

Barbie

my scene

Year 11 Tee English Oral Assessment advertising campaign

One of the most powerful ways to influence society is through the medium of television advertising. A great majority of advertisements seek to encourage the target audience to buy a particular product or service. Advertisers develop a campaign that is promoted through a series of advertisements. Mattel's hot new lifestyle brand 'My Scene by Limited Too' has been designed to attract a target audience for tweens girls aged between 7 and 12. My Scene appeals to this target audience to invite them to experience fun, fashion and friendship inspiring them to imagine and dream. Mattel will immerse girls to experience My Scene through a multi-faceted marketing campaign. Two television advertisements that are apart of the My Scene campaign; can be viewed Saturday mornings (7-9 am) during the Saturday Disney program. The advertisements promotes My Scene with the use of familiar character Barbie and her new friends that have taken on a city life style of shopping, fashion, partying, fun and popularity through psychogenic needs to a tween girl, this campaign persuades girls by the use of visual techniques such as animated segments, striking vibrant use of colour in conjunction with narrative techniques through song lyrics and quick shots of what a girls lifestyle should be.

Since Barbie doll's first started marketing in 1959 as a paper doll inspired friend, she has firmly established herself as the most popular fashion doll ever introduced. Now continuing in the year 2003 Barbie has taken a whole new look and invited the tween girl to join her with her new friends. Each commercial runs a maximum of 30 seconds. Its urban settings and more realistic story lines, which are focused on shopping, dating, music and fashion — think of it as "Sex and the City" without the sex or the Cosmopolitans, and Barbie as Carrie Bradshaw — My Scene appeals to this tween market of girls by the narration of each advertisement enhanced by the song lyrics and its funky beat; it tells the story of Barbie and her friends and their non-stop celebration of being a teen girl concluding each song with

"It's my scene, it's my scene ..."

is a catchy jingle and engraves MYSCENE into the target audiences brains. It also individualises each girl with the use of "MY" scene because it's their scene to experience boys, go cruising around, fashion and to be in style bringing them closer to Barbie by teenage girl's psychogenic need of ego support.

The commercials are animated, featuring vignettes of the dolls on city streets, in stores, even on the C line of the New York City subway, shopping and flirting and going to parties. The other set of spots, showing the dolls and their outfits, are fast-paced with quick camera cuts. The visual techniques such as the animation appeals to tweens as they still are young and attract the audience as the animations bring Barbie to life. The vibrant colours of blues, greens, yellows, oranges, reds and purples

completes the rainbow connoting a new beginning for Barbie, love what every girl dreams of and a inspiring fantasy of friendship every girl can have with Barbie.

Mattel's hot new lifestyle brand My Scene is successful attracting the consumer's attention with animation bringing the familiar character Barbie to life, sustaining the tween girl's interest through narration of Barbie's hot new city-lifestyle, desiring to purchase Barbie to experience the transition of childhood and adulthood living a fun, outgoing city lifestyle with Barbie and urging girls to go and purchase her by the catchy jingle

"It's myscene, its myscene..."

That stays in your head for hours until you reach the store with mum and see she only costs \$29.99!!