

Barbie image



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Image

general impression that a person or an organization gives to the public

- ✓ Personal
- ✓ Corporate
- ✓ International



Public perception

Barbie's story

1950s – appearance in the USA

1964 – Mattel bought out a right for a doll



1st Barbie



Task: “to change the image”

Barbie

- ✓ beautiful
- ✓ rich
- ✓ beauty icon
- ✓ successful
- ✓ careless
- ✓ silly
- ✓ dream of every girl



Barbie

- ✓ beautiful
- ✓ rich
- ✓ successful
- ✓ hardworking
- ✓ intelligent
- ✓ affordable
- ✓ sporty
- ✓ smart

Problem: “Body proportions”

Good for play, not good for life

Solution

Make several popular-scientific projects:

- TV show
- Magazine articles
- Radio program

revealing nonexistence of an alive person with Barbie’s proportions

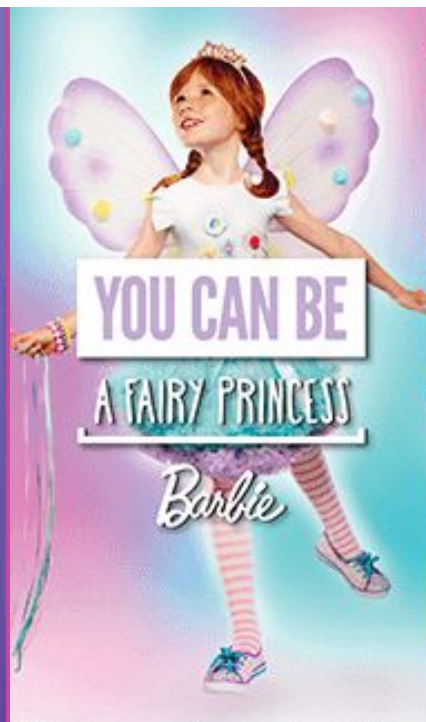




Problem: “Body proportions”

Solution

Attraction of teenager models in advertisements





Misty Copeland, American Ballet Theatre

Problem: “Body proportions”

Solution

Younger sister with normal proportions



Problem: "Body proportions"

Solution

Barbie is sporty

Barbie is hardworking



Lau

Problem: «Barbie is the symbol of prosperity»



1

*Barbie is
filthy rich*

2

*Barbie is
pricy*

Problem: «Barbie is filthy rich»

- The idea contradicts the official image.

Solution

Barbie should be:

- ❖ hard-working
- ❖ ambitious
- ❖ self-made



Problem: «Barbie is filthy rich»

*Barbie is an example
to follow, not a reason
to envy!*



Problem: «Barbie is pricy»



Barbie is affordable



Problem: «Barbie is silly»



Barbie
→
is smart



Problem: «Barbie is too feminine» - 1st
solution

*Barbie is for gender
equality*



Problem: «Barbie is too feminine» - 2nd solution

You can be as beautiful as a Barbie!



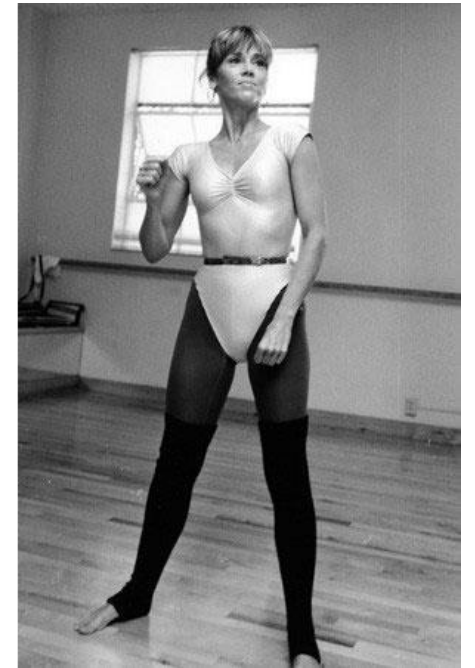
Kids' cosmetics



Do sport with Barbie – TV show



Real model



Barbie gives opportunities to choose

Barbie's New Persona

Resilient and hardworking

Interested in all aspects of culture, not just fashion

A tool for social and emotional development

Has real struggles and fears



Fails but always gets up and tries again

Compassionate and empathetic

Brave

At the forefront of cultural conversations

YOU CAN BE ANYTHING

Barbie