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5-Minute Crafts 72.2M subscribers

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33,595,960 views · 3 months ago

Tips and tricks every parent will be thankful for.

Being a parent isn't an easy task, and most of the time, parents come across more problems than they can solve. Well, to help you out, I wanted to share with you some amazing hacks that will save you time and the hassle that comes with taking care of a little one. Painting is everyone's favorite activity, but it can be

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Uploads

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567K views · 2 days ago	241K views · 3 days ago	342K views · Streamed 4 days ago	132K views · 5 days ago	568K views · 6 days ago	1.2M views · 1 week ago

TOP Videos by 5-Minute Crafts

PLAY ALL

5-Minute Crafts 2.2M views · 1 month ago	5-Minute Crafts 2.1M views · 1 month ago	5-Minute Crafts 4M views · 2 months ago	5-Minute Crafts 15M views · 2 months ago	5-Minute Crafts 2.5M views · 1 month ago	5-Minute Crafts 22M views · 2 months ago

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Lifehacks

Life hacks that will make your life easier.

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Kids & Parenting

Amazing life hacks and tricks for kids and parents. Discover the world of DIY toys, handmade room decor and easy school hacks!



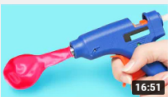



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5-Minute Crafts 0:52	5-Minute Crafts 23:35	5-Minute Crafts 13:56	5-Minute Crafts 17:18	5-Minute Crafts 22:14	5-Minute Crafts 13:49







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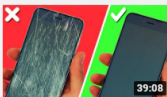
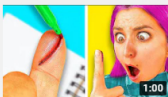



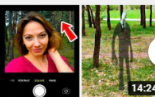
					
23 BRILLIANT PHONE HACKS 5-Minute Crafts 74M views · 2 years ago	35 DIY IDEAS YOU NEED IN YOUR LIFE RIGHT NOW 5-Minute Crafts 62M views · 2 years ago	25 HOT GLUE HACKS AND CRAFTS 5-Minute Crafts 56M views · 2 years ago	23 MINIATURE BARBIE ACCESSORIES YOU CAN DIY 5-Minute Crafts 40M views · 2 years ago	23 EASY AND COOL DIY HALLOWEEN DECOR IDEAS 5-Minute Crafts 39M views · 2 years ago	MEGA COMPILATION OF 5-MINUTE CRAFTS 5-Minute Crafts 32M views · 2 years ago

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Best of 5-Minutes Crafts || Compilation of Life Hacks and Crafts ▶ PLAY ALL

Compilation of the best life hacks and crafts that you can make in 5 minutes.

					
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Watch the latest 5-Minute Crafts videos!

			
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842,991 views · Jan 1, 2021

8.7K 1.5K SHARE SAVE ...



5-Minute Crafts
 72.3M subscribers

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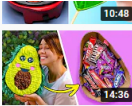
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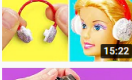
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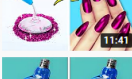
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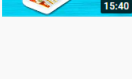
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BARBIE'S 5-MINUTE CRAFTS

Finalist in **COMMUNITY OR EMPLOYEE ENGAGEMENT**

Entered in **BRANDED CONTENT**

OBJECTIVE

To further engage its digital fan base and place Barbie alongside the types of shareable online content that have become increasingly appealing to brands and advertisers, Mattel looked to The Soul Publishing and the 5-Minute Crafts' creative team to develop a concept for Barbie-branded do-it-yourself [DIY] "hack" and craft-based content. The goal was to galvanize play, education, and DIY among kids and parents through craft-focused content and toys. The videos adapt the best and most popular DIY content from Mattel's channel into "real-life" Barbie dolls that were repurposed for the 5-Minute Crafts YouTube channel, and shared across additional social channels and platforms.

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based content, the exact type of content that at-home audiences have gravitated to this year in light of the pandemic. Mattel sought to leverage TheSoul Publishing's hugely popular DIY and craft channel, 5-Minute Crafts, as well as its deep global reserve of creative talent, seeing the channel as an ideal format to drop Barbie's favorite weekend routines and innovative crafts.

Mattel adapted Barbie's content for the 5-Minute Crafts channel, bringing premium branded DIY content to millions of fans, and adding the flair of Mattel owned content to create a distinct look from the other videos on the channel. The merging styles of Mattel and 5-Minute Crafts led producers to insert Barbie's likeness at the top, in the middle, and at the end of each video, as opposed to exclusively overhead shots of crafts for the length of the video. The videos also feature the official voice, music, logos, and graphic effects associated with the Barbie brand, and were localized in 13 different languages.

The videos gave Barbie a purpose for involvement in the current conversation in a light-hearted and positive way, focusing on family friendly crafts and at-home activities that parents and children could easily do together, including camping, sports, and fashion. For example, one video highlights tips to enhance Barbie's DreamHouse with glittery DIY pink face masks, bracelets, toiletry and spa supplies.

RESULTS

Since launching in July 2020, the Barbie and 5-Minute Crafts collaboration has quickly become some of Mattel's best-performing content on its YouTube channel, enabling Mattel to display its cutting-edge approach to developing branded content integrations. Within a few days of its release the first video within the series, "Barbie's Dreamhouse Crafts" amassed more than a half a million views. Additionally, all three videos secured 38 million impressions on Instagram and 6 million on Facebook in just two weeks. One month after their release, the three YouTube videos garnered a total of more than 11.1 million views on Barbie's YouTube channel. In 2020, the videos garnered 8.4 million views on 5-Minute Crafts' Facebook and 500k viewers on 5-Minute Crafts' Instagram. The campaign helped Mattel achieve its goal to inspire play and DIY among kids and parents through Barbie craft-focused content and toys, while generating purchase intent, brand lift, awareness, views, and short-term sales during COVID-19 when people are at home consuming more content.

MEDIA



A screenshot of a YouTube video player. On the left, there is a logo for "Barbie" in pink cursive, followed by a small "x" icon and the "5-MINUTE CRAFTS" logo (a lightbulb in a blue circle). A magnifying glass graphic is positioned over the video player, focusing on the video title and view count. The video title is "#Barbie #5MinuteCrafts 9 BARBIE DIY RAINBOW SUMMER PARTY IDEAS with COLOR REVEAL DOLLS | 5-Minute Crafts x Barbie | @Barbie". The view count is "4,032,288 views". The video player shows four Barbie dolls with colorful hair and outfits on a grassy field. The video progress bar is at 3:54 / 14:12. Below the video player, the channel name "#Barbie #5MinuteCrafts #Dreamhouse" is visible, along with the video title and view count. At the bottom right, there are icons for likes (8.9K), dislikes (1.6K), share, save, and a menu icon.

CONTACT CREATOR

PRODUCED BY

TheSoul Publishing, Mattel

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