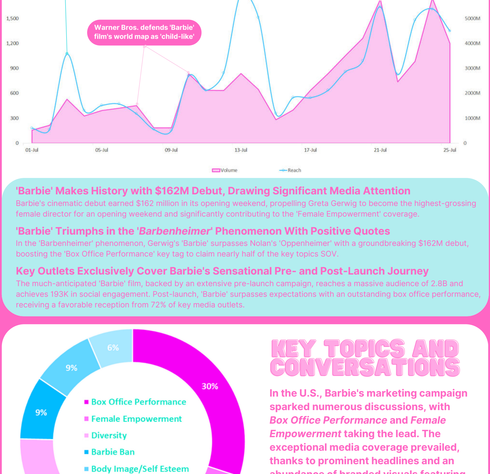
Barbie The Movie — MEDIA ANALYSIS

MEDIA COVERAGE OVER TIME



'Barbie' Makes History with $162M Debut, Drawing Significant Media Attention

Barbie's cinematic debut earned $162 million in its opening weekend, propelling Greta Gerwig to become the highest-grossing female director for an opening weekend and significantly contributing to the 'Female Empowerment' coverage.

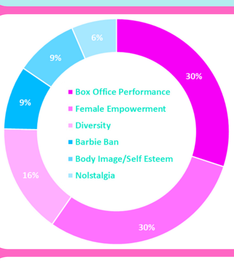
'Barbie' Triumphs in the '*Barbenheimer*' Phenomenon With Positive Quotes

In the 'Barbenheimer' phenomenon, Gerwig's 'Barbie' surpasses Nolan's 'Oppenheimer' with a groundbreaking $162M debut, boosting the 'Box Office Performance' key tag to claim nearly half of the key topics SOV.

Key Outlets Exclusively Cover Barbie's Sensational Pre- and Post-Launch Journey

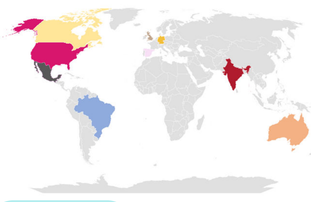
The much-anticipated 'Barbie' film, backed by an extensive pre-launch campaign, reaches a massive audience of 2.8B and achieves 163K in social engagement. Post-launch, 'Barbie' surpasses expectations with an outstanding box office performance receiving a favorable reception from 72% of key media outlets.

KEY TOPICS AND CONVERSATIONS

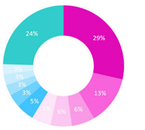


In the U.S., Barbie's marketing campaign sparked numerous discussions, with ***Box Office Performance*** and ***Female Empowerment*** taking the lead. The exceptional media coverage prevailed, thanks to prominent headlines and an abundance of branded visuals featuring relatable human elements. Moreover, a significant number of outlets exclusively covered the movie and its campaigns, dominating media attention throughout the summer months.

TOP REGIONS BY COVERAGE



In the U.S., 'Box Office' emerged as the most prominent key topic in the region. In the U.K., top coverage focused on exciting collaborations by various brands including makeup, hair tools, clothes, and roller skates.



U.S.
Total Articles: 17,305
Reach: 65,280 M
Sentiment: 46% 6%

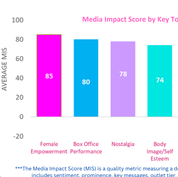
U.K.
Total Articles: 7,875
Reach: 197,967 M
Sentiment: 49% 5%

INDIA
Total Articles: 3,754
Reach: 16,888 M
Sentiment: 50% 6%

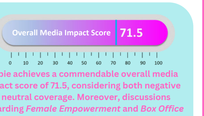
MEXICO
Total Articles: 3,457
Reach: 12,563 M
Sentiment: 56% 5%

GERMANY
Total Articles: 3,109
Reach: 23,236 M
Sentiment: 31% 4%

QUALITY METRIC: MEDIA IMPACT SCORE



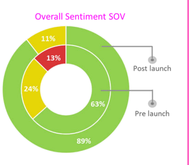
***The Media Impact Score (MIS) is a quality metric measuring a defined set of criteria that includes sentiment, prominence, key messages, outlet tier, visuals, and more.

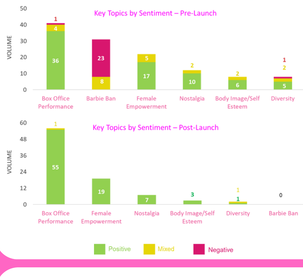


Barbie achieves a commendable overall media impact score of 71.5, considering both negative and neutral coverage. Moreover, discussions regarding ***Female Empowerment*** and ***Box Office Performance*** stand out with remarkably positive sentiment, driving higher scores. Following the movie's release (as depicted below), these areas experienced notably amplified positive coverage, further elevating the overall scores.

SENTIMENT PRE-RELEASE AND POST RELEASE

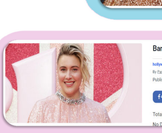
Leading up to the release weekend, media attention revolved around anticipated challenges related to body image/self-esteem, female empowerment, and diversity. However, the sole significant negative focus arose from an inaccurate map causing the Barbie Ban incident.

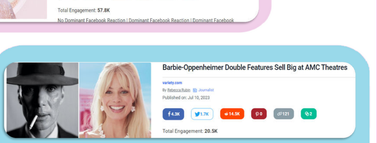


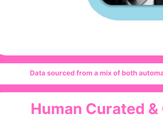


After its release, Barbie's remarkable box office success commanded attention with overwhelmingly positive coverage across all major subjects. While the movie ban was a highly debated topic, its triumphant performance effectively silenced those concerns and criticisms - it stood on its own merits.

TOP POSTS WITH ENGAGEMENT







Data sourced from a mix of both automated and human curated & analyzed data between July 1, 2023 to July 25, 2023.

Human Curated & On-Demand! Analysis by Fullintel.com