

# **Example Organizational Campaign:** **Barbie X Frankies Bikinis**

By: Margaret Robertson

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## **Basis for the campaign**

Barbie is embarking on an exciting collaboration with Frankies Bikinis to create a stylish, comfortable, and body-inclusive swimwear line. This swimwear collection is designed to cater to individuals of all body types, offering sizes from XXS to XXXL. The collaboration aims to rekindle the nostalgia of women who once cherished their iconic Barbie dolls. Now, these women can embrace their Barbie-loving roots by donning swimwear from this unique collaboration. The objective is to infuse the original Barbie colors and styles with a contemporary twist, making them appealing to a more mature audience. This collaboration will recreate the first-ever Barbie bathing suit, transitioning it from doll-size to human-size.

In 1967, Barbie was famously seen in a strapless, striped black and white one-piece swimsuit. This iconic style is being brought back to life, evoking waves of nostalgia among older generations.

In addition to the Frankies Bikinis collaboration, Barbie is also introducing a brand extension with her own sunscreen product, "Beach Barbie," boasting an SPF of 30. The aim is not only to protect the skin but also to provide a sheer, natural glow.

The Barbie x Frankies Bikinis collaboration and the Beach Barbie SPF brand extension will play a pivotal role in rejuvenating the Barbie brand. In the past, Barbie has faced criticism for promoting unrealistic body standards. By collaborating with a swimwear line that promotes inclusivity, the brand is undergoing a refreshing transformation, opening up dialogues about authenticity. Furthermore, sunscreen has become a sought-after product as people increasingly prioritize sun protection to prevent aging, wrinkles, and skin cancer. Beach Barbie is a fun, upbeat product that will appeal to individuals of all ages, encouraging them to protect their skin while achieving a desired natural glow. These campaigns align with the summer theme, making them timely and appealing.

## **Planning for the Campaign**

The primary goal of both campaigns is to instill intrinsic confidence in individuals and promote inclusive representation. Given that young women are the target audience for these collaborations, the campaign's timing is crucial. The announcement of the campaign will take place on February 13th, which is National Love Yourself Day. This strategic choice aims to resonate with young women who often compare themselves to what they see on their devices. Both campaigns are designed to include products and services that cater to women of all races, shapes, and sizes.

Following the campaign announcement on February 13th, Barbie will continue engaging with their #barbiefam through continuous social media posts. In addition to original posts, Barbie will utilize reels and create content for 24-hour stories to maintain customer interest and attract

potential new customers. A Q&A feature will also be introduced to allow customers to ask questions and provide feedback, receiving live responses and interactions with a member of the Barbie team. This feature will remain available to Barbie customers even after the campaign concludes as part of the new hashtag incorporated by Barbie, #barbiefam.

Incorporating #barbiefam as a way to interact with customers and make them feel like a part of the Barbie family is a significant addition to the campaign. The hashtag will be included in every social media post to enhance engagement and connect with the target audience.

Another crucial aspect of the campaign is the affordability of the products and services. The target demographic consists of young individuals who are price-conscious. Collaborating with like-minded companies that understand the goal of providing affordable products is vital. By offering reasonable prices, Barbie aims to increase revenue and attract new customers.

Financially, the goal is to keep the campaign costs minimal. This will be achieved by utilizing post boosting on social media platforms such as Instagram and Facebook. These boosted posts can be cost-effective, depending on the target audience size. The budget for these campaigns, including production costs, should not exceed \$10,000, staying within the recommended marketing budget of 5%-10% of annual revenue. Staying within this budget will allow the company to allocate more resources to future campaigns following the success of the current ones.

Metrics of success for both campaigns include increased sales, an uptick in followers, increased website traffic, and conversion rates. Hootsuite Analytics will be employed to track social media analytics, providing valuable insights into campaign performance, strengths, and weaknesses. These insights will inform future campaigns and contribute to overall organizational improvement.

## **SWOT Analysis:**

### **Strengths:**

- Targeting a growing market of young women with a nostalgic connection to Barbie.
- Affordable pricing for products.
- Collaboration with a well-known swimwear brand.
- Introduction of a new skincare product.
- Inclusive sizing in swimwear.

### **Weaknesses:**

- May not appeal to older generations.
- Possible body image concerns regarding swimwear.
- Competition from other swimwear brands.

- Uncertainty due to the impact of COVID-19 on outdoor activities.

### **Opportunities:**

- Collaborations with other brands and celebrities.
- Expansion into makeup products through partnerships.
- Leveraging the popularity of influencers for promotion.

### **Threats:**

- Competition from other swimwear lines.
- Changing consumer preferences.
- Economic downturn affecting consumer spending.

#### 1) Target Audience:

- The primary target audience for the Barbie x Frankies Bikinis collaboration and Beach Barbie SPF brand extension includes women in their 20s to 30s who have a nostalgic connection to Barbie. This demographic resonates with the nostalgia aspect of the campaign and is likely to be interested in the products offered.

#### 2) Objectives:

- Gauge consumer excitement and participation through surveys and interviews.
- Measure customer satisfaction with products through feedback and surveys.
- Establish a physical presence with a pop-up store to generate sales data.
- Strategies and Tactics:
  - Implement interactive marketing with coupons and discounts for first-time customers.
  - Collaborate with influencers for content marketing and promotion on social media.
  - Utilize email marketing to keep customers informed about sales and new products.

#### 3) Budgeting:

- Maintain a budget of approximately \$10,000 for both campaigns, including production costs.
- Use cost-effective post boosting on social media platforms.

#### 4) Evaluation of Campaign:

- Conduct emotional and physiological reaction tests to gauge customer interest and satisfaction.
- Analyze website metrics, including clicks, duration of visits, and engagement.
- Use Hootsuite Analytics to track social media performance and gather insights for future campaigns.

### **Advertising**

- Utilize television commercials with an upbeat and fun tone, airing during late afternoon and evening.
- Post periodic social media updates on platforms like Instagram, TikTok, and Twitter.
- Place colorful and attention-grabbing ad banners and widgets on websites frequented by the target audience.
- Implement product placement in popular shows like Outer Banks.

### **Public Relations**

- Address past mistakes and changes in a promotional video featuring real women from diverse backgrounds.
- Maintain open and truthful communication with internal stakeholders.
- Collaborate with Cosmopolitan Magazine for a news release to gain national attention and trust.
- Send PR packages to influencers for reviews and promotion.

### **Marketing Factors**

- Inclusive sizing, affordable pricing, and seasonality are crucial factors in the success of the campaign.
- The emphasis on skincare aligns with current consumer trends.
- Leveraging nostalgia and targeting a younger demographic is a strategic choice.

By carefully planning and executing these campaigns, Barbie aims to rejuvenate its brand, promote inclusivity, and cater to the evolving preferences of its target audience. The combination of a trendy swimwear collaboration and a skincare brand extension provides opportunities for growth and success in the market.