



Barbie™

IMAGINE THE POSSIBILITIES

Emily Boland, Mara Mandli,
Claire Diamond, Kayla Mitchell,
Kyra Kronberg

Original Artifact

- Why it was chosen:
 - Current political issues
 - Barbie image rebranding
- What we changed:
 - Use of historic women
 - More relevant
 - Everyone starts with a dream



Is a
Barbie
Body Possible?

Our **photo-realistic** rendering shows just how bizarre a life-sized Barbie would actually look, and uncovers the **impossible physical proportions** of the doll idolized as perfection by so many.

Barbie vs. Real Women

	*Barbie	US Average
Head	22"	21-22"
Neck	9"	12-13"
Bust	32"	35-36"
Biceps	7"	10-11"
Forearms	6"	9-10"
Wrist	3.5"	6-7"
Waist	16"	32-34"
Hips	29"	37-38"
Thigh	16"	21-22"
Calf	11"	14-15"
Ankle	6"	8-9"

(Measurements compiled from multiple sources and represent rough estimations. See Roboto.com/Explore for details.)

Original Artifact Cont.



This ad for Barbie dolls empowers young girls to imagine the many possibilities of things they could do in their future.

Analysis - Original Artifact

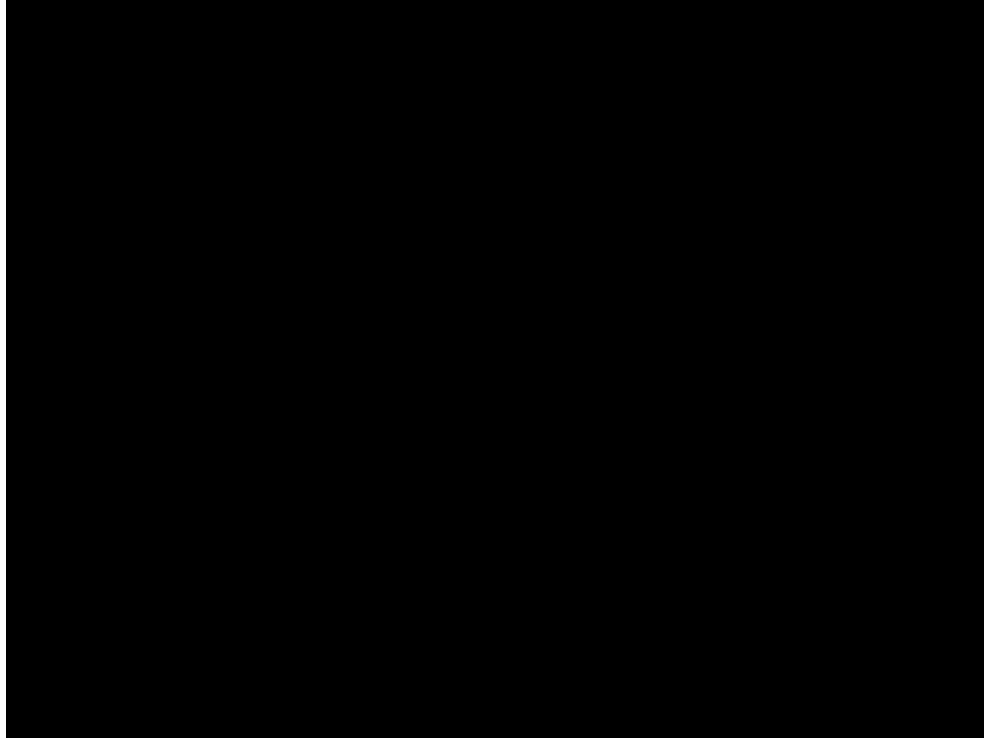
- Primary purpose - Encourage young girls to pursue their dreams and desired careers
- Pathos - Sense of nostalgia and inspiration
 - Ethos - Barbie's credibility increases with their new movement of inclusion
- Ideological platforms
 - Supporting young girls' dreams
 - Equality between men and women

Modifying the Artifact

- Decision to include famous/influential women in the ad
 - Celebrities = familiar (Mere Exposure)
 - Credibility (ethos)
 - Association of celebrities with brand
 - (Perloff, 2014)
- Celebrities act as role models to inspire young women to pursue their dreams.
- Commercial associates this idea with the Barbie brand, sending the message that Barbies allow girls to bring their dreams to life.



Final Artifact



Final Artifact cont.

- Message was improved by including influential women to serve as role models for young girls
- Course concepts/theories:
 - Mere Exposure - celebrities create positive responses because they are familiar
 - Association - association of well-liked celebrity with Barbie brand
 - Primacy and Recency - female role models and Barbie branding are most memorable
 - Narrative - emotional story captivates audience's attention
 - (Perloff, 2014)
- Why the artifact is persuasive:
 - Use of narrative intrigues the audience and provokes an emotional response
 - Use of influential women creates a positive association with those women and the brand

Questions?



Sources

Perloff, R. M. (2014). *The dynamics of persuasion: Communication and attitudes in the 21st century* (5th ed.). New York: Routledge.