

Social Creative Extension

Adoption Highlights



Proprietary and Confidential

Mattel

Campaign highlights

- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Australia

71

Duration (days)

2

Creatives

Q2-21

Campaign flight



Mattel

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Australia

23

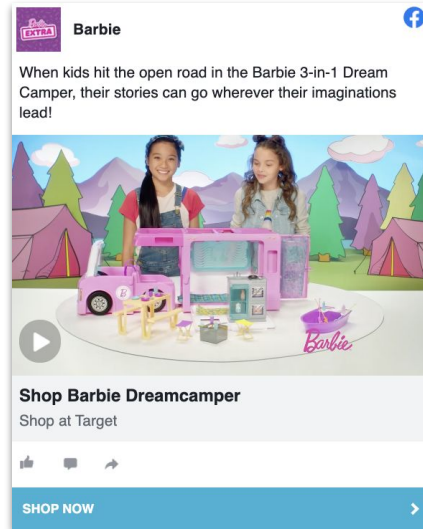
Duration (days)

3

Creatives


Q4-20

Campaign flight



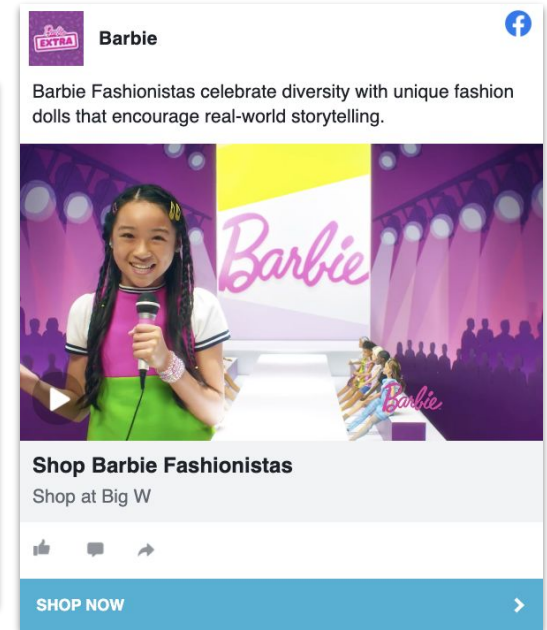
Barbie

When kids hit the open road in the Barbie 3-in-1 Dream Camper, their stories can go wherever their imaginations lead!




Shop Barbie Dreamcamper
Shop at Target

SHOP NOW



Barbie

Barbie Fashionistas celebrate diversity with unique fashion dolls that encourage real-world storytelling.



Shop Barbie Fashionistas
Shop at Big W

SHOP NOW

Mattel

Campaign highlights

- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Photo
- Market: United Kingdom

39

Duration (days)

2

Creatives

Q4-20

Campaign flight



Thank You.

KINESSO

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