**Barbie's Success Leads Mattel To Make Major Marketing Moves**

Mattel's Barbie move generated $1.4 billion in box office sales and the success is now steering it "from a toy manufacturer to an IP-driven company" with an additional 14 feature films in the works, along with events and gaming, says Lisa McKnight, chief brand officer. The shift calls for a new five-step marketing approach that includes thinking of "audiences and fans rather than consumers," being more confident in risk taking, thinking beyond product and "cashing in on the adult market."

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[*https://www.thedrum.com/news/2023/12/14/mattel-brand-chief-5-ways-barbie-changed-its-marketing-model-forever*](https://www.thedrum.com/news/2023/12/14/mattel-brand-chief-5-ways-barbie-changed-its-marketing-model-forever)

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