

INSIGHTS & STRATEGIC THINKING:

Barbie is the no.1 selling Doll Brand in the world and our goal was to reaffirm Barbie's leadership and appeal by increasing engagement and brand recognition metrics, leading to more demand from Girls aged 6-9. Mattel's purpose is to 'empower the next generation to explore the wonder of childhood and reach their full potential'. Through our proprietary 'Kids Connections' research panel, we conducted in depth analysis of the Kids mindset, motivations and media landscape, before arriving at our idea to create an immersive Metaverse experience, specifically in Roblox, to deliver our objectives and purpose.

Roblox is the biggest gaming experience in the world for children, where users can play and create their own games, whilst chatting to others online. They have *70 million daily active users globally, half of which are under the age of 13. Roblox has delivered a 30% player increase since 2021 and was ranked by 'Kid Knows Best', the leading Kids insights agency, as the top gaming platform for girls aged 6-9. Aligned with our own 'Kids Connections' findings that young girls favoured imaginative play and storytelling, a Roblox immersive experience presented an ideal opportunity for Barbie.



PLANNING & INNOVATION:

We partnered with SuperBiz, the world's leading game and experience developer in the Metaverse, to create the most engaging Barbie experience. To kick off the campaign, we launched video DOOH ads, designed to pique girls' interests. We then introduced custom 3D characters that enabled girls to discover Barbie through a memorable play experience.

Both the Video DOOH and the 3D characters were Media Firsts in the UK.

Marking Barbie Dreamhouse's 60th anniversary, we also introduced a virtual Dreamhouse playset, creating a first of its kind immersive party experience.

EFFECTIVENESS & RESULTS:

The Barbie and Roblox collaboration achieved immense success, engaging **2.7 million** young girls in the UK. The campaign saw a cumulative dwell time of 28,004,038 seconds, equivalent to 30 days. Our media first in-game video DOOH ads and 3D characters outperformed, achieving high dwell times with an average of 15-seconds surpassing 10-seconds benchmark, while 3D characters boasted an impressive **15% engagement rate**. The Barbie Dreamhouse portal also exceeded expectations delivering a total of 51,529 teleports (47,004 forecasted) and a **32% conversion rate** (impressions to portal entries).

A brand study run during the campaign revealed young girls were **88% more likely** to want to play with Barbie' and **80% more likely** to desire a Barbie toy as a present.

Econometrics validated a **£3.20 ROAS** overall across all formats for the campaign, with the best performing format being the 3D characters reaching up to **£3.90 ROAS**.

FUTURE COLLABORATION:

The Roblox campaign significantly outperformed our brand engagement and uplift objectives. As a result, we have expanded the use of these formats within Roblox across the Mattel' Hot Wheels brand, for Boys aged 3-5, with similar results.

As for Barbie, in Q2 2024, we will be shifting from the Dream House portal to an innovative Fashion Closet experience, made famous by the now iconic movie.