

Barbie



Barbie

Bus drives social for Barbie

As part of a huge marketing campaign to turn London pink for the launch of Barbie, a fleet of Global Barbie buses took over the streets driving engagement on social.

Format



Audience

All adults

Category

Film

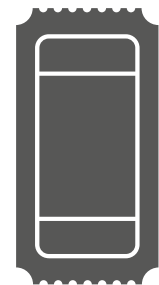
Brand

Warner Brothers



Barbie

The brief



Make the movie a must-see cinematic appointment



Bring the feel-good factor to the public



Encourage the audience to interact with a world they've never seen before



Cut through the summer blockbuster noise with iconic colour





The Solution

The campaign ran across National Bus T-sides, London Underground 6 Sheets, Roadside Static and Back Lit 96 Sheets – plus dominating The Premiere screens in Leicester Square for the UK Premiere.

Global's creative solutions team created five pink glittery NRM Buses that took over the streets of London. We brought a Warner Brothers brand extension to life with PROPERCORN buses leaving fans ready to watch the Barbie release with bag of PROPERCORN in hand.



This **Barbie** The Movie looks like a snack. In Cinemas July 21

PROPER x Barbie The Movie

SWEET Popcorn 94 kcal per serve

LT963

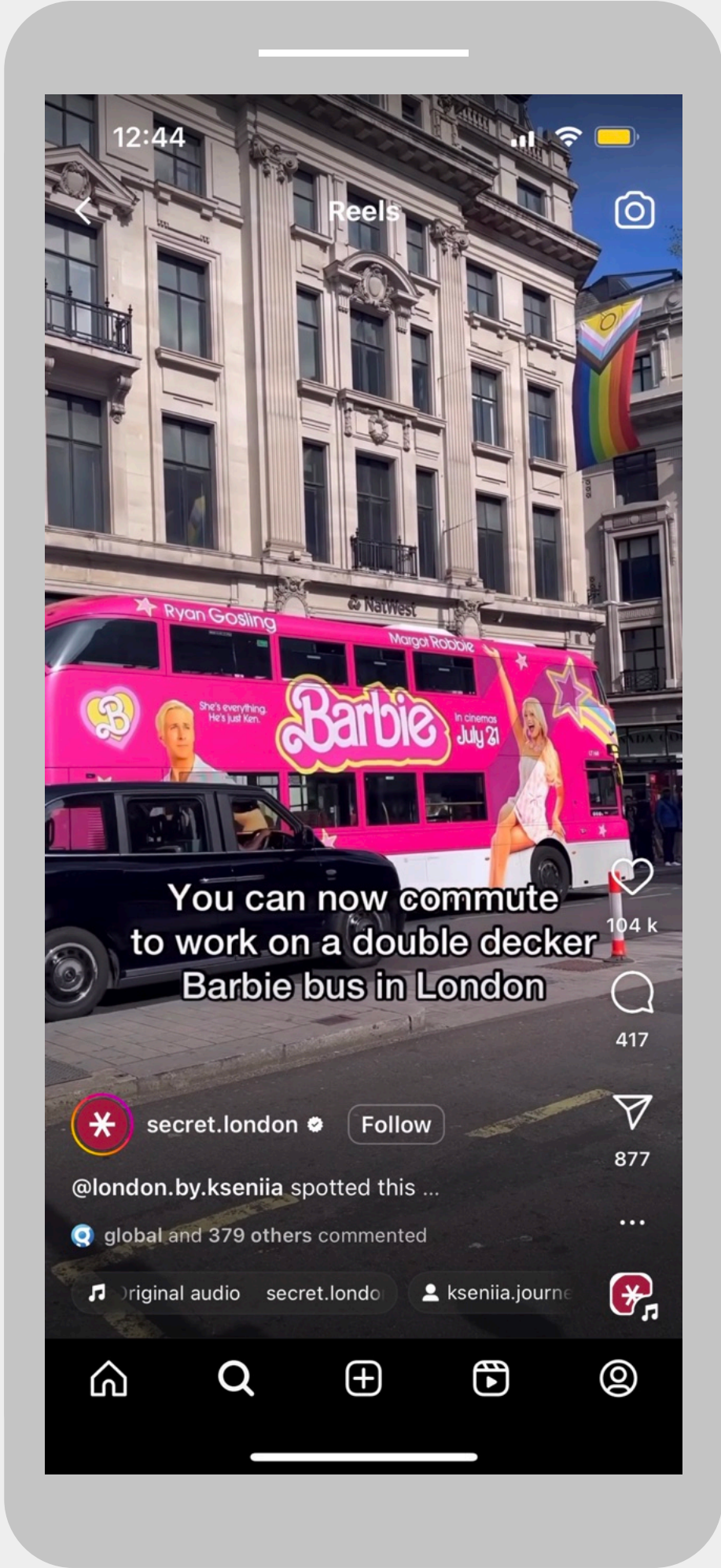
The City
KILM
45





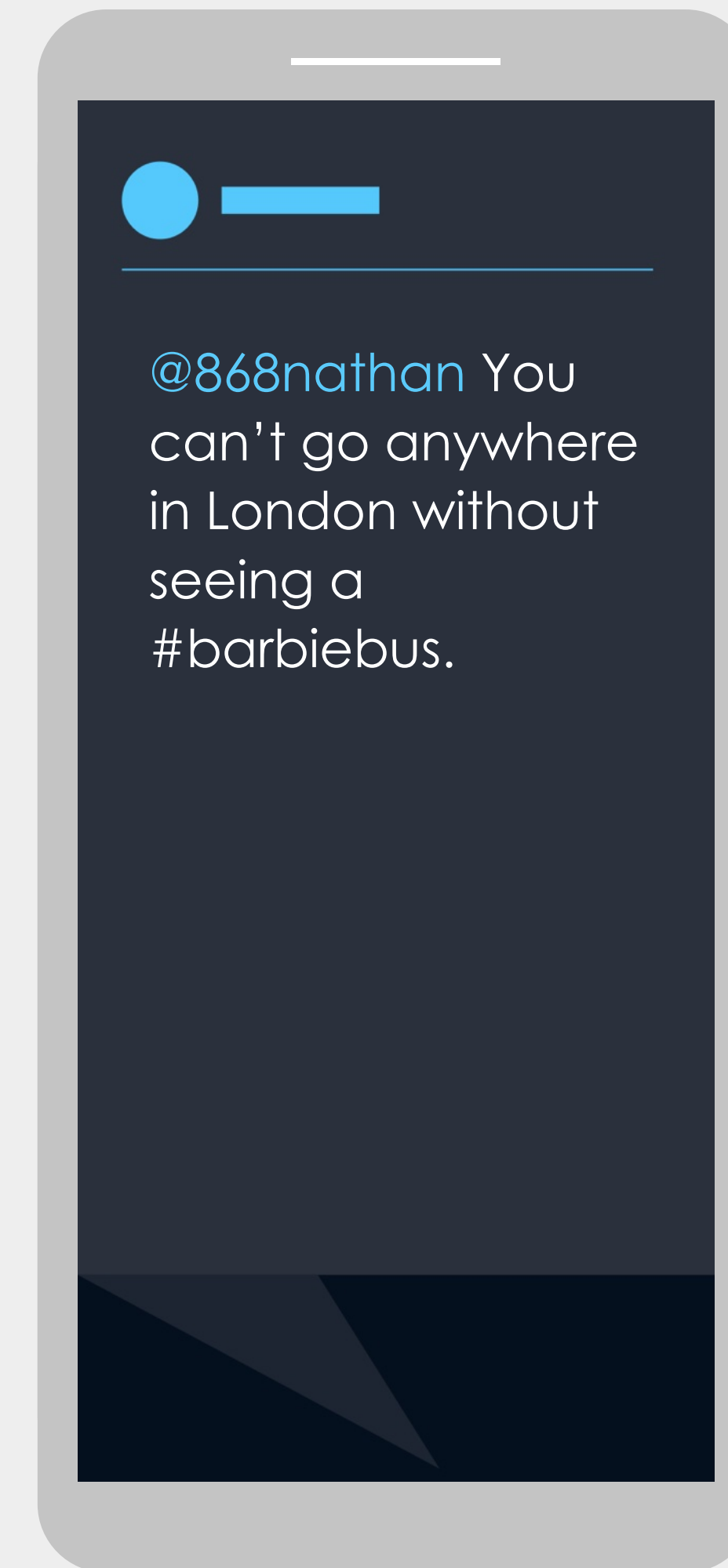
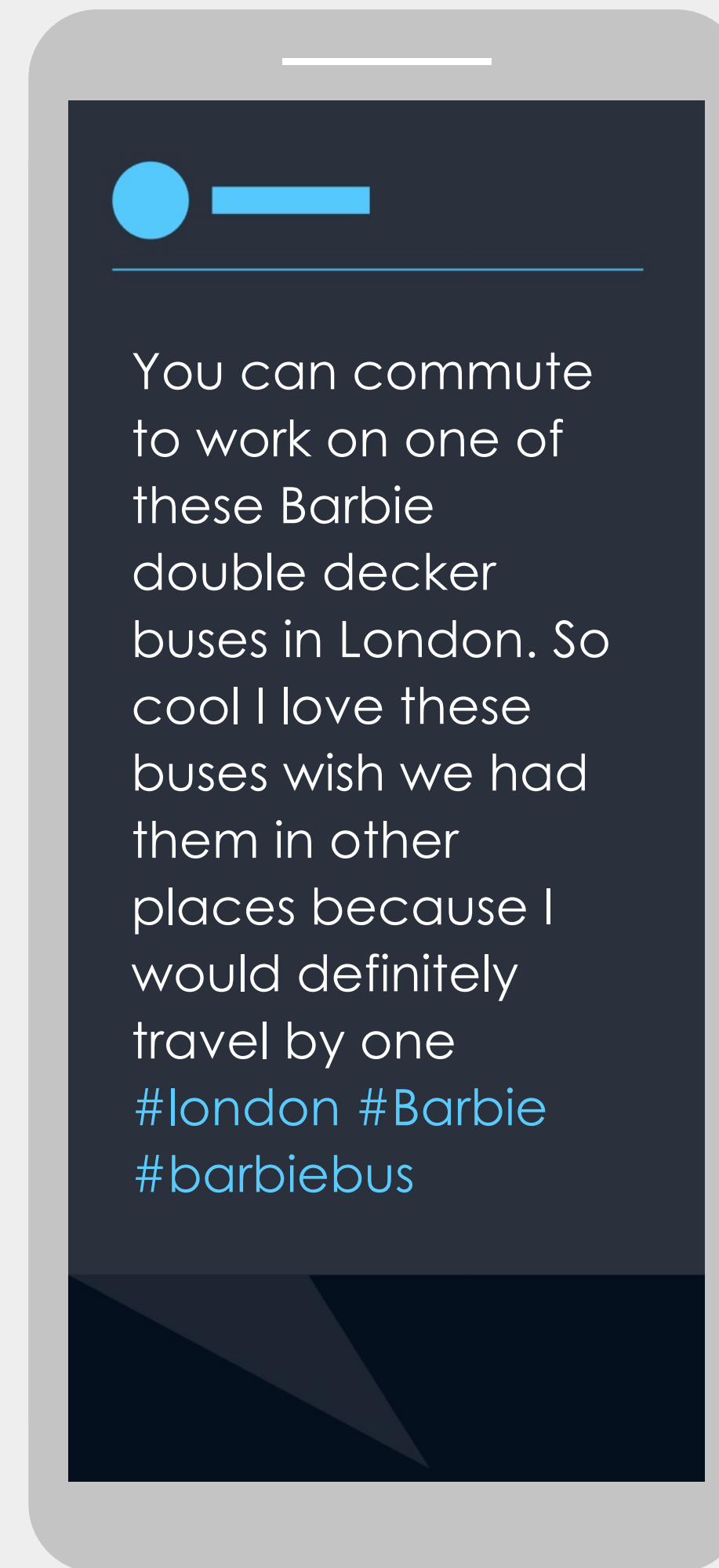
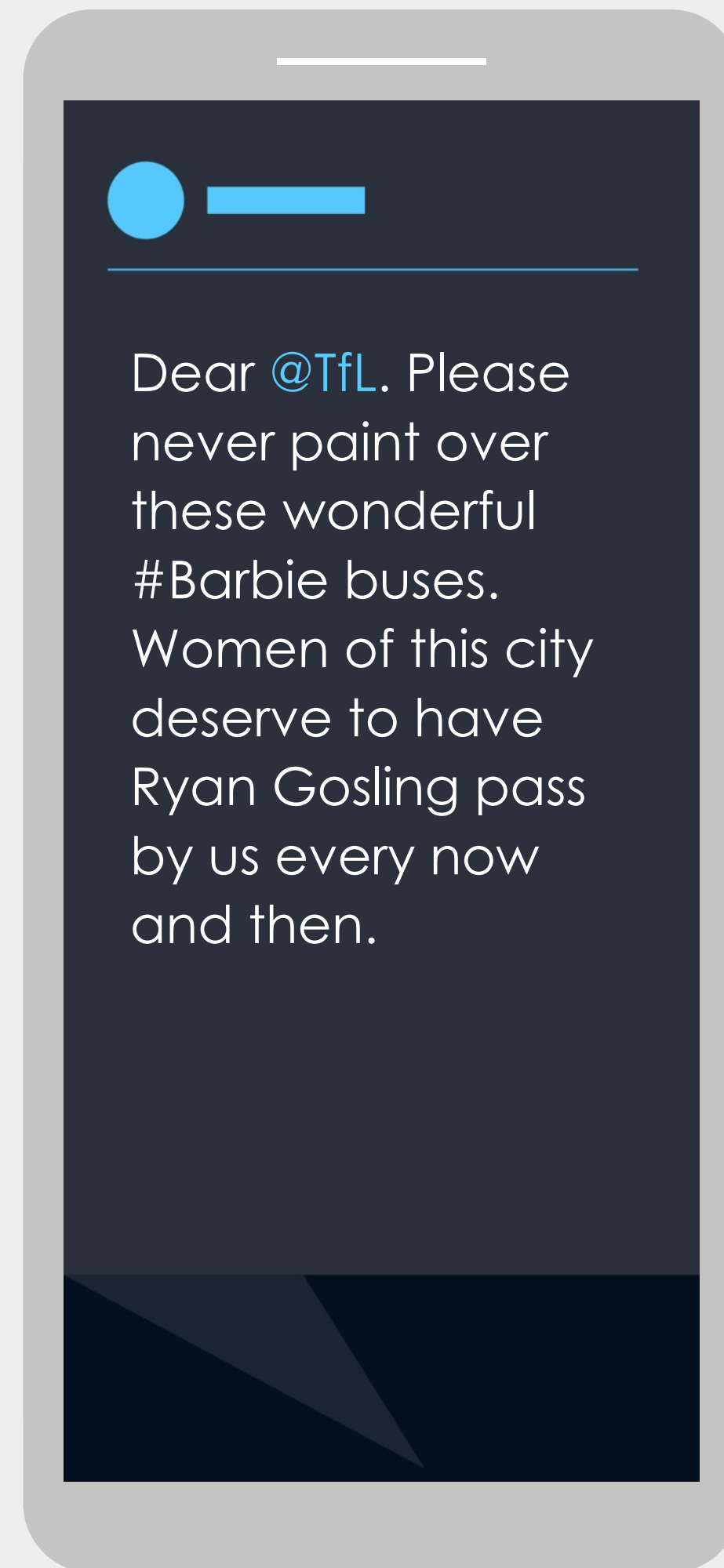
Results

We turned insta pink.



Twitter couldn't stop talking

87 posts
1.1M
impressions



And we caught the editorial eye

HAVE A NEWS TIP? NEWSLETTERS U.S. EDITION


VARIETY

Film TV What To Watch Music Docs Tech Global Awards Circ

HOME > FILM > GLOBAL Jul 12, 2023 7:32am PT

'Barbie' Fever Hits London With Pink Buses, Taxis Landmarks and Even a 'Doctor Who' TARDIS

By K.J. Yossman



Home > Entertainment

'Barbie' is turning London pink

All aboard the Barbie bus!

By Meera Navlakha on July 13, 2023



METRO

NEWS...

NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE VIDEO PLATFORM

SHOWBIZ TV FILM MUSIC GAMING

London becomes Barbieland as capital goes mad for pop of shocking pink ahead of European premiere

Comment

Lucy Norris
Wednesday 12 Jul 2023 2:36 pm

Share WhatsApp Twitter Messenger



If locals hadn't yet seen the transport vehicles brandishing the movie's stars – Ryan Gosling as Ken and Margot as Barbie herself – they would have locked eyes with the massive billboards plastered across London and in tube stations.

Not stopping at 2D promotion, a Barbie-fied Doctor Who Tardis joined the pink party when it appeared next to Tower Bridge on Tuesday in all its florescent glory.



Helping to deliver one of the most successful opening weekends of all time



Multi format



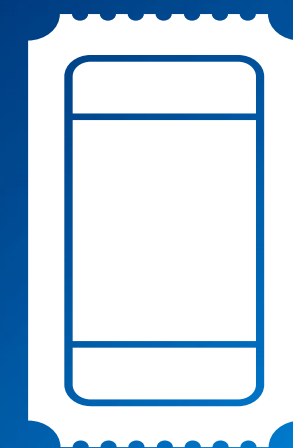
25M

Reach



2

Weeks



£18.5M

Opening weekend

