

Theaters Get Dolled Up for Barbie Movie Premier



The Challenge

When the Alamo Drafthouse Cinema wanted to make a big splash for the highly-anticipated Barbie movie premiere, they turned to Vomela network for their expertise in bringing experiential ideas to life. Despite being new clients, they relied on our track record for creating impressive displays for movies like “Teenage Mutant Ninja Turtles” and “Spiderman: Across the Spider-Verse.”

With a tight turnaround across 25 locations nationwide, they needed someone to transform their original concept drawing into an exciting display worthy of the Barbie and Mattel name. Vomela delivered.



The Solution

Creating the Barbie pop-up display presented a number of challenges. With an impressive size of 11' wide and 8' high, the Barbie pop-up display needed to be sturdy enough to hold the weight of the merchandise, while being easy to assemble by Alamo's associates in each location.

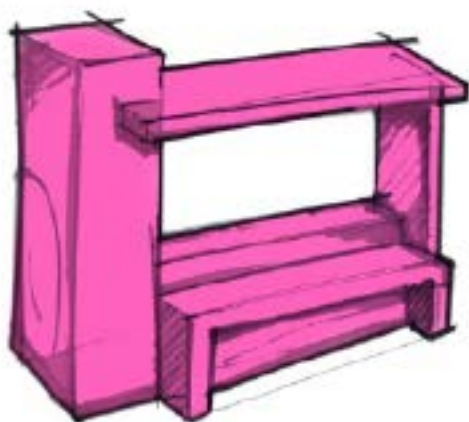
Beginning with an imaginative concept from Alamo, the team collaborated closely with the client to transform the initial 2D concept into a show-stopping 3D display, including a cutout standee of the movie's star, Margot Robbie as Barbie.

Detailed renderings by Vomela's creative team provided the client with a clear understanding of the project before execution, ensuring it met their vision and would get final approval from Mattel. The renderings were used to create a to-scale prototype to ensure the measurements were accurate and would produce a perfect display.

Along with the large merchandise setup, we also produced a more compact version of the display to fit the smaller footprint locations, along with 1,000 hologram foil stickers for promotions.



Original client concept



Rendering for 3D display



Rendering for 3D display



The Result

The Vomela team completed this project from start to finish in just 36 days, with 31 pop-up displays arriving in 25 locations in time for the premiere.

Alamo Drafthouse was ecstatic with the final project. Thanks to both the smash success of the Barbie movie and the Alamo Barbie display, Alamo sold through their merchandise stock on the first day.

