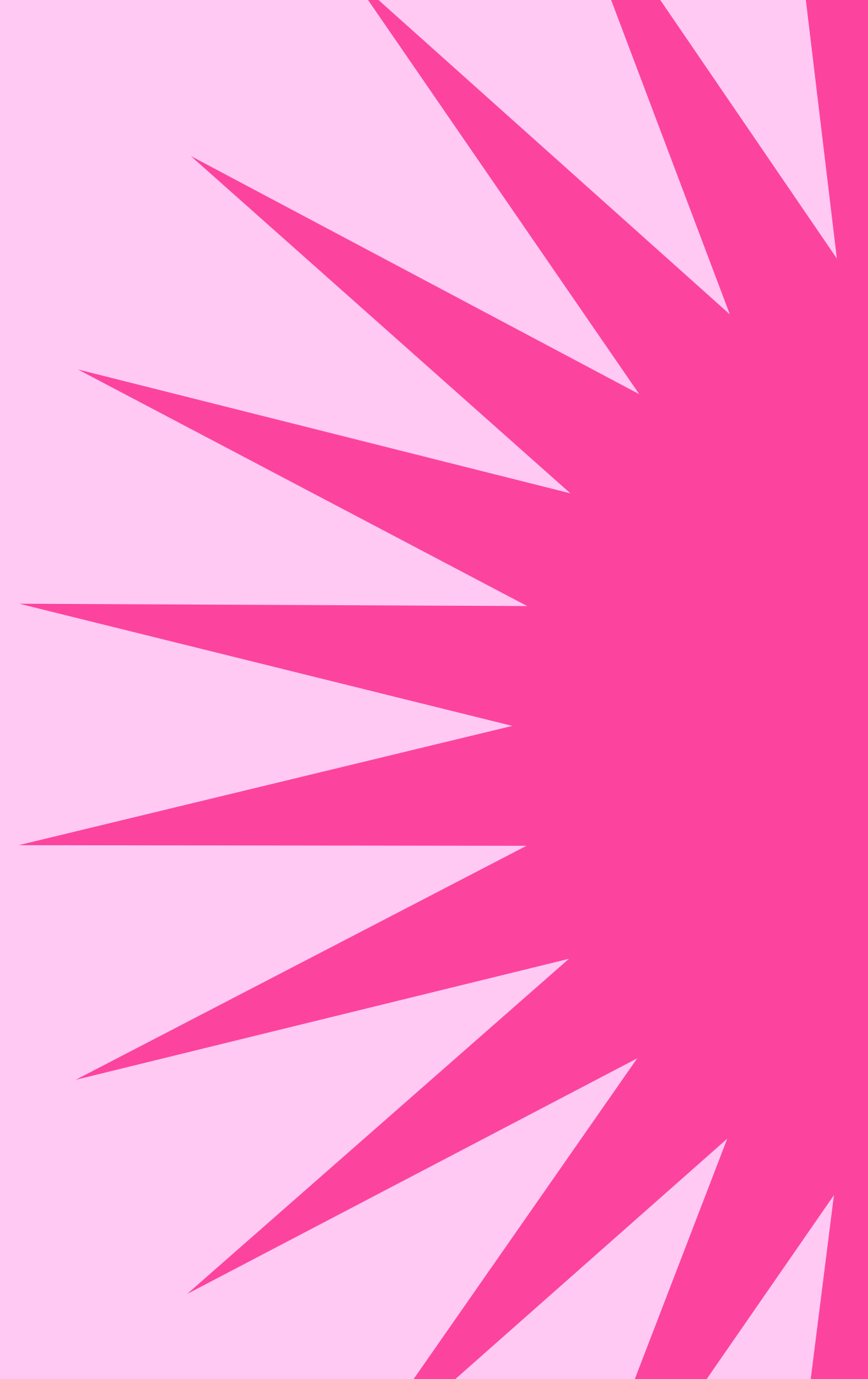
\$9-10M





Media Strategy

Publicity



Print

- Margot - ELLE France
June 2023
- Ryan - GQ France
June 2023
- Margot & Ryan Télé Loisirs
July 1, 2023

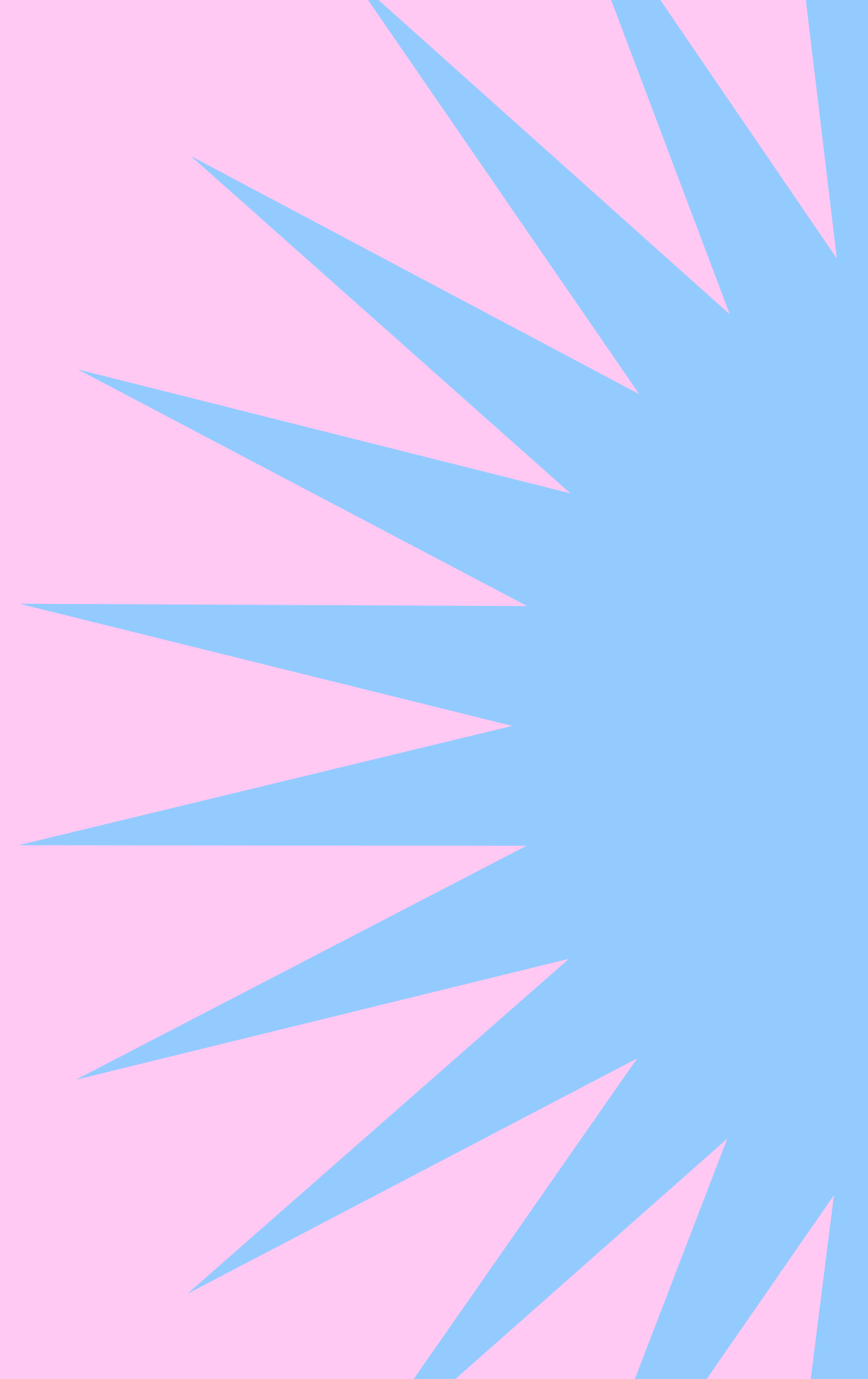


Television + Social

- Major Cast Interview - Vivement Dimanche hosted by Michel Drucker
- Margot & Ryan - Hot Ones on YouTube hosted by Sean Evans



OOH Advertising



Traditional

Airports

Paris Charles de Gaulle
Lyon-Saint Exupéry Airport
Bordeaux-Mérignac Airport



Ubers/Taxis

Paris, Lyon & Nice

Metro Stations

Around our major target
cities such as Paris,
Marseille, & Lyon



Experiential + Promotions

BARBIE x Coca-Cola Vending Machine

- Share a Coke with Barbie
- Share a Coke with Ken
- Located around different public transports, malls in target cities



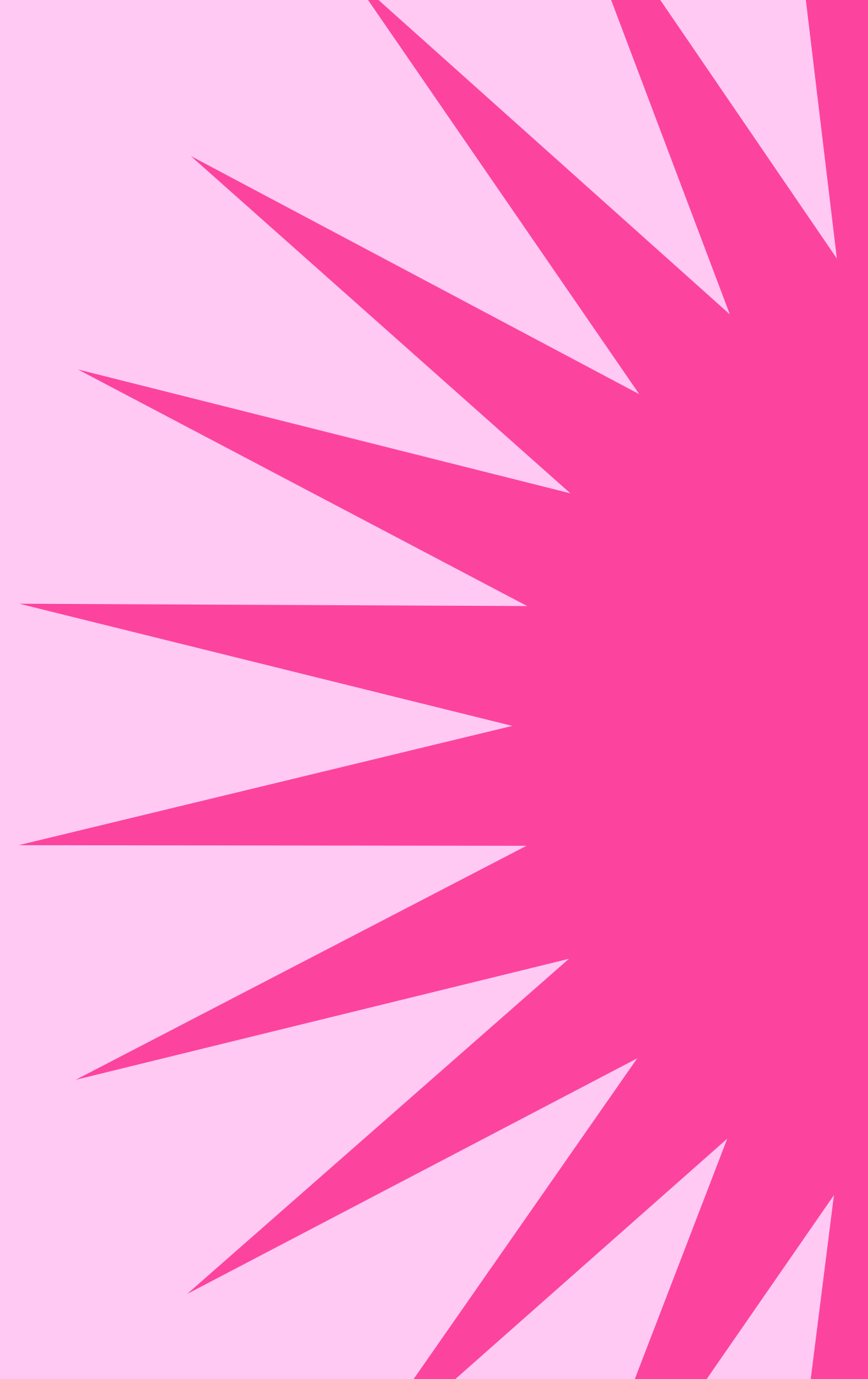
Experiential + Promotions

BARBIE Photobooths

- BARBIE branded photobooths around the cities
- Near major universities
 - University of Paris
 - Aix-Marseille University



Social Media



Goals

1

Grow Instagram presence via SMIs & supporting cast

2

Reach target audience through Facebook Ads

3

Curate UGC and buzz via Twitter and TikTok

Instagram



Influencer	Followers	Niche
Emma Chamberlain	16M	Lifestyle
Fidji	2.1M	Fashion, Travel & Lifestyle
Zoé Tondut	1.4M	Travel & Lifestyle
Camille Razat	1.3M	French Celebrity (<i>Emily in Paris</i>)

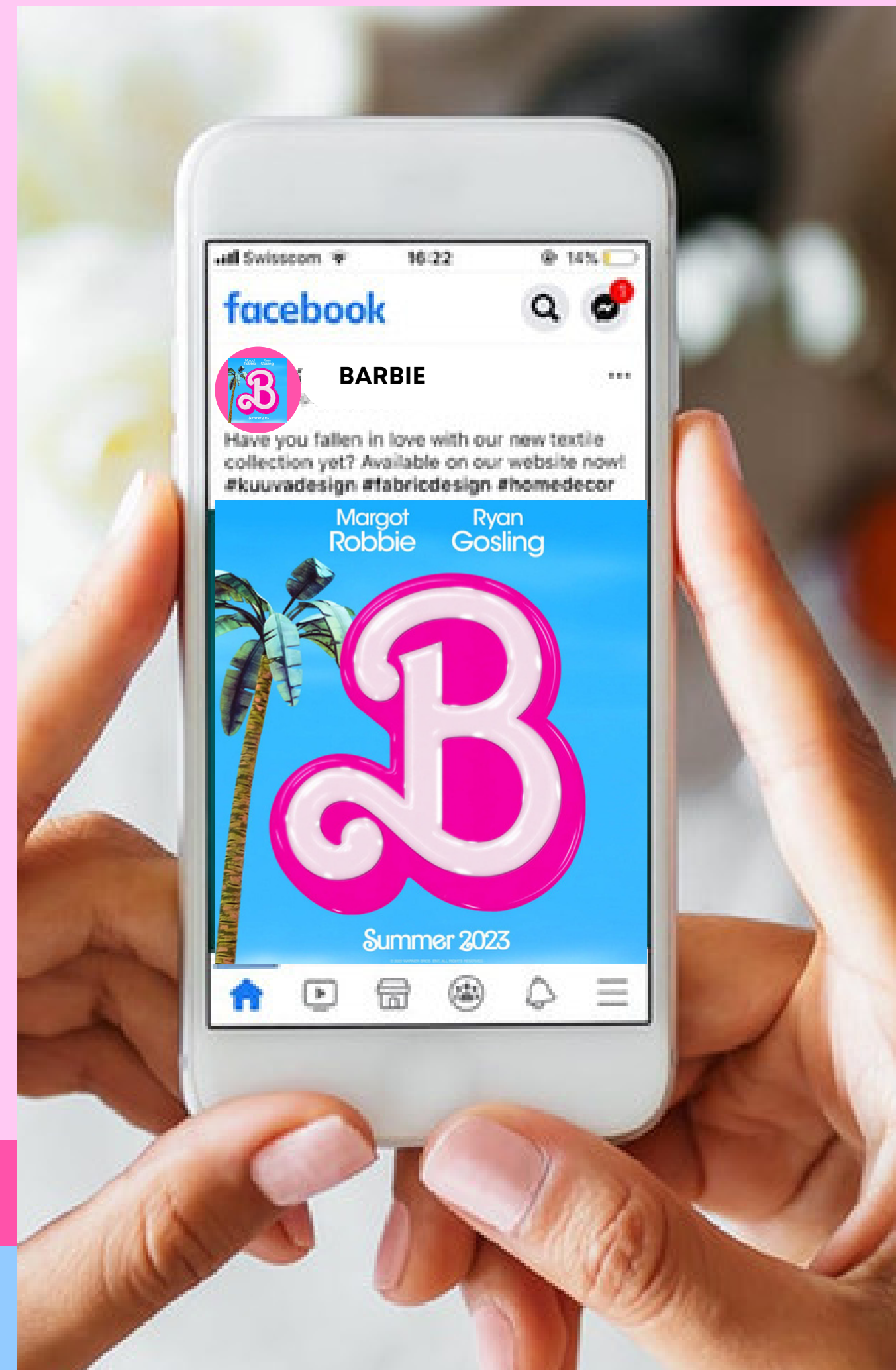


Facebook

Run targeted Facebook ads 1-2 months before premiere



CTA = email signup for marketing + notified for ticket sales



TikTok & Twitter



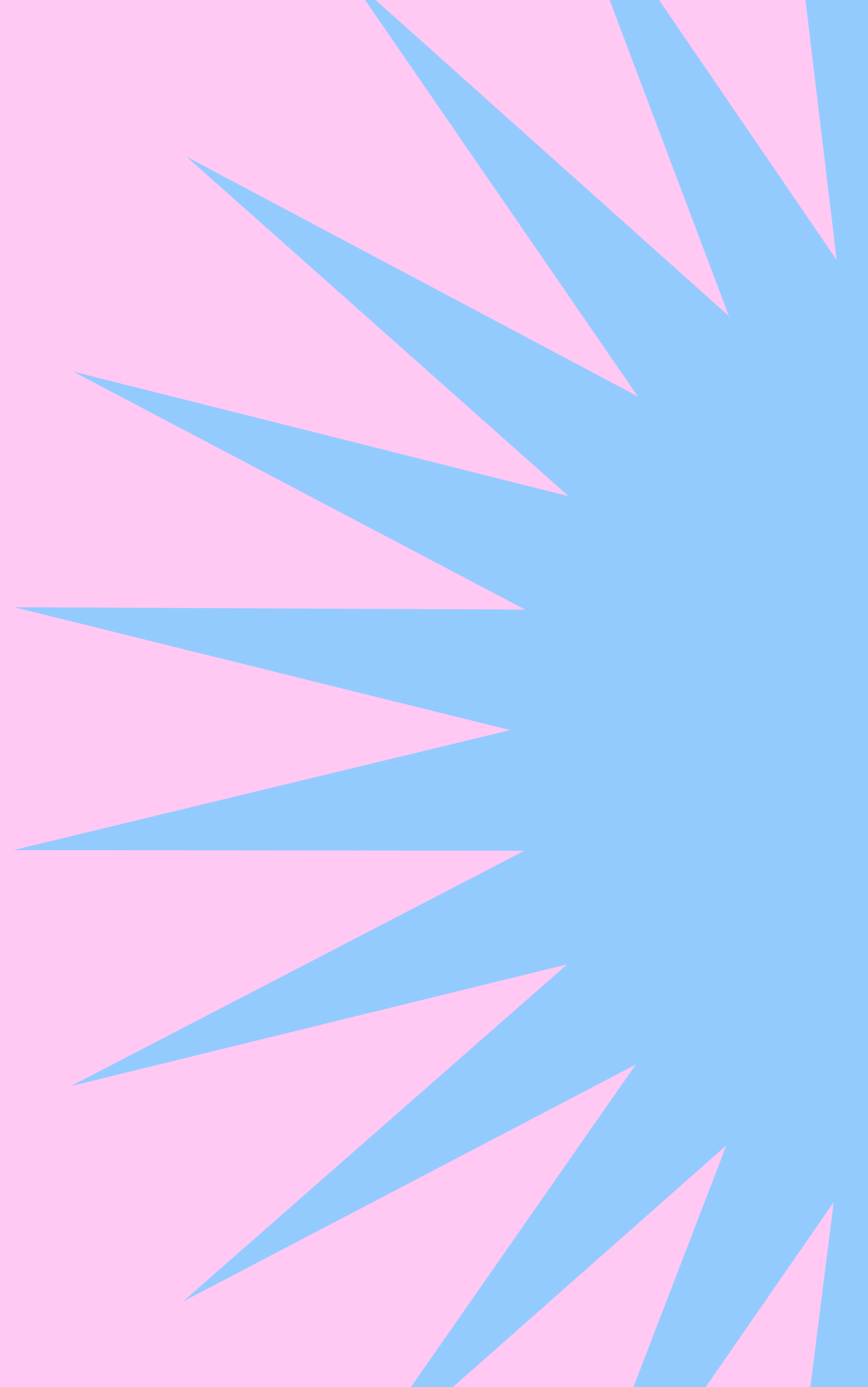
"Hi, Barbie!" Trending on TikTok



Ryan Gosling's Twitter Account

- **Encouraging UGC** through Tweets and original TikToks
- Leveraging major **casts' accounts**
- **Engaging with fans** who are excitedly posting about the film

Events

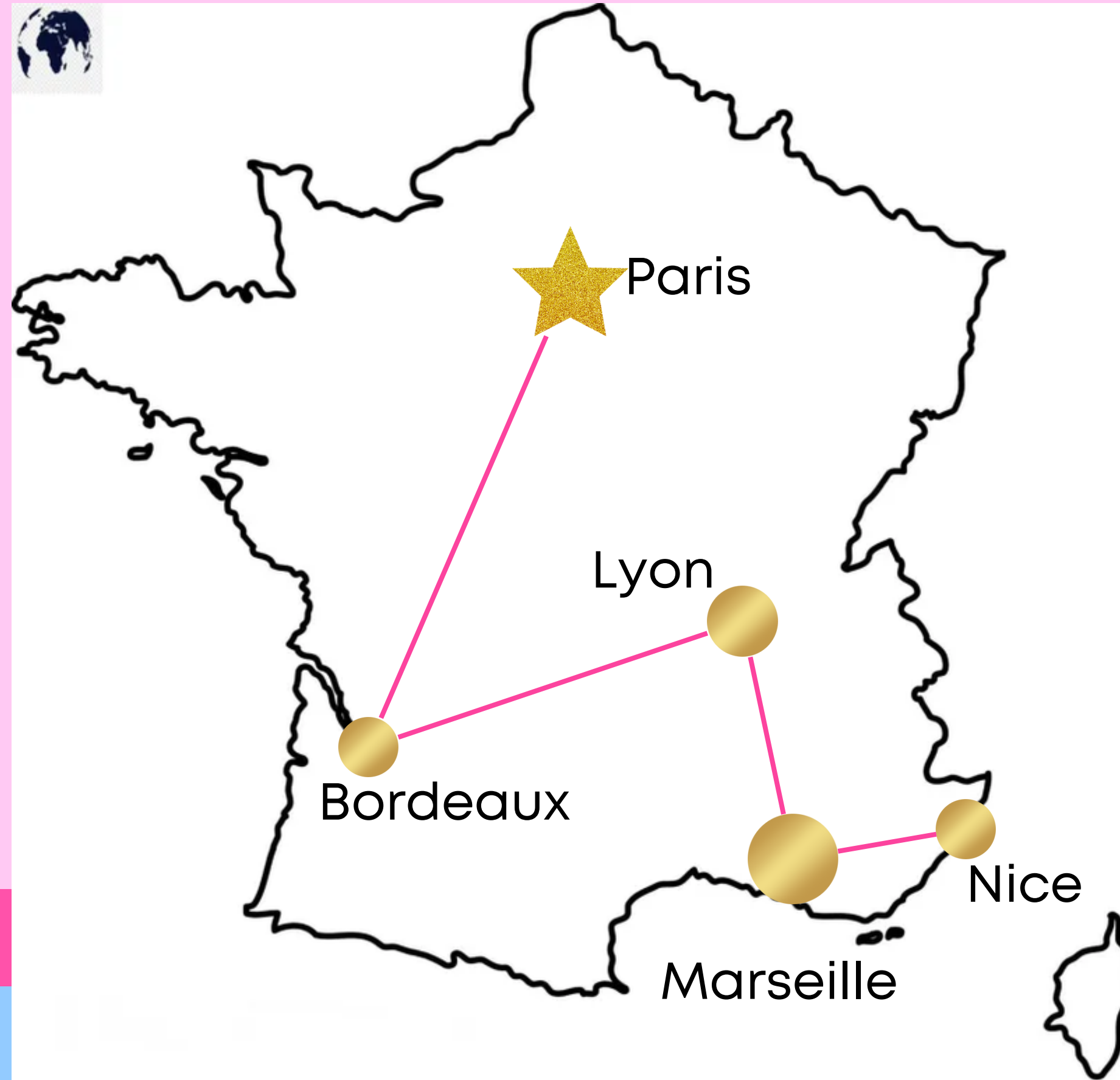


BARBIE FESTIVAL TOUR

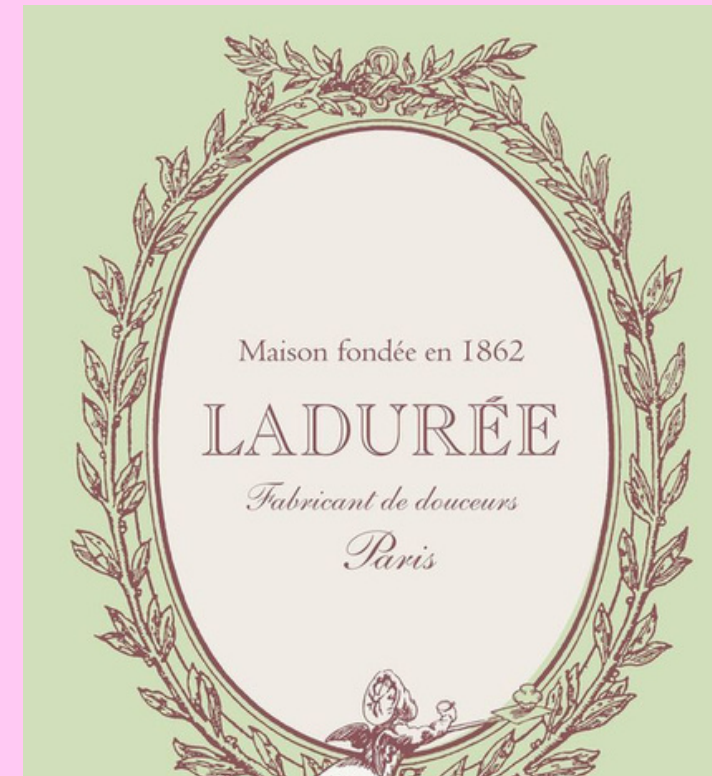
- Marketplace
- Dance party
- Photo Ops
- Outfit Competition



Location



Marketplace



All Day Food Pass

Includes:

- All items on booth's Barbie set menu

Pay at the booth for additional menu items



Free admission - option to pay by food item directly from vendor

Marketplace

The Barbie &
Ken

Beach Off

French Kiss



Deluxe Pass

- All food items on barbie set menu
- Any alcoholic beverage in set drinks menu

Pay at the booth for
additional menu items



Dance Party



Quentin Dupieux



Uffie



Les Twins

Photo Ops



Barbie Convertible

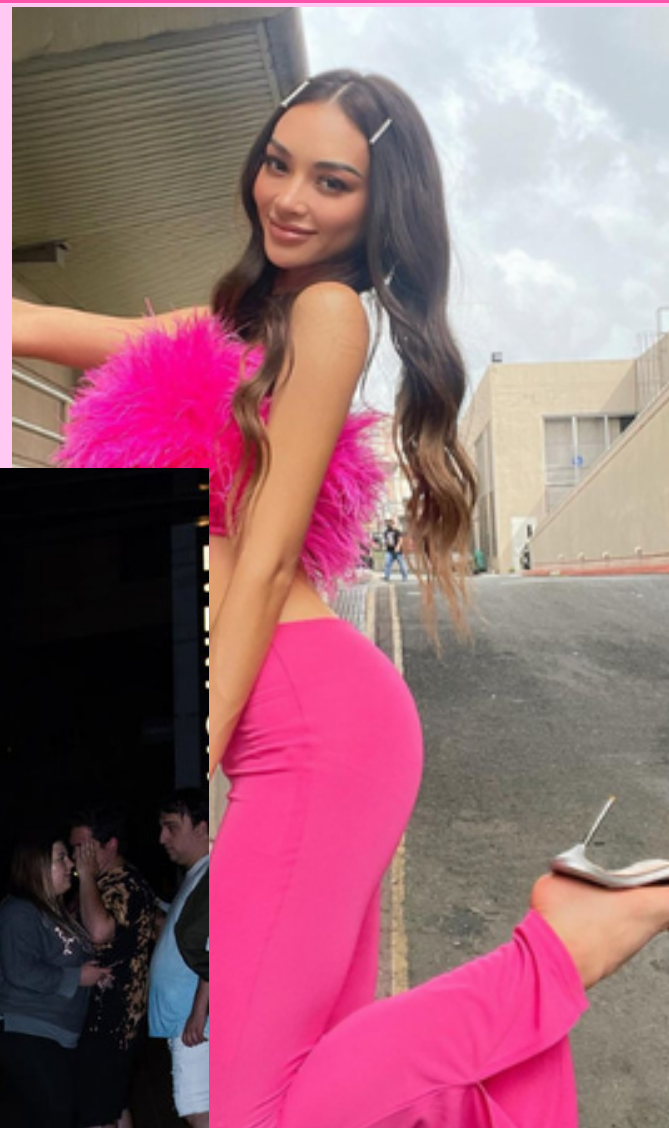


Barbie Spaceship



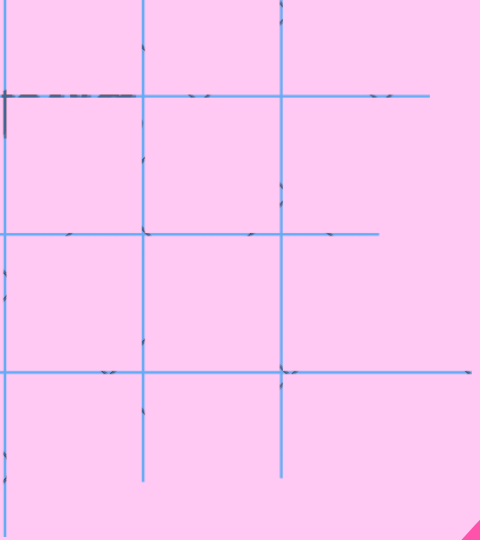
Barbie Box

Barbiecore Competition



Awards

- Free Barbie movie tickets
- Invitation to the fashion show
- Invitation to the premiere



BARBIE★DIOR

FASHION SHOW



Carrousel du Louvre



Runway

Barbiecore



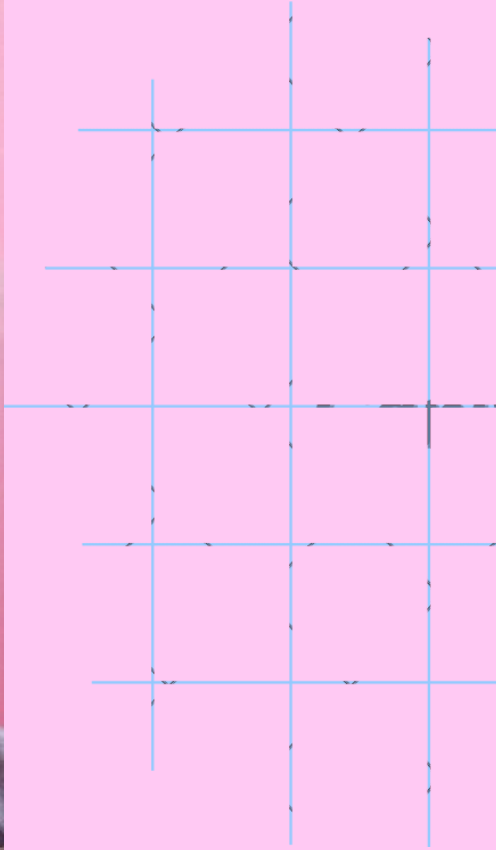
Vintage



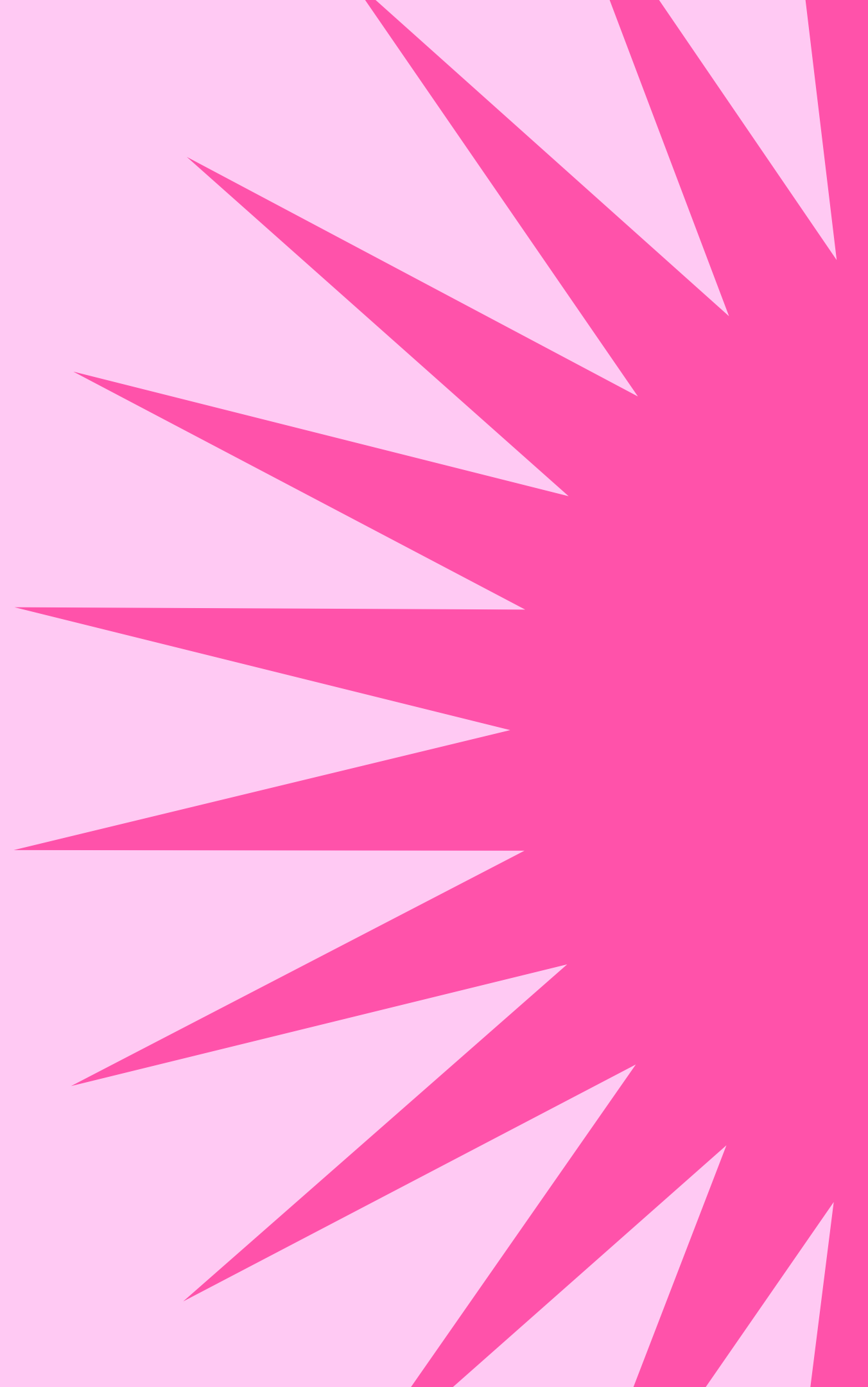
Modern



Exclusive Dior Barbie

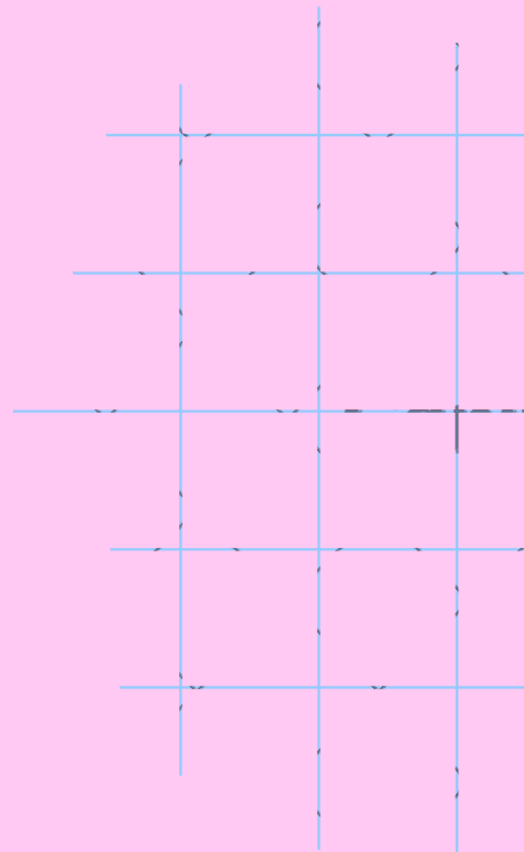


Products



Rollerblades

IMPALA ROLLERSKATES



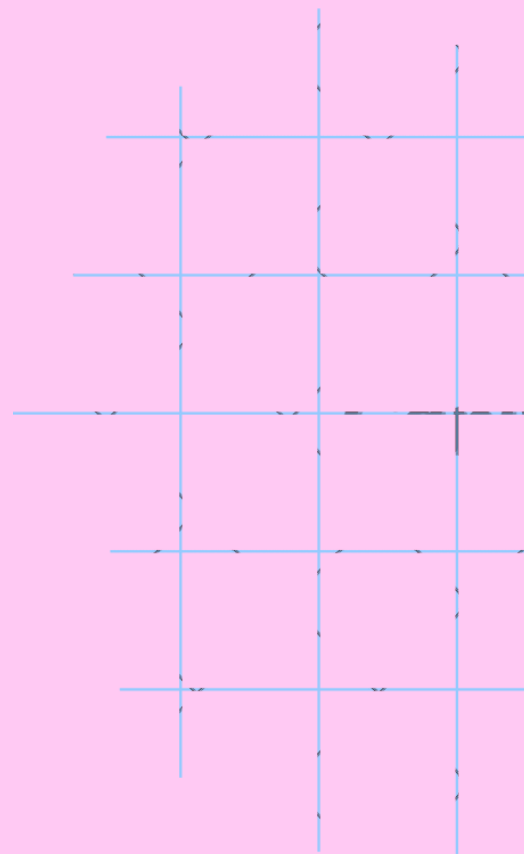
Clothing

ZARA



Barbie Heels

asos



Lifestyle

MONOPRIX.fr



Luxury

Lady Barbie Mini Bag

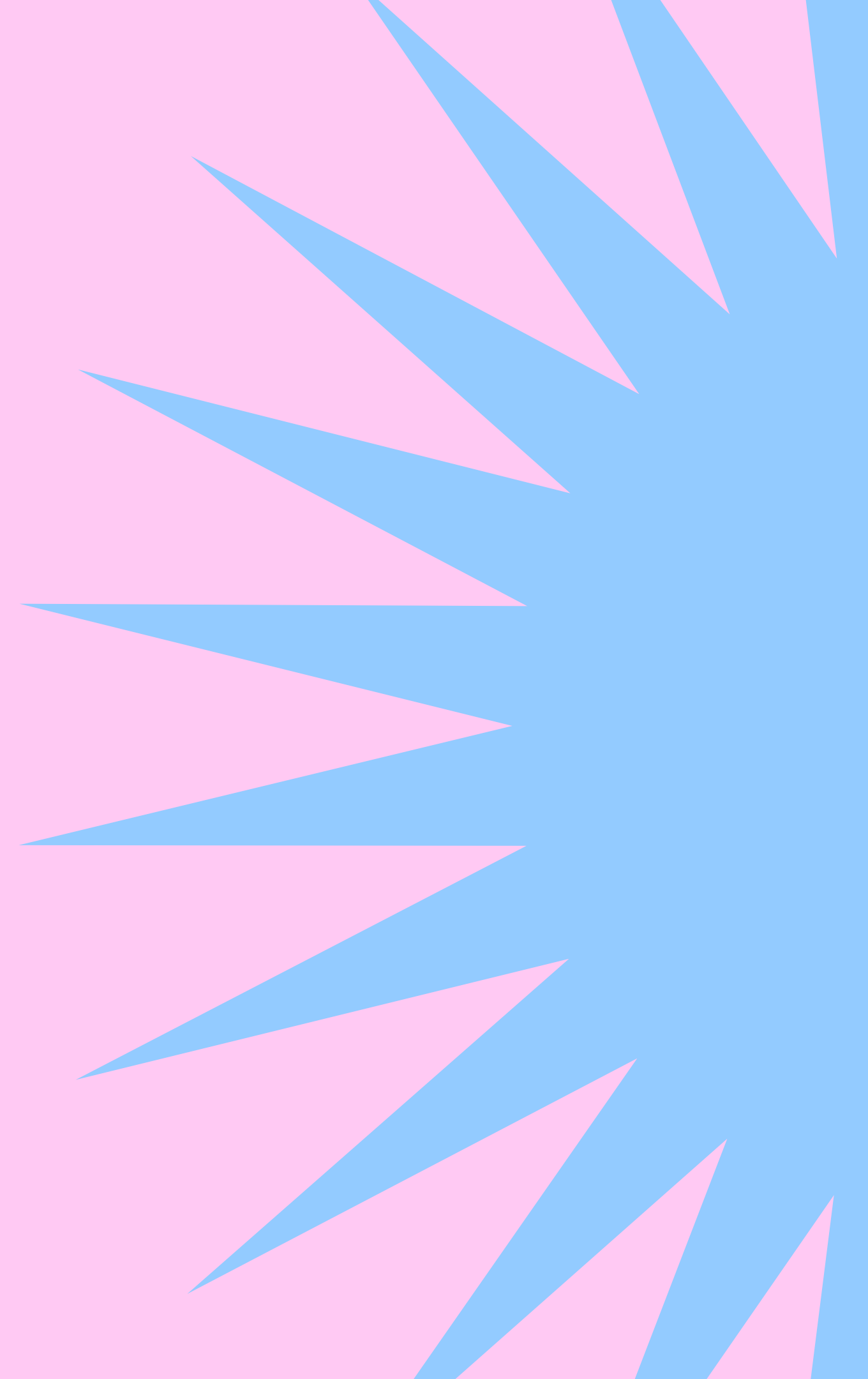
DIOR



Alcohol



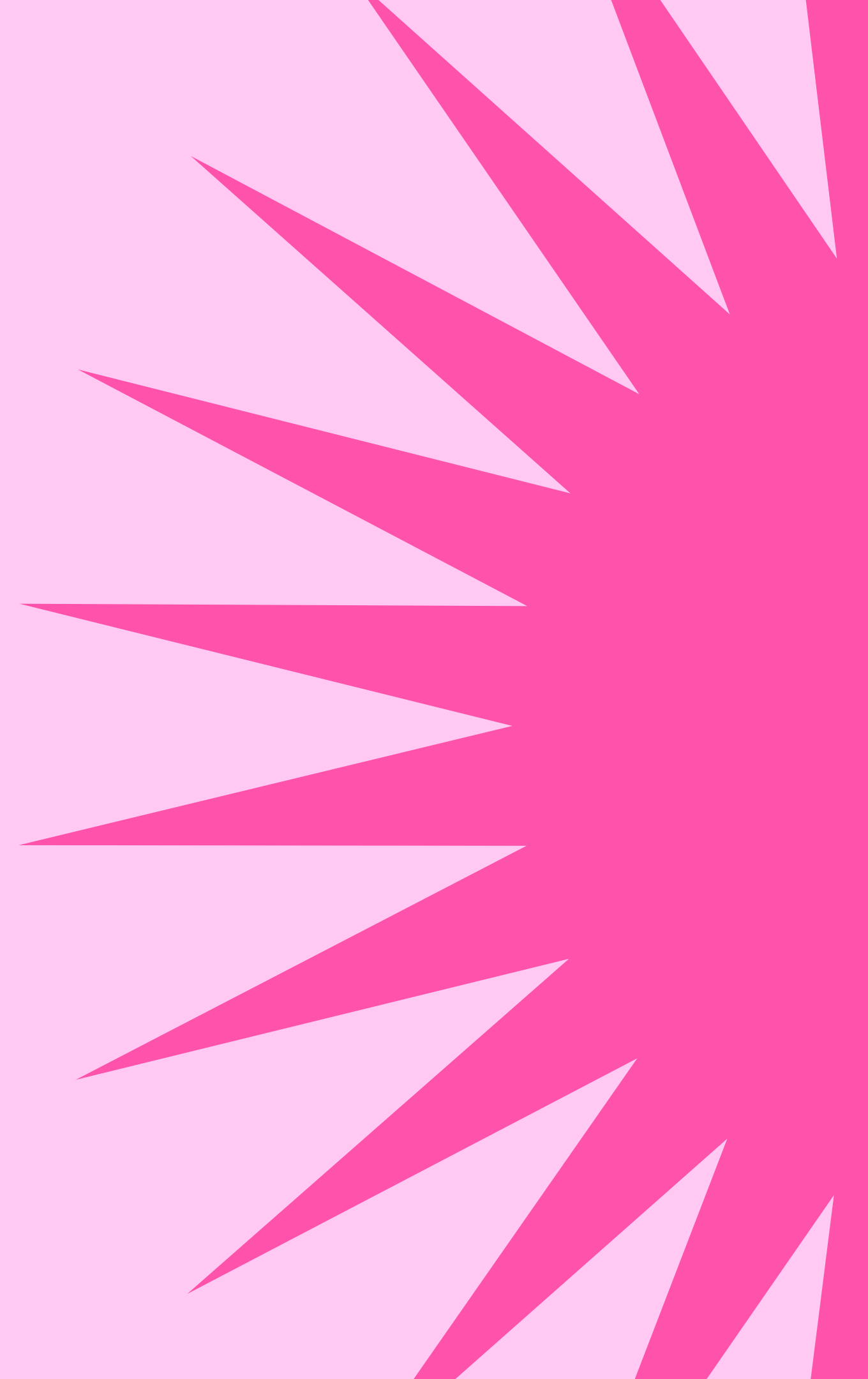
Product Placement





CAROLINE ABRAM
PARIS

Premiere



Premiere Timeline



6PM

Pink Carpet Arrivals

7:30PM

BARBIE Screening

10PM

Press Interviews

11:30PM

After-Party

Pink Carpet



Barbie Convertible

Barbie Pop-Up
photoshoot



UGC Social Media
Content



Guest List



Camille Razat



DJ Snake



Omar Sy



Thylane Blondeau



Charles Leclerc



Pierre Gasley



Emma Chamberlain



Constance Jablonski



Vincent Cassel



Marion Cotillard



Neymar Jr



Kylian Mbappe

Sponsors

L'ORÉAL
PARIS



LVMH



LADURÉE
Paris

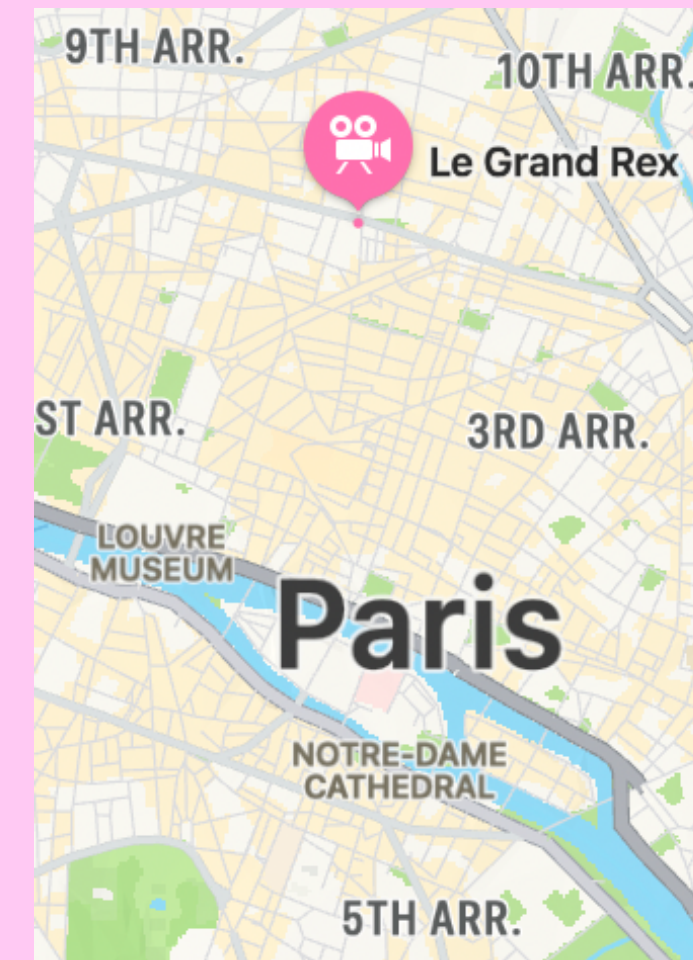
maje
PARIS

viadeo



AIRFRANCE

BARBIE Screening



2.8K Capacity



Signature Barbie
Drinks



Signature Barbie
Snacks

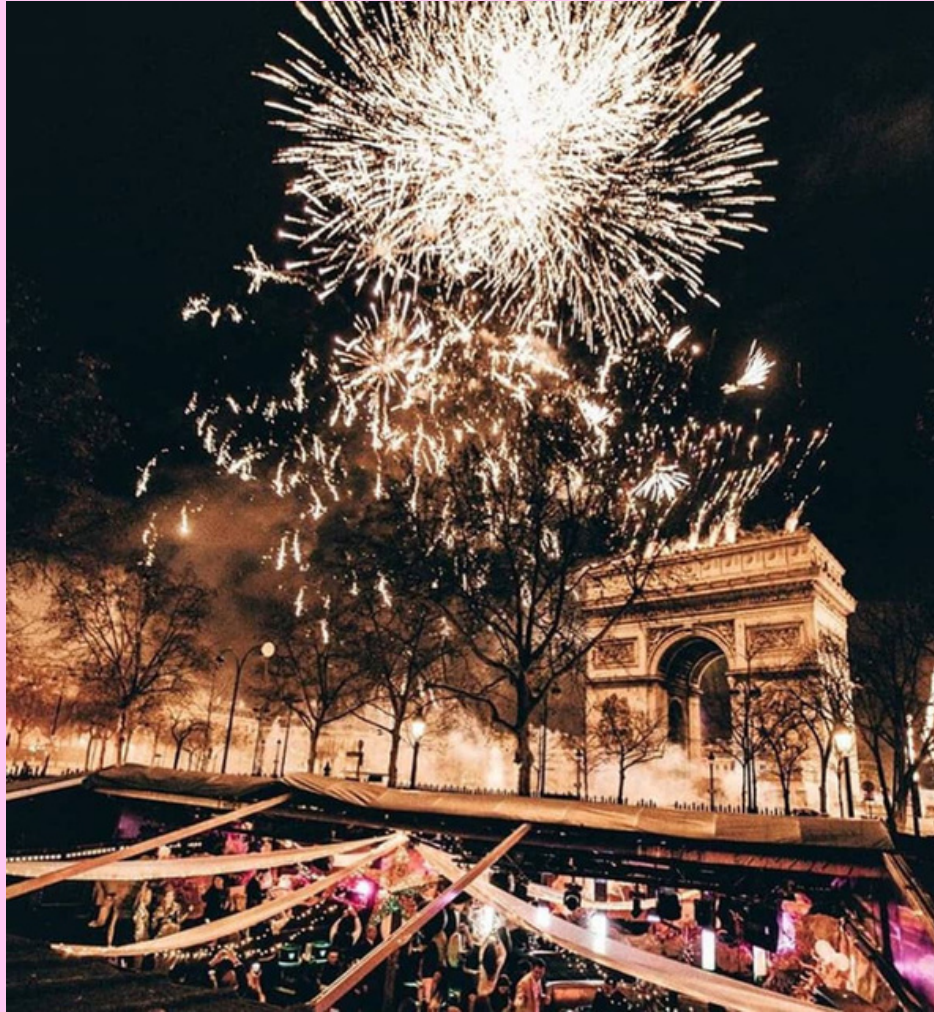
Press Interviews



Press Outlets in Attendance:

- Tele-Loisirs.fr
- Télé 7 jours
- radiofrance.fr
- Tele2seamines.fr
- Telerama.fr

After-Party



L'Arc Paris



Music by DJ Snake



All Pink Experience



Mark Your Calendars!

*Alors, marquez vos
calendriers et amenez
vos amis et votre
famille*

