

Tiny + She Runs It.

Proposal
February 12, 2024

BACKGROUND

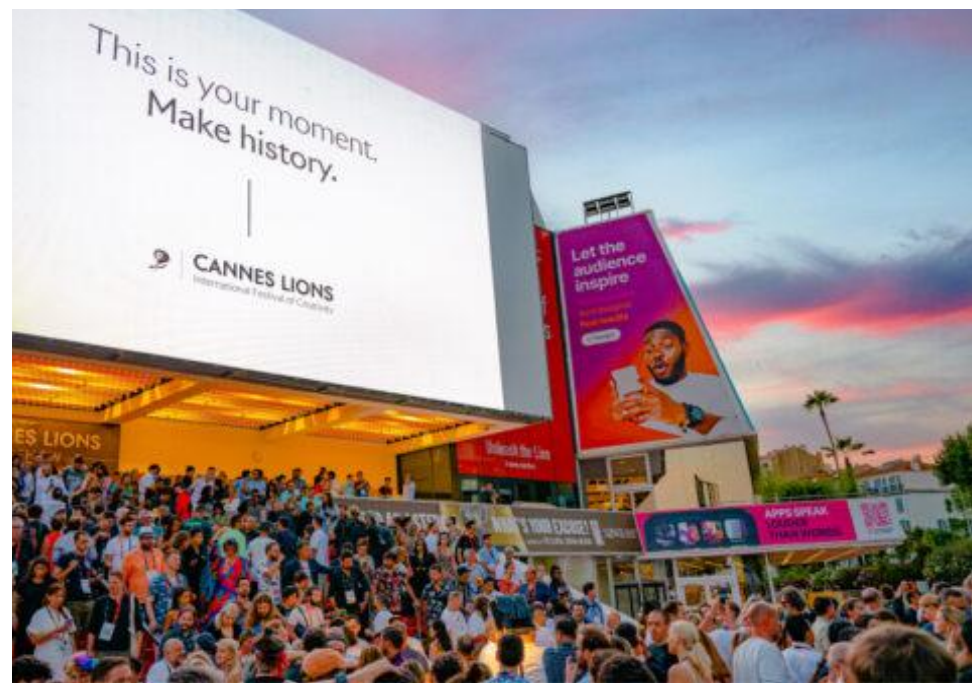
The Barbie movie was an unmitigated success - culturally, and at the box office. But more than anything it was an unparalleled marketing achievement, reversing decades of decline in sentiment around a cultural icon.



THE MOMENT

From June 17-21, some 15,000 leaders and luminaries marketing, media and tech – and press from over 100 countries – will descend on the French Riviera for the world's most prestigious advertising awards show - The Cannes Lions International Festival of Creativity - recognizing creativity, effectiveness and innovation in the global advertising, marketing and communication industries.

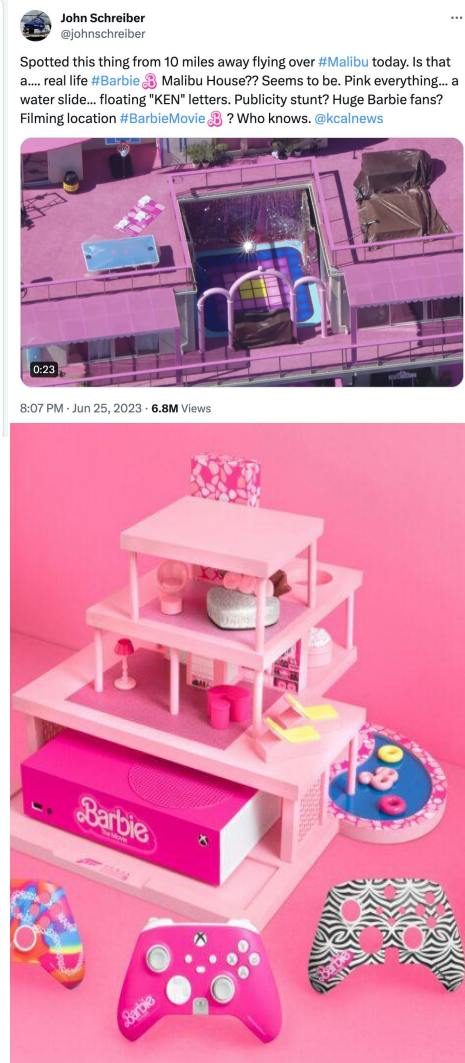
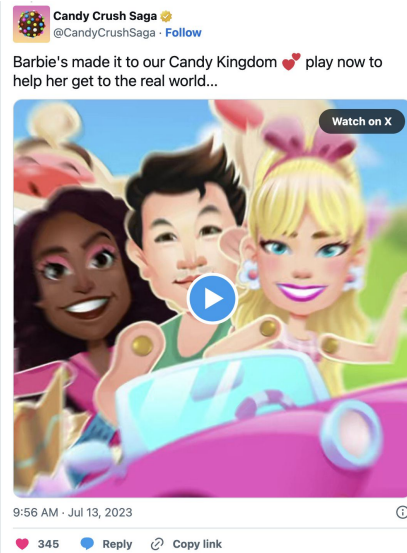
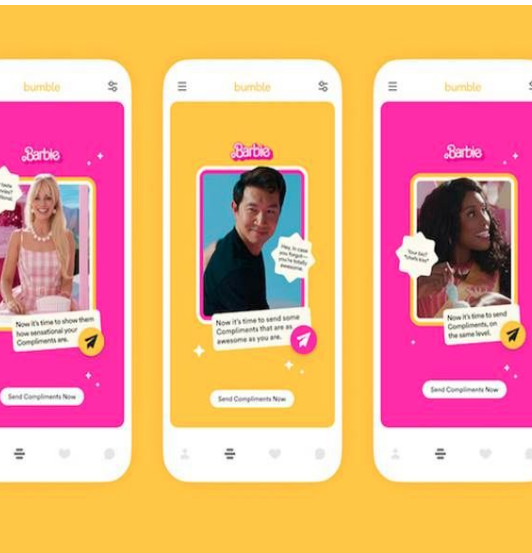
From the Palais des Festivals to the Croisette, these industry influencers will spend five days at panels, workshops, networking events and awards ceremonies (and, yes, parties) to celebrate the best work in the world *and use this unparalleled platform to share what's next.*



OPPORTUNITY

While the Oscars snubbed Margot and Greta, the marketing universe has been obsessed with the film's marketing efforts and cultural success. Cannes will surely reward those behind this turnaround story - thanks to the incredible activations, ads, partnerships and moments we've been talking about over the past year.

And provide a stage for Mattel to re-make its mark among the leaders in marketing and innovation.



INSIGHT

Before the release of the movie, any woman being cast as a “Barbie” would recoil, not rejoice.

Greta Gerwig, Noah Baumbach and Margot Robbie set the record straight, reclaiming the Barbie character from an unattainable sex(ist) symbol to an icon of female empowerment and inclusivity. Who wouldn’t want to be a Barbie now?

And despite the impossible body-image issues the Barbie doll might have fostered over the years, Mattel has always intended for her to be a role model to young girls, releasing 250 Barbies since 1959 with occupations as varied as Astronaut, Game Developer, Beekeeper, and even a Cat Burglar.

But ironically...



There has never been a Marketing Barbie.

IDEA

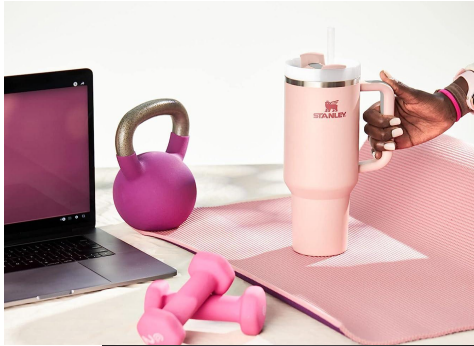
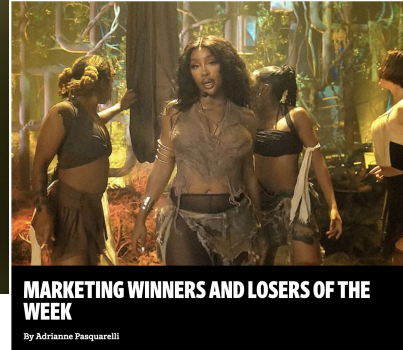
As always, She Runs It will show up to Cannes to foster the mission of celebrating all the incredible women marketers in our industry. But this year, we will introduce the missing role model for girls and women at the most important marketing moment we celebrate.

She Runs It will bring the house down, closing the show with Mattel debuting Marketing Barbie.



INSPIRATION

Marketing Barbie has a vibe that's all her own. She can be developed in the same style as her predecessors, drawing inspiration from real women in marketing to set the mood.



HOW IT WORKS

Product Launch @ the Best of the Badass Barbies

She Runs It will re-theme The Best of the Badass Bosses, and make it a panel discussion among the marketing minds behind the movie's success. If Cannes has the big-wigs covered, we'll invite the do-ers, makers and boots on the ground.

As the pièce de résistance, Lisa McKnight will wrap up the event by announcing the release of the new Marketing Barbie - and in true Oprah fashion, everyone in attendance goes home with one - You get a Barbie! And you get a Barbie!



HOW IT WORKS

Marketing Barbie Hall of Fame @ Cannes

In a real-time media take-over, we'll introduce the Marketing Barbie Hall of Fame.

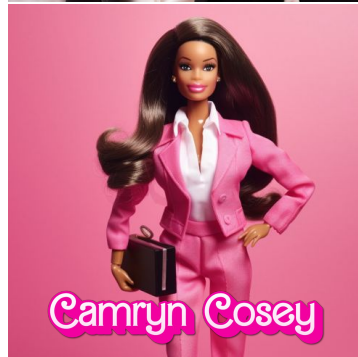
Every time a Lion is given for the Barbie Movie or related partnerships, we'll use AI to create a digital gallery of the winners for all to see on public display, and give out commemorative posters of Marketing Barbies (and Kens) in the likenesses of the hard-working, sneaker-wearing idea makers.



Lisa McKnight



Adriana Velasco



Camryn Cosey



Sachanee Panleartkitsakul



Josh Goldstine



Deena Taylor

MORE IDEAS WE'RE TOYING WITH

Marketing Barbie Beach

Barbie does “Beach” on the French Riviera. A place to meet, greet, tan and recharge after champagne-soaked evenings doing “business.”

Potential Sponsor/Partners: Airbnb, Brooklinen, Sun Bum

Marketing Barbie Cab

Barbies and Kens drive festival-goers around town in their own distinctive drop-top, touting the accomplishments of women in marketing everywhere, signing up the leading minds in the business to petition Mattel to create Marketing Barbie.

Potential Sponsor/Partners: Uber, LeCab

A Toast to Marketing Barbies

We'll have Kens hand deliver branded bottles of Pink Champagne to the women who've won at the festival.

Potential Sponsor/Partners: LVMH, Campari, Diageo, Bacardi



Marketing Barbie isn't a stunt.
She represents a real opportunity
that hasn't existed for girls
and women until now.

Thanks!

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