



MAGIC 8 BALL SOCIAL MEDIA CAMPAIGN

- **SHORTY AWARDS 2026** -

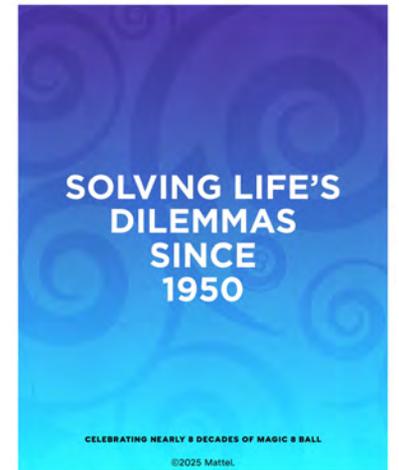
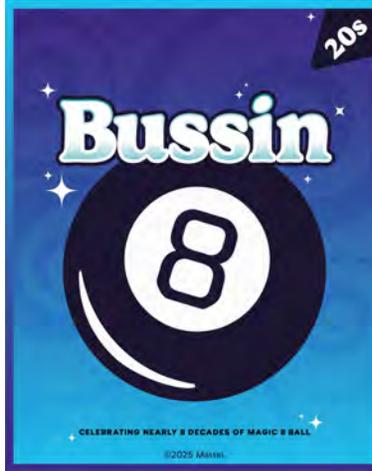
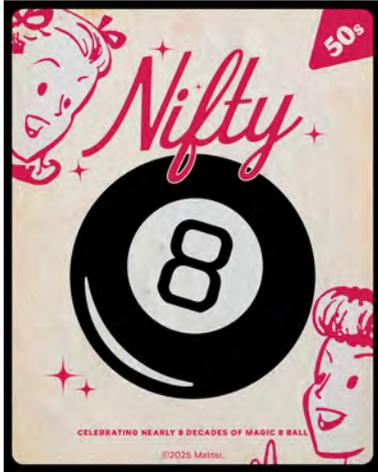
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Objective

To celebrate Magic 8 Ball's 75th year, and "Magic 8 Ball Day" on 08-08-25, GERTRUDE created a social campaign for the world's most popular advice-giver in a modern, relevant way for generations of fans.

The goal of the campaign was to generate excitement and anticipation around this anniversary moment and engage eight decades of fans with the social content in Magic 8 Ball's famous style.

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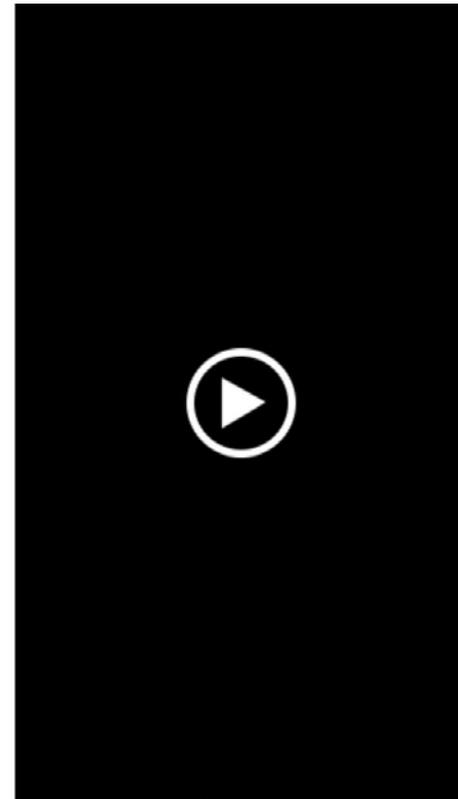
Concept & Execution

- The primary campaign assets included a story and in-feed carousel designed to live organically on parent company Mattel, Inc.'s @Mattel channels leading up to, and culminating on “Magic 8 Ball Day” date - 08.08 - to drive engagement in the spherical fortune-teller’s quintessentially tongue-in-cheek style.
- Inspired by Magic 8 Ball’s brand theme of “Solving life’s dilemma’s since 1950,” the two-pronged concept led with a Story idea playfully connecting Magic 8 Ball to a series of socially topical questions like “Is Delulu Really The Solulu?”, “Am I Cooked,” and “Is My Body Tea?”. GERTRUDE’s complementary In-Feed Carousel celebrated Magic 8 Ball’s legacy of enduring fans, with each slide thematically heroing the iconic brand mark across eight decades—from the 1950s to the 2020s.
- The great prognosticator has seen a thing or two in its time, and even while engaging legions of fans, Magic 8 Ball would certainly still say, “outcome remains to be seen.”

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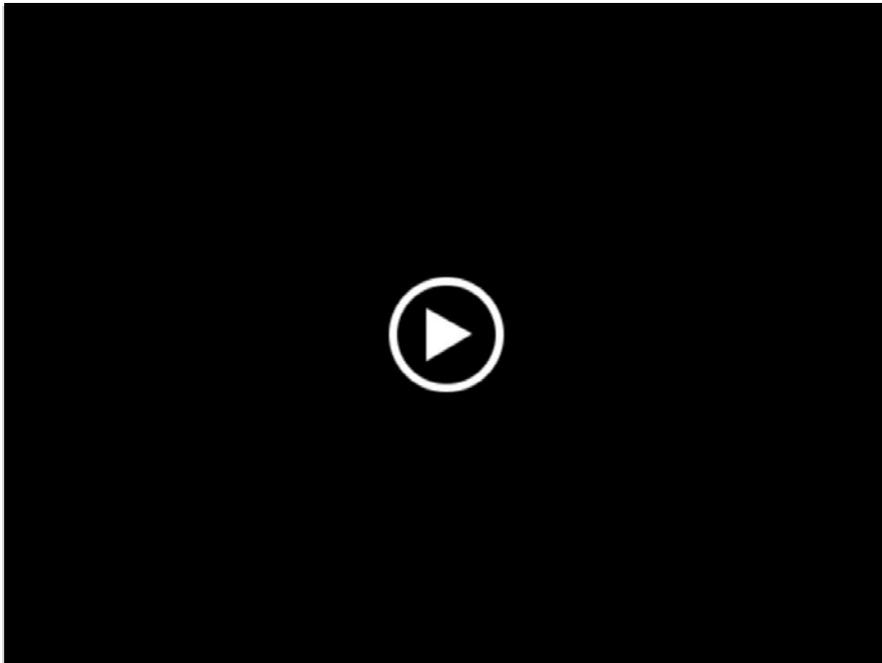
The Work - Video

Click to Play



Story

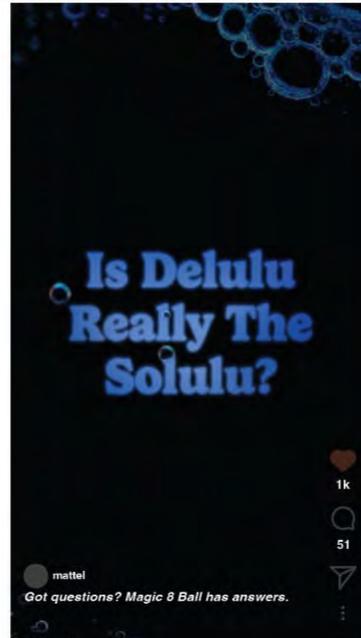
Click to Play



In-Feed

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The Work - Images - Story



CHI LDN NYC

GERTRUDE

INC ESTD'05

The Work - Images - In-Feed Carousel



ESTD.'05

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Results

- **All results are purely organic and achieved without paid support on @mattel**
- **Total Views:** 90K views
- **Average Engagement Rate:** 9.4%

The @Mattel instagram handle promotes all 34 brands in its portfolio, making 8/8 an especially important "owned" date for the Magic 8 Ball brand. Furthermore, Mattel does not invest heavily in marketing Magic 8 Ball because the brand's fame is (and always will be) viral and driven by fan nostalgia—effectively making this social campaign one of the key opportunities to connect generations of Magic 8 Ball fans. The Magic 8 Ball Social Campaign results surpassed that Mattel team's engagement goal, while giving ample shine to the Magic 8 Ball brand during its 1 "owned day" per year on the master @Mattel IG channel.



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Credits

CLIENT | MATTEL, INC.®

Head of Creative: Perry Fair

VP, Global Head of Games: Ray Adler

Director Global Marketing, Games: Shayda Mizutani

Assoc. Mktg Mgr, Global Franchise Marketing: Kevin Drummond

Assoc. Mktg Mgr, Games: Abhi Alla

AGENCY | GERTRUDE, INC.

Founder, Chief Creative Officer: Otis D. Gibson

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Content Manager: Justin Kamstra

Jr. Designer: Graeme Cote

Jr. Designer: Carlos Sanchez

www.gertrude.agency