



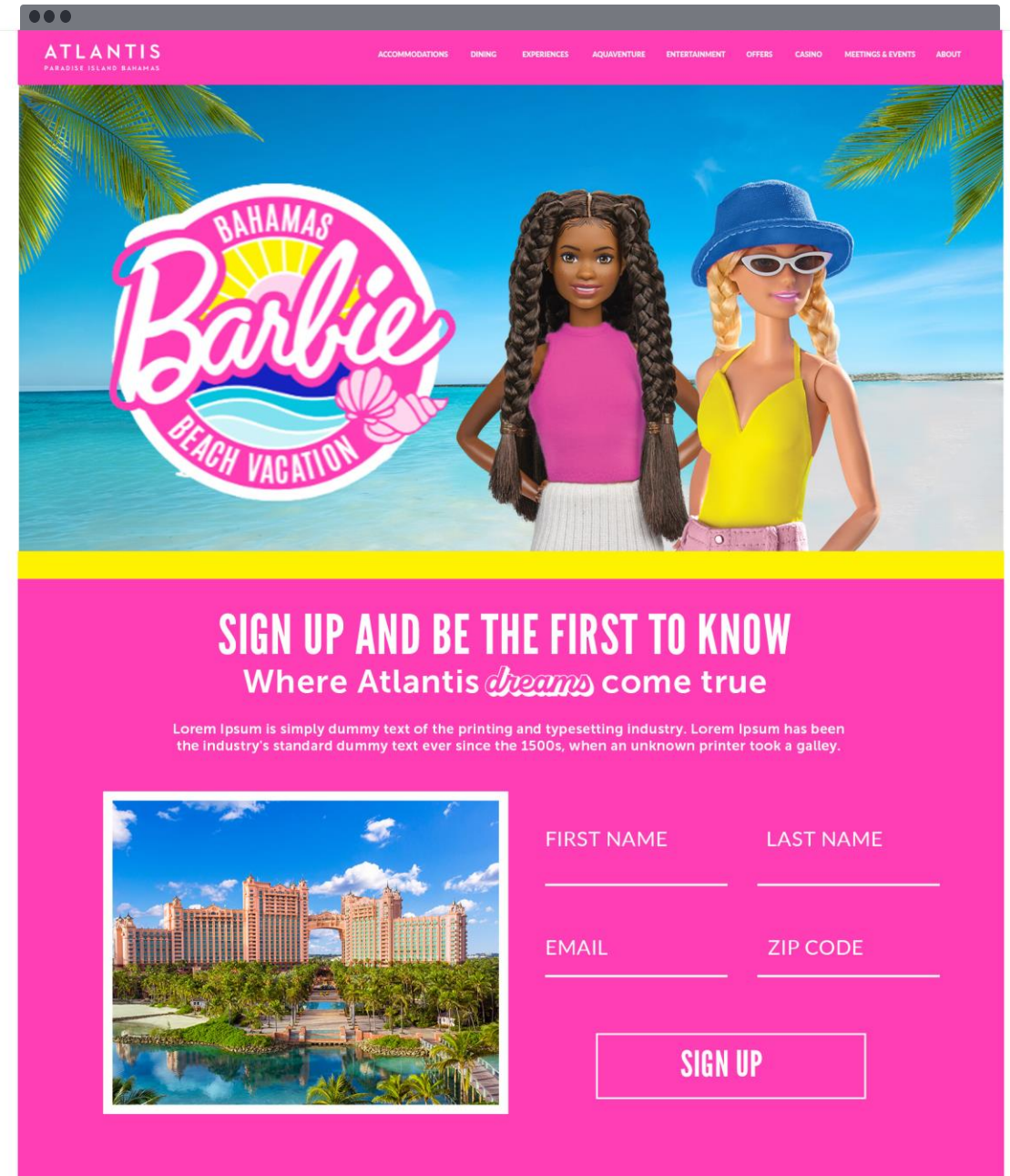
BARBIE WEBSITE



# BARBIE WEBSITE PRE-LAUNCH

## BUILD ANTICIPATION TO DRIVE VISITATION

Positioned Barbie Bahamas Beach Vacation: Where Atlantis Dreams Come True as a must-experience summer vacation by driving interest across the guest journey. Implemented a breadcrumb strategy, introduced a sign-up form to stimulate curiosity and sparked conversation about the Barbie Experience.

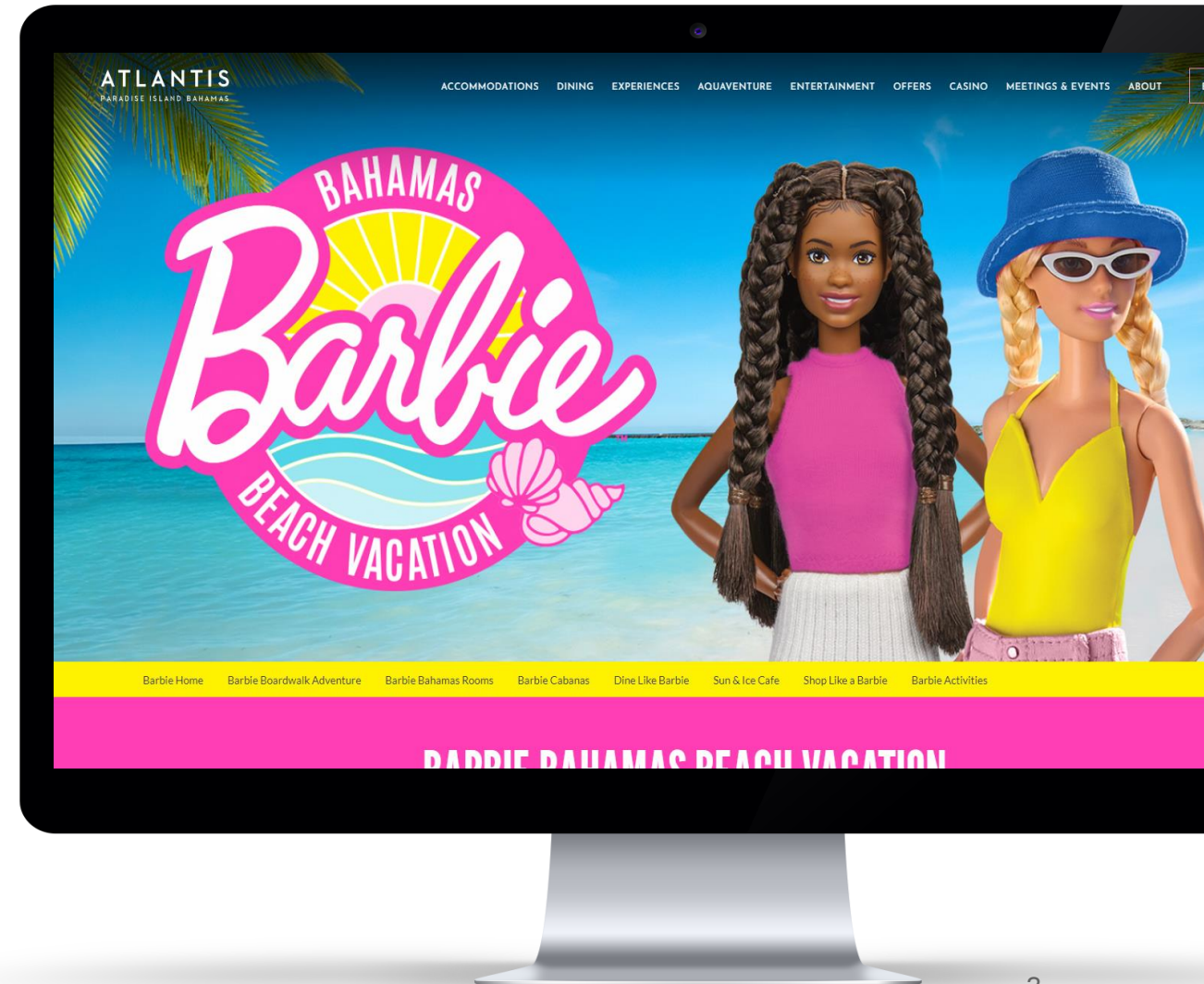




# BARBIE WEBSITE LAUNCH

ENSURED GUEST AWARENESS THAT BARBIE WAS A MUST-EXPERIENCE WHILE ON PROPERTY.

- Established a unique vanity URL: [BarbieBahamas.com](https://BarbieBahamas.com).
- Implemented push marketing on key high-traffic pages of the Atlantis website.
- Utilized SEO strategies to capitalize on the Barbie brand recognition, attracting more visitors to the website and ultimately increasing revenue.
- Integrated high-quality video content to convey the ultimate Barbie experience.



# BARBIE WEBSITE LAUNCH

## IMMERSE GUESTS IN THE FULL BARBIE EXPERIENCE

- Developed unique landing pages for various Barbie activations including:
  - Main Barbie home page
  - Barbie Boardwalk Experience
  - Barbie Rooms & Suites
  - Private Cabanas
  - Shop Like a Barbie
  - Barbie Sun & Ice
  - Barbie Activities
  - Dine like a Barbie

