

Barbie: the success of a social media campaign

Javier Bustos Díaz

ESIC Business and Marketing School

Lara Martin-Vicario

ESIC Business & Marketing School

Marc Perelló Sobrepera

ESIC Business & Marketing School

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Abstract

The purpose of this paper is to analyze the impact that Barbie's official account has had on social networks during the week of the premiere. This is due to two elements: firstly, the social impact of the film has been very high, making it an object of study. In addition, he has taken most of the coverage on social networks during the months of June, July and August. To carry out this objective, a quantitative methodology based on the social network analysis tools Fanpage Karma is proposed. Among the main results, it should be noted that TikTok emerges as the communication and marketing channel that generates the most engagement

Subject Areas: *Advertising, Business-to-Business Marketing, Entertainment Marketing, Promotion*

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