

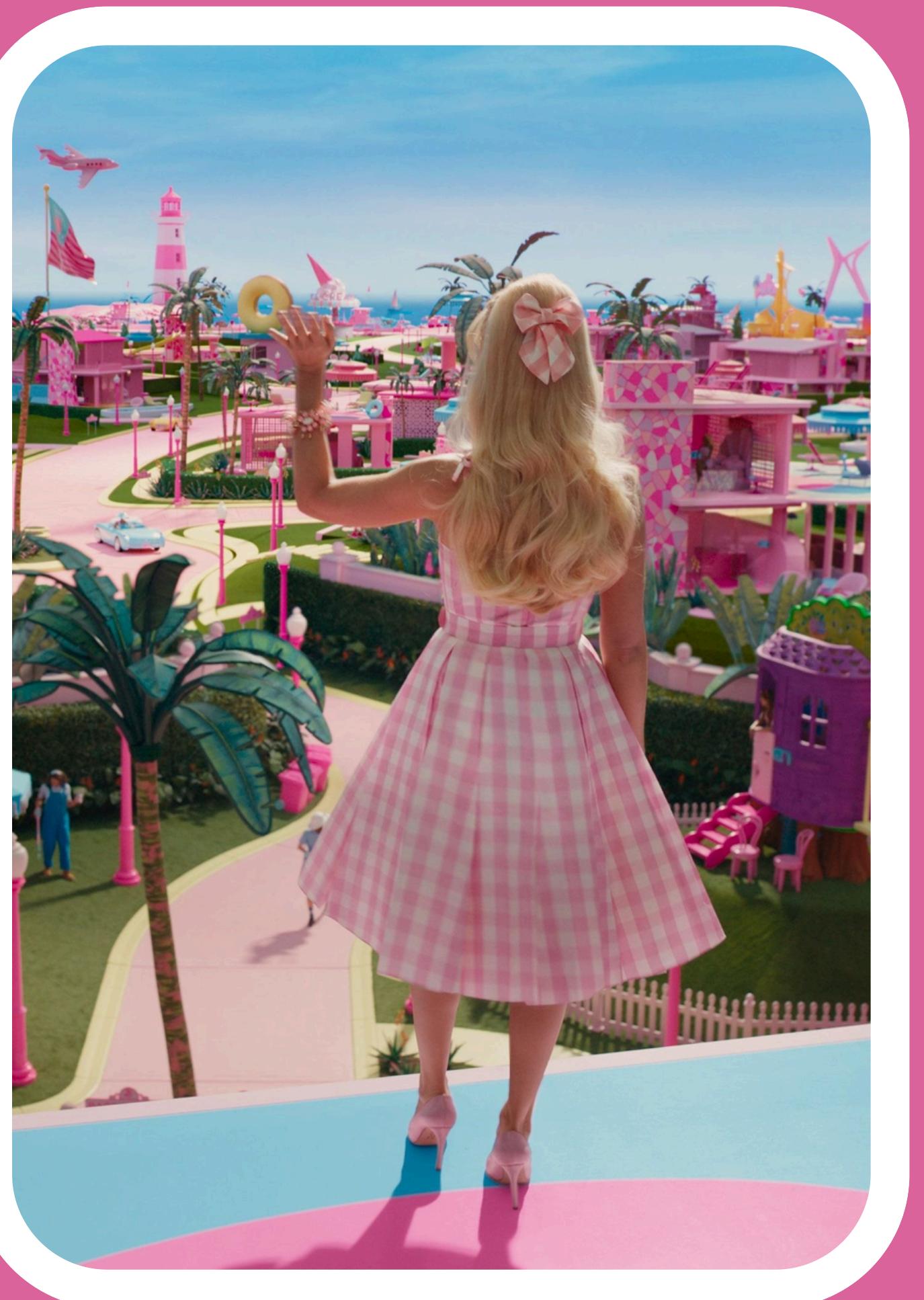
Hi Barbie!

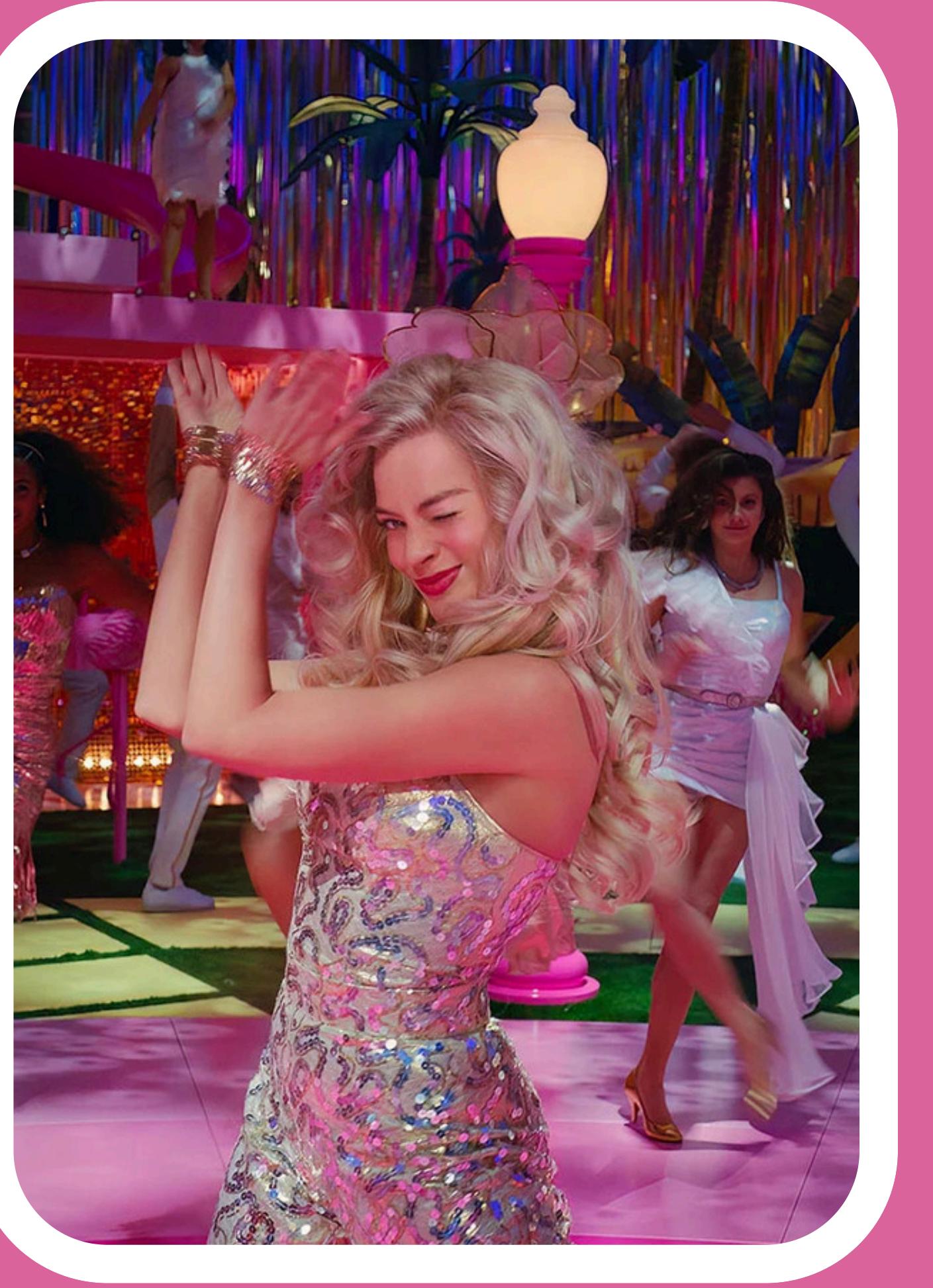
**ANALYSING THE COMMERCIAL SUCCESS OF
THE LIVE-ACTION BARBIE (2023)**

BY: MEHER SINGH

About the movie

Barbie is a 2023 fantasy comedy film directed by Greta Gerwig from a screenplay she wrote with Noah Baumbach. Based on the eponymous fashion dolls by Mattel, it was the first live-action Barbie film after numerous animated films and specials. Starring Margot Robbie as the title character and Ryan Gosling as Ken, the film follows them on a journey of self-discovery through Barbieland and the real world following an existential crisis. It is also a commentary regarding patriarchy and the effects of feminism. The supporting cast includes America Ferrera, Michael Cera, Kate McKinnon, Issa Rae, Rhea Perlman, and Will Ferrell.





Barbie at the Box Office

Barbie grossed **\$636.2 million** in the United States and Canada, and **\$809.4 million** in other territories, for a worldwide total of **\$1.446 billion**. This was described by Warner Bros. as "*reaching a Barbillion.*" Deadline Hollywood calculated the film's net profit as **\$421 million**, accounting for production budgets, marketing, talent participations, and other costs; box office grosses, television and streaming, and home media revenues placed it second on their list of 2023's "*Most Valuable Blockbusters*".

Question to analyse:

**What key factors led
to Barbie becoming a
Global Commercial
Success?**

Audience Reviews!

Database of 22 responses from Google Forms:

Timestamp	Email address	Name	Have you watched Barbie?	How did you find out about Barbie?	What Barbie marketing campaign(s) are you familiar with?	In terms of cinematography, how would you rate it?
26/09/2024 14:41:22	jsuhani826@gmail.com	Suhani Jain	Yes	Social Media, Conventional News (TV, News, Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Crocs x Barbie)		Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Crocs x Barbie
26/09/2024 14:46:39	simrankapoor212005@gmail.com	Simran Kapoor	Yes	Social Media	Barbenheimer	
26/09/2024 14:49:28	shreyawason6@gmail.com	Shreya Wason	Yes	Social Media	Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Crocs x Barbie	
26/09/2024 15:05:04	jainaditi.0062@gmail.com	Aditi Jain	Yes	Friends/Family	Barbenheimer, Crocs x Barbie	
26/09/2024 15:15:03	paavani1146@gmail.com	Paavani Kumar	No	Social Media	Barbenheimer, The pictures of the Barbie set, The	
26/09/2024 16:59:46	banisinghvasir@gmail.com	Bani Singh	Yes	Social Media, Friends/Family, Trailers	Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Trailers	
26/09/2024 17:17:57	sainastudies@gmail.com	Saina	Yes	Social Media, Conventional News (TV, News, Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Crocs x Barbie)		
26/09/2024 18:31:20	jasmira.singh07@gmail.com	Jasmira Divi Singh	Yes	Social Media, Friends/Family, Conventional News (TV, News, Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Crocs x Barbie)	Barbenheimer, The pictures of the Barbie set, The	
26/09/2024 18:47:10	xvrao@gmail.com	Mims	No	Social Media, Trailers	Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Trailers	
26/09/2024 19:26:42	sanchimalhotraa@gmail.com	Sanchi Malhotra	Yes	Social Media	Barbenheimer, Crocs x Barbie, The pictures of the	
26/09/2024 20:25:45	maanvi18.misb@gmail.com	Maanvi	Yes	Friends/Family	Barbie Dreamhouse (w/ Airbnb), The pictures of the	
26/09/2024 21:43:36	pmonishita@gmail.com	Monishita Pal	Yes	Social Media	Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Crocs x Barbie	
26/09/2024 21:47:49	jasleen0710@gmail.com	Jasleen Kaur	Yes	Social Media, Trailers	Barbenheimer, The pictures of the Barbie set, Trailers	
26/09/2024 22:19:00	sushmitabiswas.2020@gmail.com	Sushmita	Yes	Social Media	Barbenheimer, Barbie Dreamhouse (w/ Airbnb), Trailers	

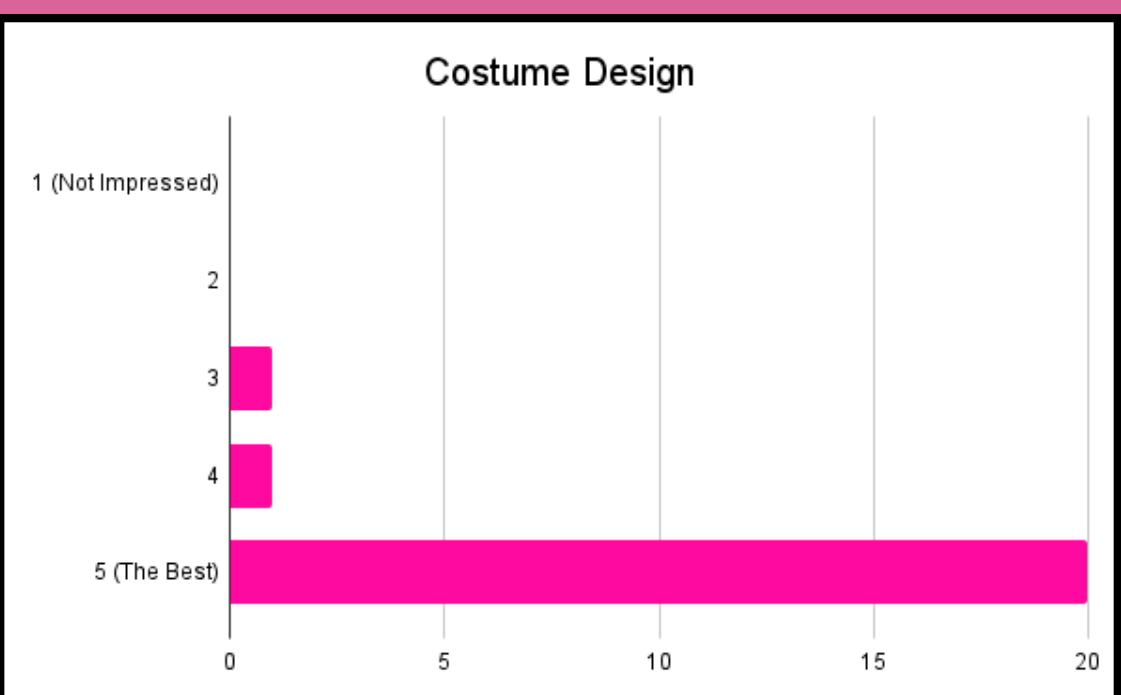
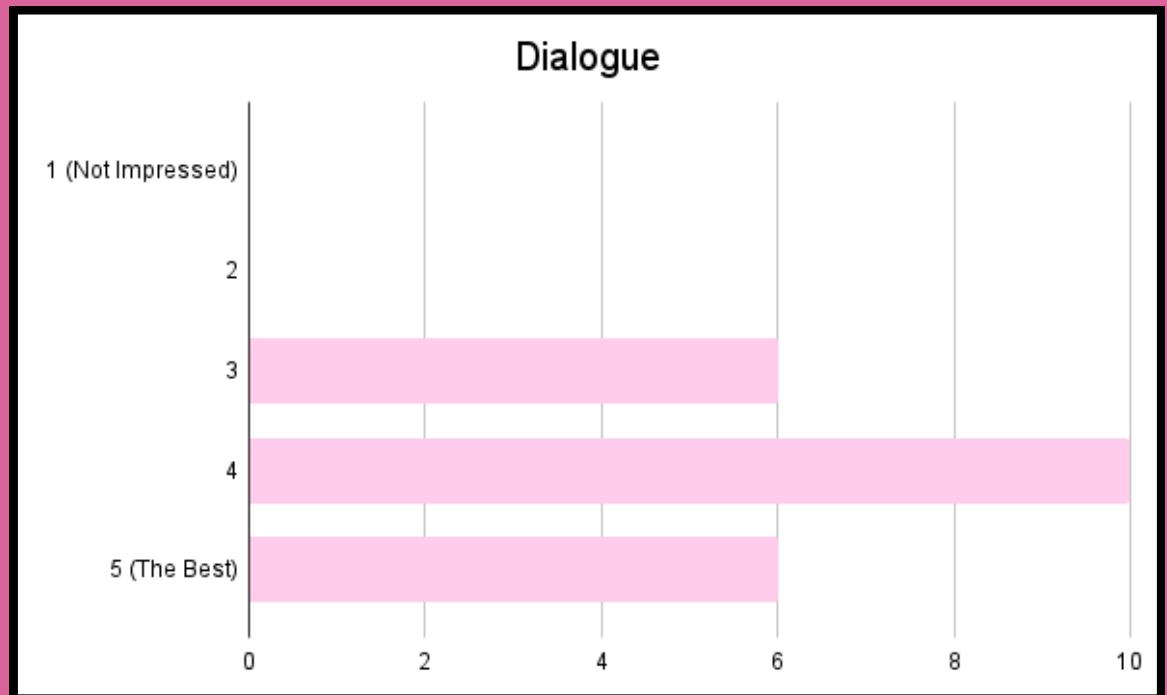
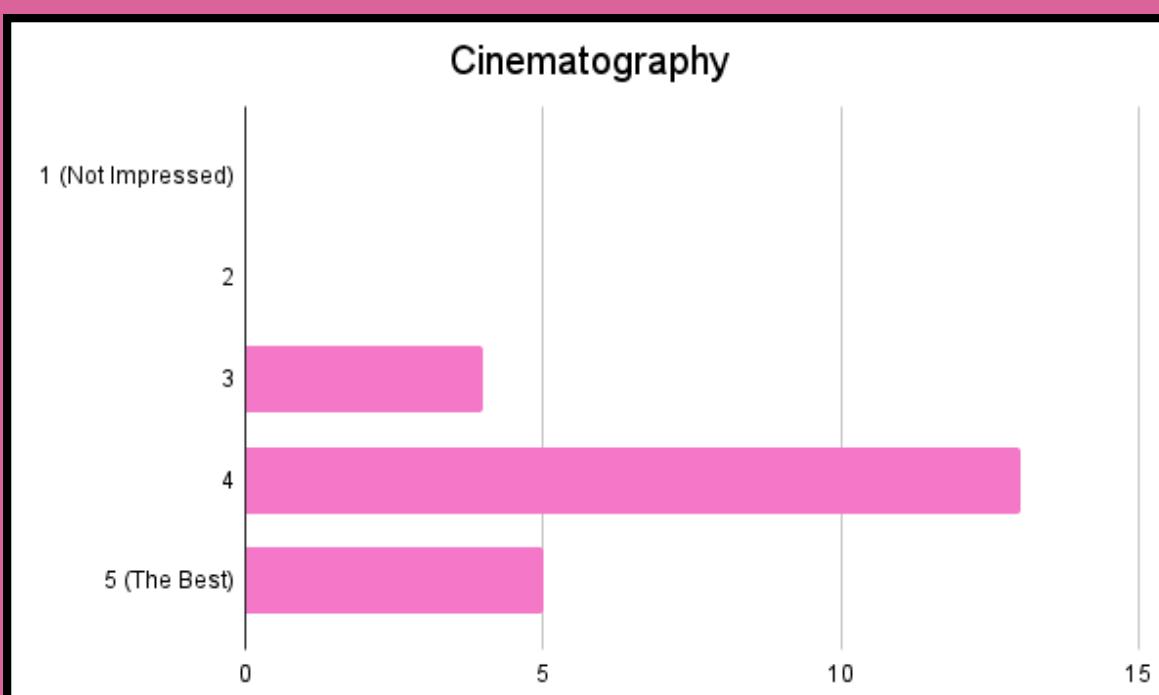


On a scale of 1-5, with 1 being ‘Not Impressed’ and 5 being ‘The Best’, responders rated:

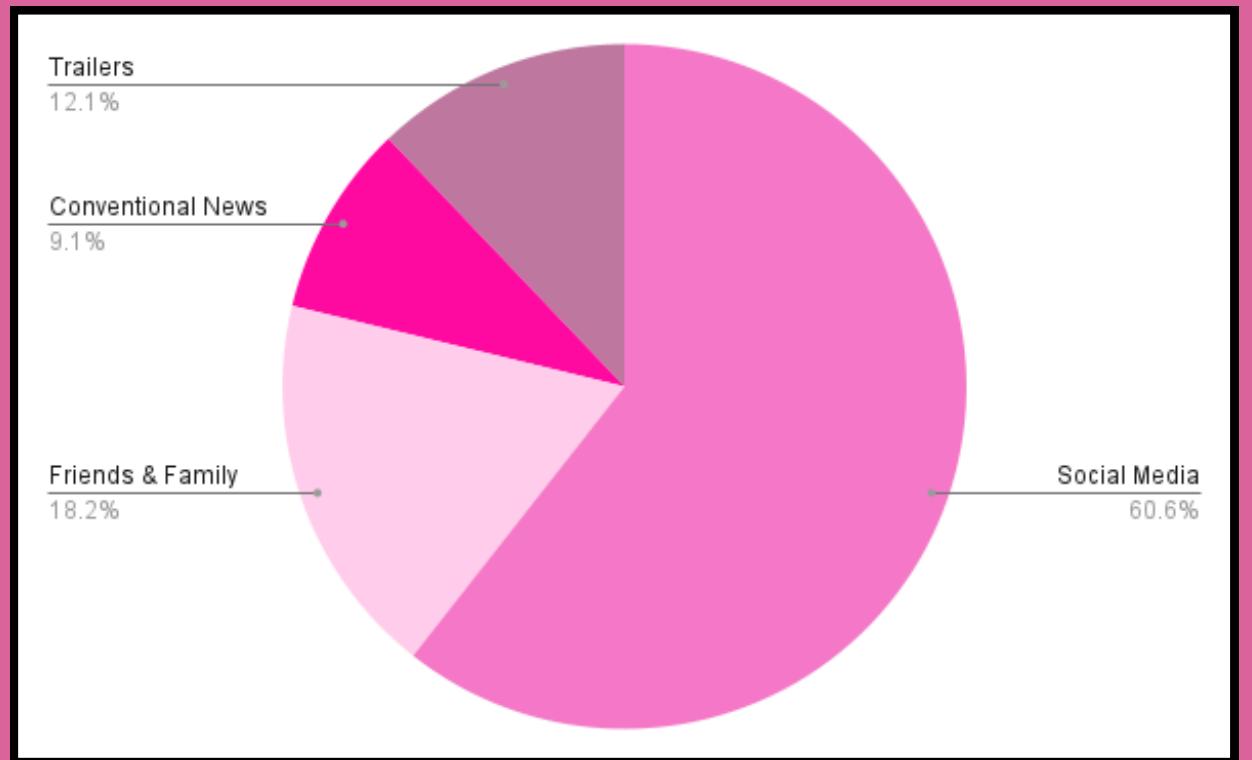
Cinematography

Dialogue

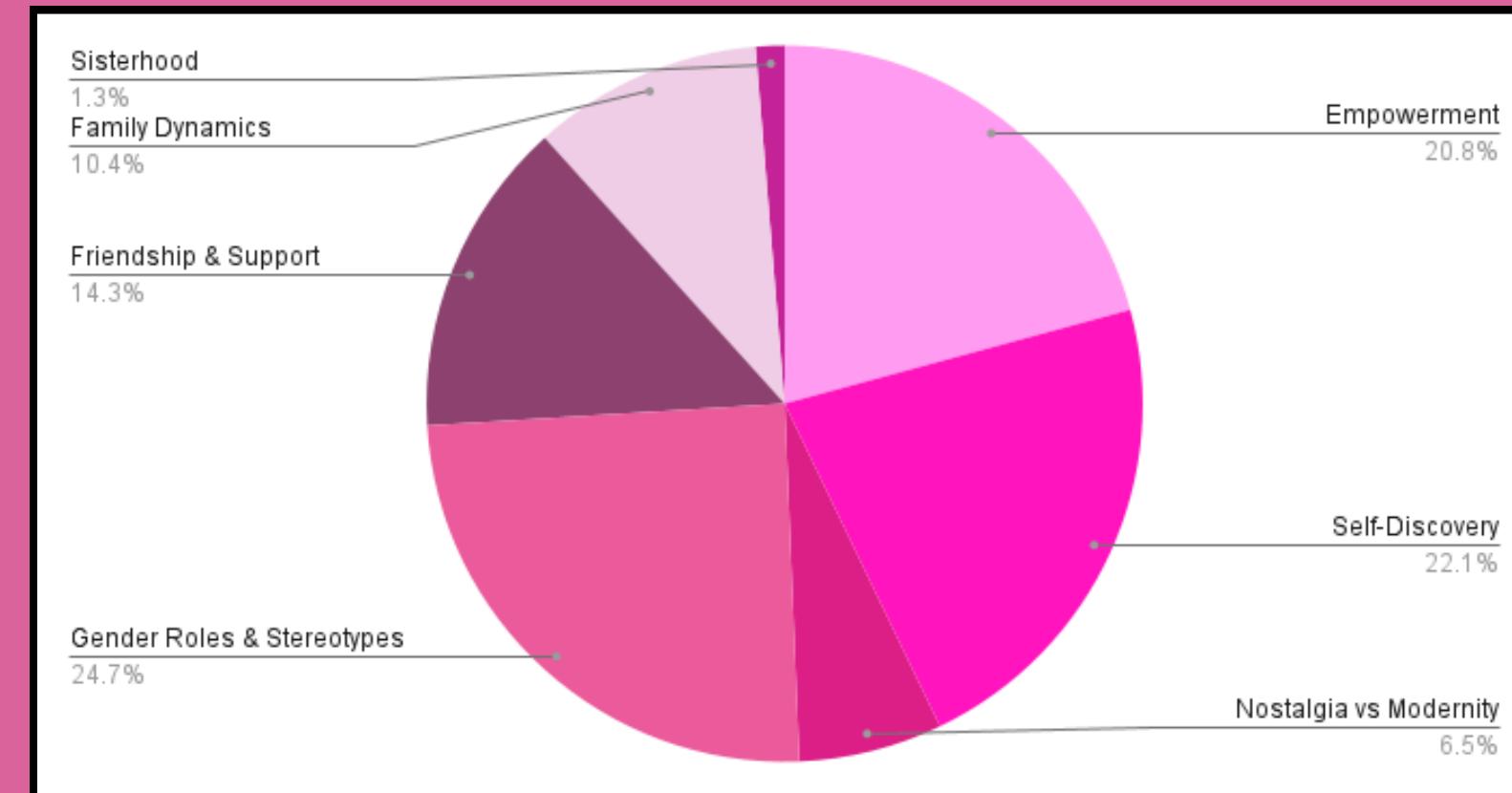
Costume Design



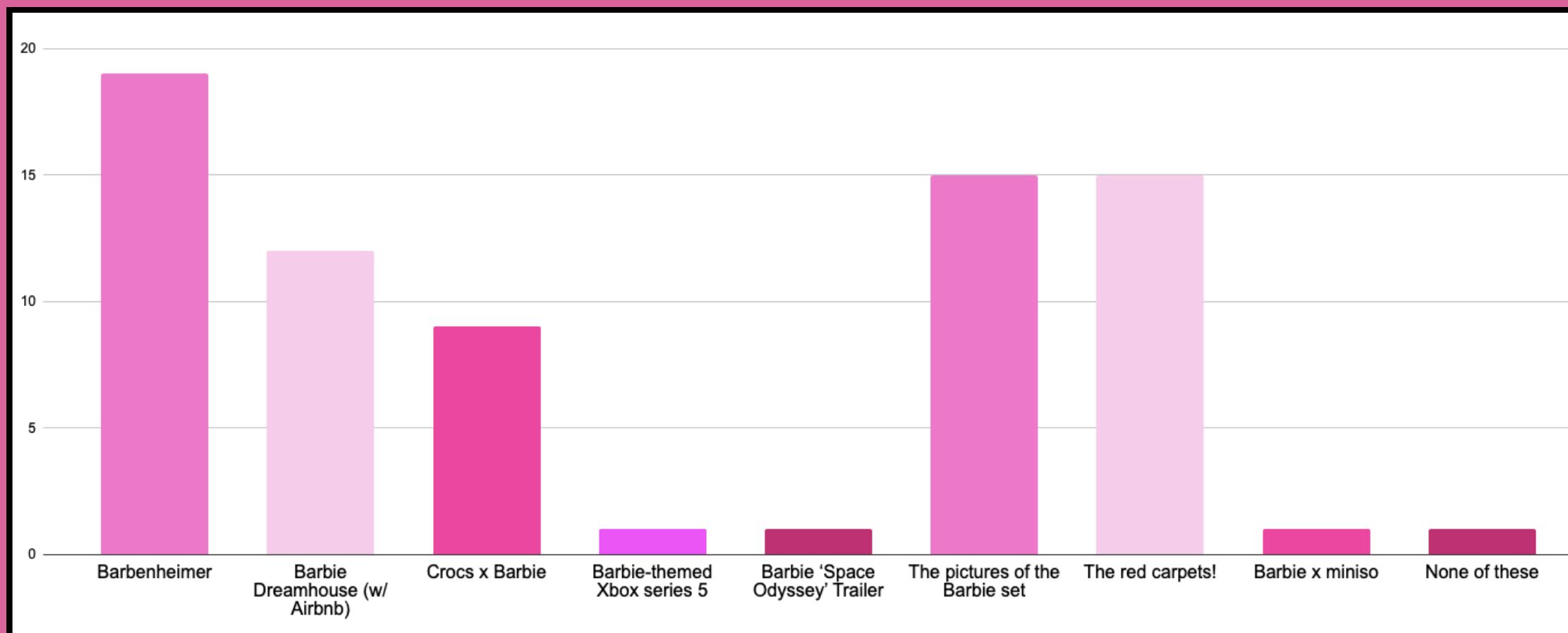
1. How did you find out about Barbie?



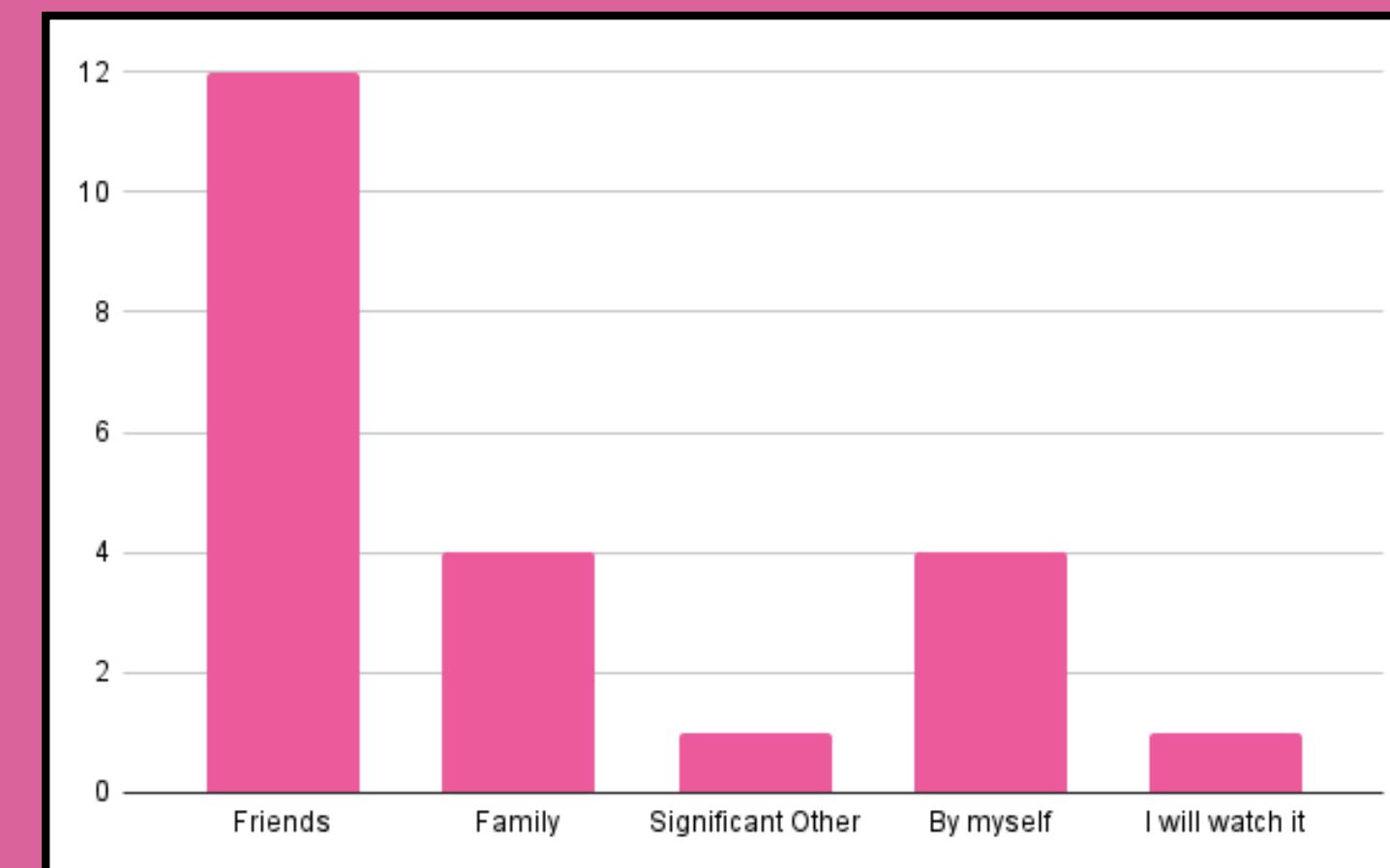
2. What themes from the movie did you resonate with most?



3. What Barbie marketing campaign are you aware of?



4. Whom did you go watch Barbie with?



Common answers for why responders liked the movie:

I liked the movie because of its satirical commentary on gender norms and stereotypes. It does a good job in striking a balance between light-hearted comedy and meaningful dialogue, making it an easy and accessible watch. The cinematography makes use of vibrant, bright colours, elaborate set designs and skilled actors which encapsulate the essence of the Barbie world and provides for a great sensory experience. Besides its fun elements, it also explores themes of self-discovery, appearances versus reality and the power of friendship which leaves viewers feeling that they took away something from the movie. Overall, it serves as a great watch for both; those who just want a visually striking and fun movie as well as those who want to reflect and ponder on its important themes.

Yes!!!! I loved the film. It had a very deep message whilst being entertaining. It showed the exploration of body image and its impact on self-esteem.

Yes! I absolutely LOVED the movie. It was such a perfect portrayal of the real world and I loved all the little details they used to show that Barbie is becoming part of the real world now and not just the Barbie world. This was such an emotional but fun movie at the same time, I cried and laughed all throughout it. Overall it was a great film and I'm so glad it was a success.

An entertaining and light-hearted commentary on gender roles and identity

Conclusion

The live-action Barbie film became a cultural phenomenon due to its smart blend of nostalgia, satire, and contemporary relevance. Its marketing campaign was a masterclass in creating buzz, from its vibrant pink branding to viral collaborations, ensuring the movie stayed in the spotlight. The star-studded cast, led by Margot Robbie and Ryan Gosling, and the direction of Greta Gerwig, added credibility and excitement. The film offered a refreshing feminist commentary while maintaining a lighthearted, fun tone, making it accessible to a broad audience. This perfect balance of nostalgia, humor, and thoughtful messaging turned Barbie into a cultural moment that resonated across generations.

Yes – classic toy/movie from my childhood so super high on the nostalgia meter. It was delightful, summery and overall an experience that extended beyond the screen. Teens, tweens, parents, women all showed up in pink to watch the movie which added to the charm + collective experience of watching it in the theatre.

Movie itself dealt with the realisation of growing up, harsh realities of the world we live in, so in that sense too it resonated, in an older coming of age way for all the people/women in their 20s who are becoming fully functioning adults.

Yes, I loved Barbie because it gives a sense of nostalgia from our childhood, has a feminist side and talks about empowering women. Also it gets emotional at a point so yeahh .. loved it 😍

Evoked a sense of nostalgia for the viewers ↗

yes, it was fun. much needed representation- resonated with multiple age groups plus I love Greta Gerwig.

Greta Gerwig ⓘ

Yes, my main reason to like the movie was the Ryan Gosling, the outfits and the sense of nostalgia it brought

The star cast and the director were appealing to the audience ↗

References & Citations

1. **Wikipedia :**
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2. **Variety :**
<https://variety.com/2023/film/box-office/barbie-marketing-campaign-explained-warner-bros-1235677922/>
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4. **Google Sheets for Database and Data Visualisation :**
https://docs.google.com/spreadsheets/d/18OpQRt8crJJ6i_YJ9N0tUX-jdBIUDYWUIAObLaPEZt4/edit?usp=sharing
5. **Canva for Presentation**

