

ROUND 25

# Come on, Barbie, Let's Go Party . . . With Every Brand

Source: Fast Company

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# 1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [A Moot Point](#)

- Definition
- Example

QR코드를 통해 a moot point  
의 설명 영상을 보실 수 있습니다.



1. **Frenzy** (noun) - A state or period of uncontrolled excitement or wild behavior.

ex) The set photos of the Barbie movie sparked a pink-hued **frenzy** among fans eagerly anticipating its release."

"A gradual, consistent marketing drum beat has been building up to the film based on Mattel's century-old doll brand since set photos were revealed last summer sparking a pink-hued **frenzy**."

2. **Tie-in** (noun) - a connection or association between two or more things, often for promotional purposes.

ex) In 1998 regulations were introduced banning **tie-ins** between holiday offers and travel insurance.

"The Dreamhouse Airbnb is on its own, a very impressive flex, but what makes this borderline unprecedented is the **sheer scale and scope** of all the other brand tie-ins this film is balancing."

3. **Absurdity** (noun) - the quality or state of being ridiculous, illogical, or nonsensical.

ex) Mattel and Warner Brothers embraced the **absurdity** of making a Barbie movie and turned it into a marketing success."

"Both Mattel and Warner Brothers must know how ridiculous a Barbie movie sounds but have chosen to lean into that **absurdity** in a way that only a hundred million dollar film budget and global brand awareness can do."

4. **Cynic** (noun) - a person who believes that people are motivated purely by self-interest and are skeptical of the sincerity or goodness of others.

ex) The Barbie movie aims to surprise **cynics** who doubt its potential by delivering an unprecedented entertainment experience."

"It's able to scale across just about every product category imaginable in order to delight fans and surprise **cynics** in an unprecedented way."

5. **Wizardry** (noun) - exceptional skill or expertise in a particular activity or field, often with a touch of magic or enchantment.

ex) The Barbie movie combines the product tie-in power of successful franchises like 'Stranger Things' and 'Black Panther' with the added magic of pink **wizardry**."

"It's taking the product tie-in power of "Stranger Things" or "Black Panther" combined with the established brand power of "The Lego Movie" all with the added magic of untold levels of pink **wizardry**."

## 2. Listening Drill

The movie is the product. The products are the movie. Is "Barbie" setting a new movie marketing standard? I'm Jeff Beer, and this is Fast Company's "Brand Hit or Miss of the Week."

This week we have a hit and it goes to "Barbie." A gradual, consistent **marketing drum beat** has been building up to the film based on Mattel's century-old doll brand since set photos were revealed last summer **sparkling** a pink-hued frenzy.

Then there was the viral film poster campaign and the first trailer which all **kept the enthusiasm burning bright**. But this week the film's marketers unveiled a new Malibu Barbie DreamHouse as a real-life Airbnb listing.

The one-night stays **go up for grabs** on July 17th and the house includes a huge pool, ocean views, a dance floor, Ken's wardrobe, and more.

Also, it's insanely pink. **To mark the occasion**, Airbnb is actually making a one-time donation to Save the Children, an organization that provides learning resources and support to children, families, and communities around the world.

The Dreamhouse Airbnb is on its own, a very impressive flex, but what makes this borderline unprecedented is the **sheer scale and scope** of all the other brand tie-ins this film is balancing.

Let's just take a scroll down movie tie-in lane. There's the Xbox Console revealed last week, the Barbie Dream Car in "Forza Horizon 5," ALDO Shoes, a Progressive Insurance ad, a Ruggable collection, Pinkberry, Homesick Candles, Forever 21, various makeup and beauty collabs, Impala Skate roller blades, Dragon Glassware, a Hot Wheels car, the Gap and Target have apparel collabs, there's a boat cruise in Boston, Moon Oral toothbrushes and toothpaste, luggage from Beis Travel, Margot Robbie gave "Architectural Digest" a tour of the Barbie DreamHome, and there's undoubtedly more brand tie-ins to come.

This is what happens when a **global heritage brand** creates pop culture and all the marketing around it. Both Mattel and Warner Brothers must know how ridiculous a Barbie movie sounds but have chosen to **lean into** that absurdity **in a way that** only a hundred million dollar film budget and global brand awareness can do.

It's not trying to be something it's not. In fact, the brand is **so in tune** to who it is, it's able to scale across just about every product category imaginable in order to delight fans and surprise cynics in an unprecedented way.

It's taking the product tie-in power of "Stranger Things" or "Black Panther" combined with the established brand power of "The Lego Movie" all with the added magic of untold levels of pink wizardry.

The film isn't even out yet and it's already convincing everybody that maybe, life in plastic is in fact fantastic. That's it for this week. Thanks for watching.

### 3. Summary

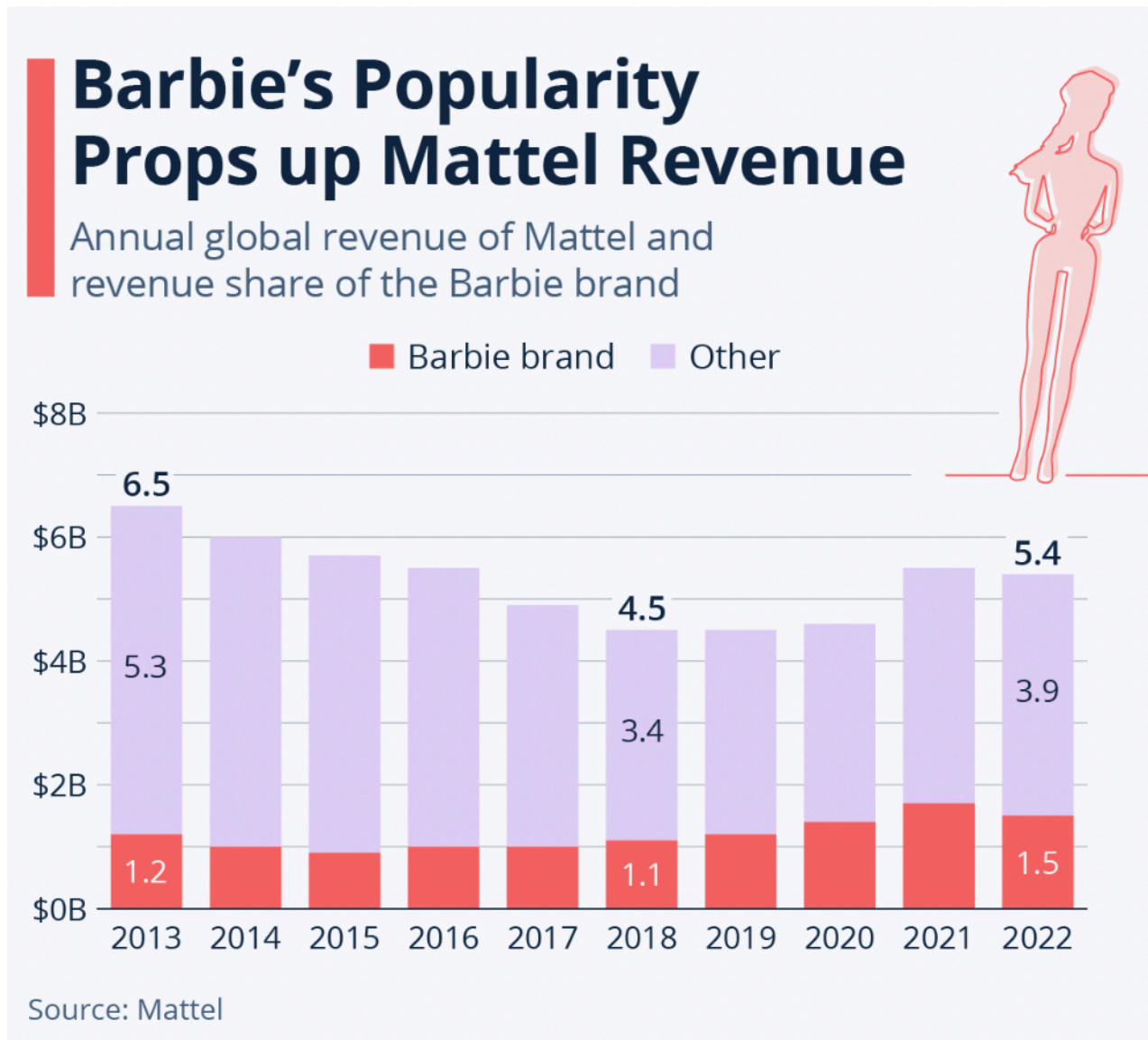
Summarize what you have seen/heard in two or three sentences

**Tip.**

Answer the questions using vocabularies that you learned in the vocabulary section.

### 4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.



# Barbie's Popularity Props up Mattel Revenue

by [Florian Zandt](#), Apr 26, 2023

Since the toy doll's first iteration in 1959, Barbie turned into a universal blueprint for a popular and well-marketed toy that left an indelible mark in popular culture over the past decades. Apart from influencing other media, its manufacturer Mattel also created an enormous multimedia franchise encompassing books, comics, video games, [TV shows and movies](#).

On July 21, the iconic doll will get its first live-action adaptation helmed by director Greta Gerwig, starring Ryan Gosling as Barbie's partner Ken and Margot Robbie as the titular heroine. While the impact on Mattel's revenue is yet to be determined, the Barbie brand remained a constant in the company's turbulent last decade.

As our chart shows, the toy maker's revenue sharply declined from 2013 onwards, dropping from a worldwide total of \$6.5 billion in net sales to \$4.5 billion in 2018. While the pandemic years helped the company bounce back, it is still some ways off from its former glory days. The [Barbie](#) brand, on the other hand, managed to hover around the one billion mark until 2018, when sales began taking off again. 2021 marked the highest net sales value since 2013, with Barbie brand revenue hitting \$1.7 billion worldwide.

According to our Statista Market Insights, dolls and stuffed toys will generate an estimated \$55.7 billion worldwide in 2023. The biggest markets for this segment will be China, India and the United States with revenues of \$12.4 billion, \$7.9 billion and \$6 billion, respectively.

## Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.*

### Easy

1. As an adult, do you still engage in playing with toys or collecting them? How do you think this hobby contributes to your overall well-being and happiness?

2. Will the movie "Barbie Dreamhouse" be successful in South Korea? Discuss the potential challenges and opportunities the film may face in the Korean market, considering cultural preferences, consumer trends, and the influence of existing local entertainment industry.

### Average

1. Are there any domestic brands in Korea that would be a good fit for a tie-in with the "Dreamhouse" concept? Discuss potential collaborations and the benefits that such partnerships could bring in terms of brand exposure and customer engagement.

## 5. Discussion Questions

*Let's begin at the easy category. You are expected to have prepared your answers already before the class begins*

### Average

2. "It's not trying to be something it's not." What do you think this statement means in the context of the Barbie movie and its marketing?

### Difficult

1. How do you think the use of various brand tie-ins in the Barbie movie affects its overall appeal and success? Can you think of any potential drawbacks or risks associated with this approach?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply  
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply  
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state  
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.  
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change  
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably  
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize  
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase  
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease  
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline  
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level  
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity  
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate  
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate  
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend  
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue  
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%  
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish  
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend  
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change  
The number of subscribers **hit a plateau** and remained steady for several months.