



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade NAAC 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (State awarded by the UGC)

Ranked 65th in NIRF 2023 by Ministry of Education, Government of India

#163 Brigade Road, Bengaluru - 560025, Karnataka, India

B.COM COGNIZANCE

AN INITIATIVE BY DEPARTMENT OF COMMERCE

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Barbie

The Pink Storm

PROLOGUE

St. Joseph's College of Commerce stands as one of India's foremost institutions for commerce and management education. Recognizing the rapid shifts in India's business and economic landscape, the college is committed to maintaining the highest standards in its courses to meet the evolving demands of the commerce industry. To achieve this, the college has adopted a dynamic approach to education. It offers specialized B.Com programs like B.Com (Professional International Accounting and Finance), B.Com (Analytics), B.com (Strategic Finance) ,B.Com (BPM - Industry Integrated) B.com (Regular) and B.com (Travel and Tourism) each meticulously designed to provide students with the best possible exposure to the corporate world. These programs equip students with the knowledge and skills necessary to excel in their chosen fields.

BARBIE'S CLEVER ADS

Barbie's impactful advertising has made it an enduring icon, captivating generations with innovative dolls and strategic marketing. The brand's ability to resonate across eras speaks to its timeless success.

Barbie: The Movie



Barbie the Movie's success, breaking box office records, is a testament to clever marketing



Barbie's Malibu Airbnb

Barbie's Malibu Airbnb, allowing superfans to stay in a replica of Ken's room, was a clever marketing move



Barbie's Pink Burger



Burger King introduced a special edition "Pink Burger" inspired by Barbie as marketing tactics



BARBIE IN MEMELAND



Barbie memes playfully mock stereotypes surrounding the iconic doll, creating viral content that subverts conventional wisdom

Barbie actively engages on Facebook, Instagram, and Twitter, sharing inspirational quotes, promotional content, and diverse doll images



This Barbie is
the queen of rewards



The AI-powered photo editing software, PhotoRoom, collaborated with Warner Bros. on a "Barbie" selfie-generator filter

BARBIE'S FAMOUS FRIENDS

Over 100 brands collaborated with Barbie, resulting in innovative products like the Pink Barbie Burger from Burger King, an Airbnb house painted to resemble the Barbie House, available for rent

Brands aspire to collaborate with Barbie recognizing the character's value and sales power, companies eagerly seize the opportunity understanding the impact it brings to their brands

Barbie and Google collaborated to make Barbie stars and elements the first thing that appear on your screen when you search for Barbie

THE BIG MONEY MOVE

The Pink Storm has truly swept the market, let's break down the numbers and revenue figures that showcase the incredible success story unfolding.



Barbie has experienced a remarkable 40% increase in sales over the past year, reaching unprecedented levels

This surge, signaling the timeless appeal and reinvention of the brand, has resulted in record-breaking revenue, hitting an all-time high of \$2.5 billion



The success of The Pink Storm is rooted in meticulous planning and execution, involving targeted marketing campaigns and strategic partnerships



Barbieheimer

A woman with blonde hair, wearing a white cowboy hat, a pink long-sleeved top, and a long pink skirt, is walking across a street. In the background, there is a pink vintage car and a black car. The scene is set on a tree-lined street.

Barbiehimer symbolizes Barbie's impactful branding, transcending a doll to embody aspiration and timeless fashion

The brand's evolution while maintaining a cohesive identity solidifies its status as a cultural icon

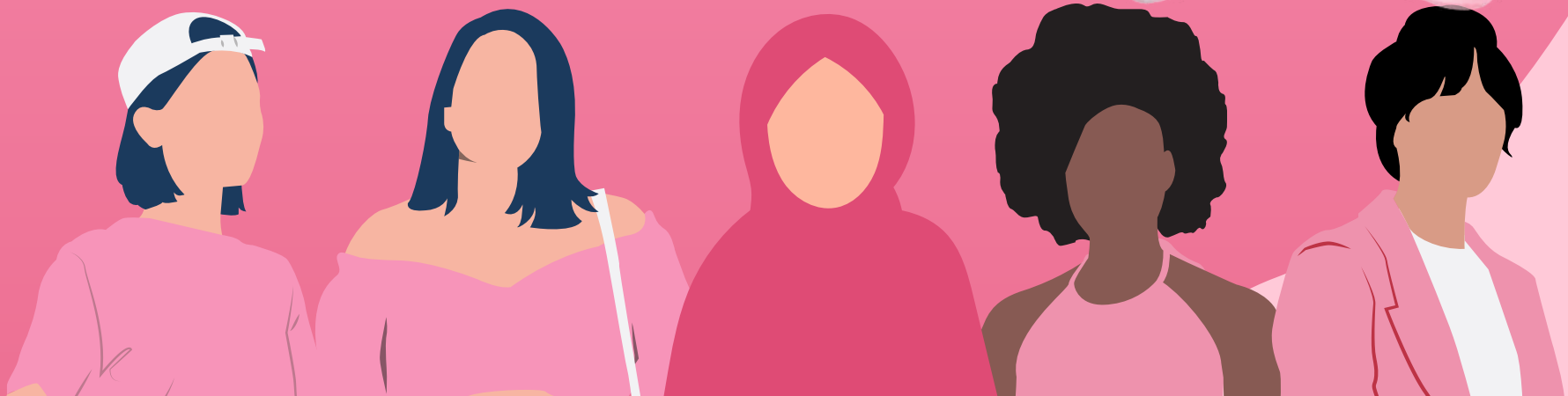
Beyond a product, Barbiehimer represents a lifestyle and empowerment symbol

Strategic collaborations with fashion influencers sustain Barbie's relevance, embedding itself in pop culture and surpassing mere commercial success

BARBIE'S MESSAGE:

GIRLS RULE

- 🌸 **As we conclude our exploration of The Pink Storm, it's essential to recognize the broader message it sends to society**
- 🌸 **Beyond being a commercial success, The Pink Storm is a beacon for a female-forward world. Barbie has evolved from a fashion doll to a symbol of empowerment, breaking stereotypes and inspiring countless young minds**
- 🌸 **In a world where representation matters, Barbie stands as a trailblazer, promoting the idea that every girl can dream big and achieve anything**
- 🌸 **The Pink Storm is a call to action, urging society to embrace diversity, encourage ambition, and pave the way for a future where everyone can see themselves in the narrative of success**



Activity

- 1) What is the total worldwide box office revenue of the Barbie movie?
- 2) What does the term "Barbenheimer" stand for?
- 3) Which country had the highest box office sales for the Barbie movie?
- 4) Who directed the Barbie movie?
- 5) Which studio produced the Barbie movie?

**Send your answers via WhatsApp to
Ankitha- 8277181880 to get featured in the next
month's issue!!**



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