

OPPENHEIMER

Onclusive Who's winning the Social Media Battle?

Barbie®



6M

People Talking About



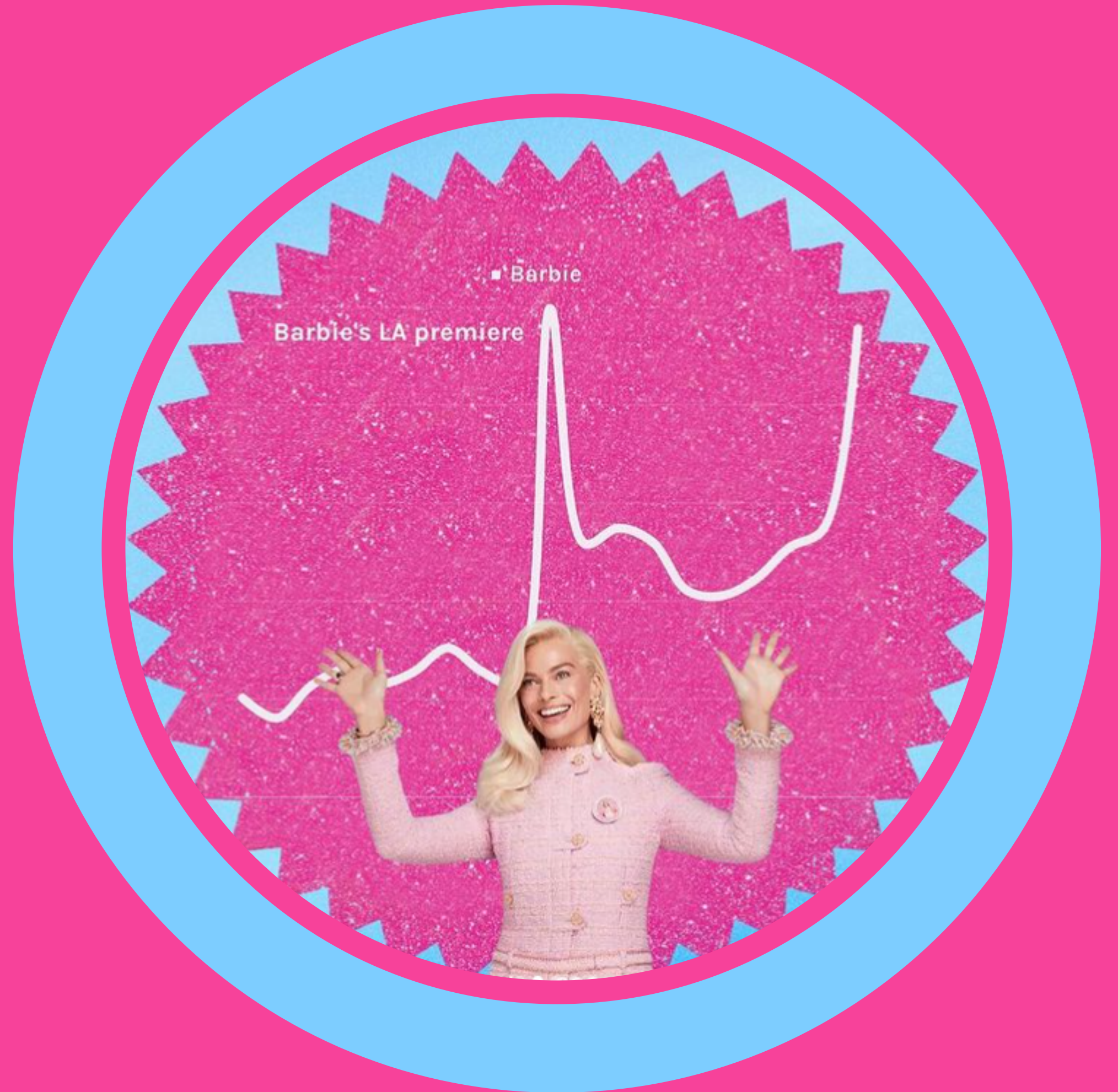
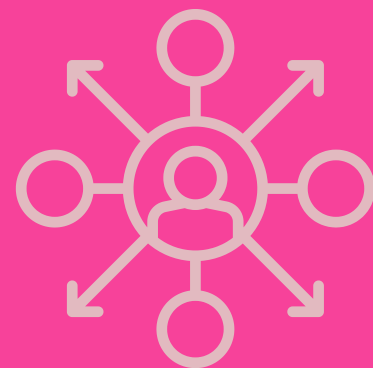
10M

Mentions



355M

Estimated Reach



1M
People Talking About



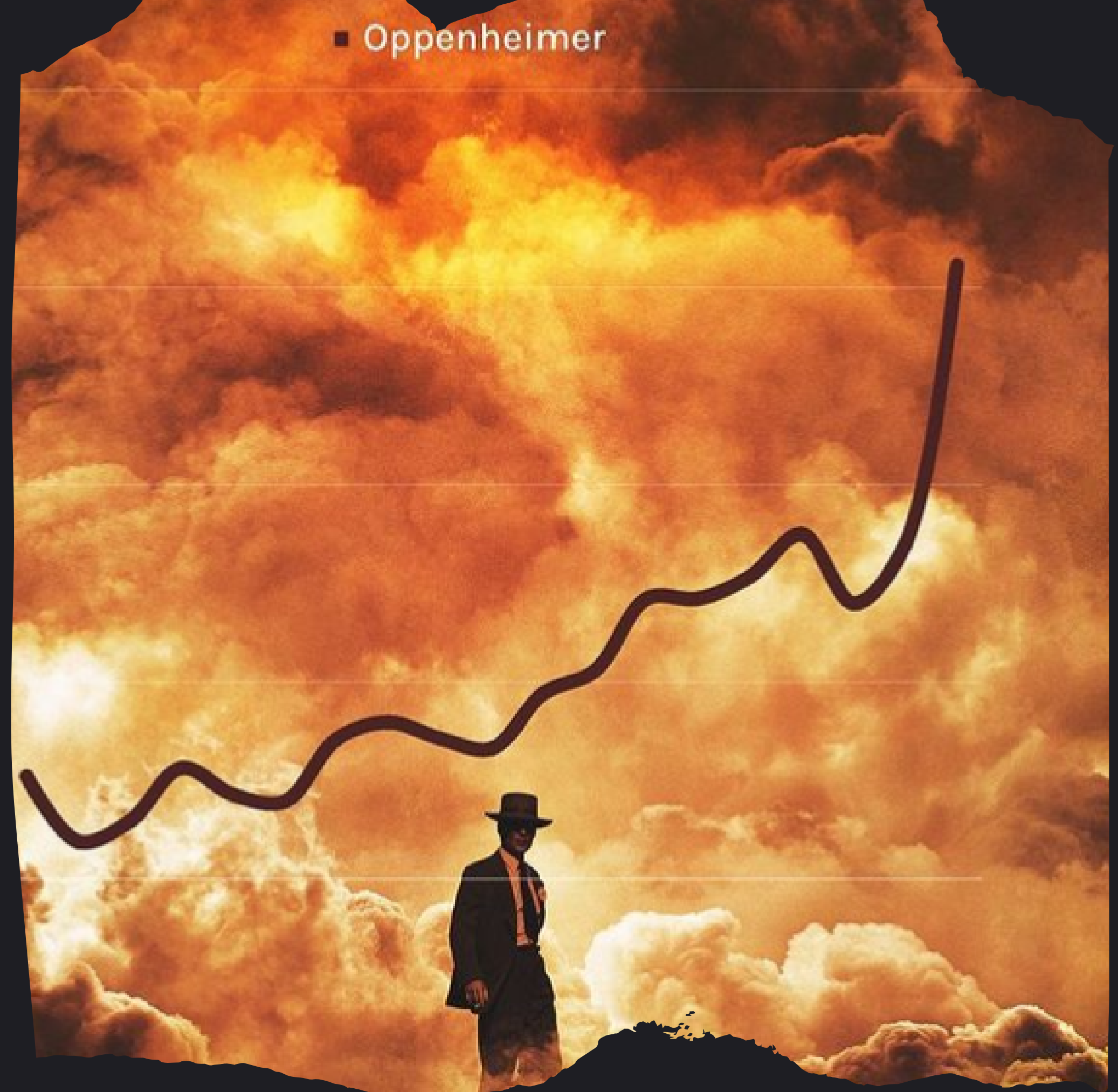
2M
Mentions



135M
Estimated Reach



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Onclusive historical search data, powered by Digimind, from July 1 2023 - July 19 2023

Comparing demographics

● oppenheimer



● Barbie



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People talking about the movie in the past week...

5m



1m

Social media sentiment towards the movie in the past week...

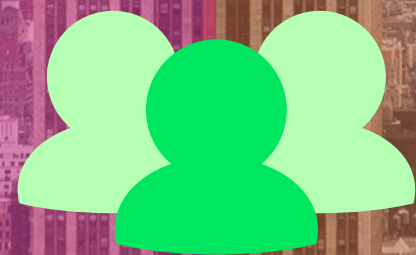
71% positive



25% positive

Top demographic on Twitter

26-40 yrs



26-40 yrs

Inclusive



UK Spotlight