

# How *Barbie The Movie* is winning at this marketing thing

By  Karabo Ledwaba

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Social media has been ablaze with support for Greta Gerwig's upcoming film *Barbie The Movie*. A key part of the excitement is because of the impeccable marketing that went into promoting the film which stars A-listers Margot Robbie and Ryan Gosling.



Margot Robbie is Barbie in the upcoming movie. Source: Barbie The Movie.

But even before the excitement of the movie took the world by storm, Barbie has always been a strong brand. The brand was created in [1959](#) and imploded into our cultural fabric.

Here are five ways *Barbie The Movie* marketing has impressed:

## 1. The Ultimate Malibu House

On Tuesday a hot pink mansion appeared in Los Angeles. The home hosted by Barbie's partner Ken, is available to rent on Airbnb.

“ you guessed it...the barbie malibu dreamhouse is back on airbnb—but this time, it's ken-ified 🎀🎀🎀🎀everyone in barbie land can request to book this stay on july 17 at 10am PT: <https://t.co/ux6FxeFkFb> [pic.twitter.com/MvCemFMjhU](https://t.co/ux6FxeFkFb)

— Airbnb (@Airbnb) [June 26, 2023](#) ”

## 2. Shoes!

What is Barbie without pink high heels? In collaboration with fashion brand Aldo, Barbie shoes will be available at selected stores. According to [reports](#) the shoes may cost as much as R2,500.

## 3. Rap Barbie Nicki Minaj

One of the songs that will be featured in the film is a remix of Aqua's *Barbie Girl* by Nicki Minaj and Ice Spice. The music video is already at 10 million views on YouTube.

## 4. Barbie filter

The Barbie marketing team came up with a template that allows fans to include themselves into the Barbie multiverse. *This Barbie* went viral due to its impressive organic marketing strategy.

## 5. Limited edition makeup

Nyx Cosmetics collaborated with Barbie to launch a limited-edition makeup line.

“ IT'S A BARBIE PARTY!! say helllooo to our limited edition [#NYXCosmeticsxBarbieTheMovie](#) collection. Barbie Mini Palettes - turn up the [#Kenergy](#) with 2 mini shadowpalettes ft. a collectible bb Butter Gloss charm. ☀️ Barbie Mini Cheek Palette - meet the mini cheek palette of... [pic.twitter.com/lhskOkDill](#) — NYX Pro Makeup US (@NYXCosmetics) [June 22, 2023](#) ”

The film will be screened from 21 July.

## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SIVag, Sowetan's lifestyle magazine. Contact her at [karabo@bizcommunity.com](mailto:karabo@bizcommunity.com)

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