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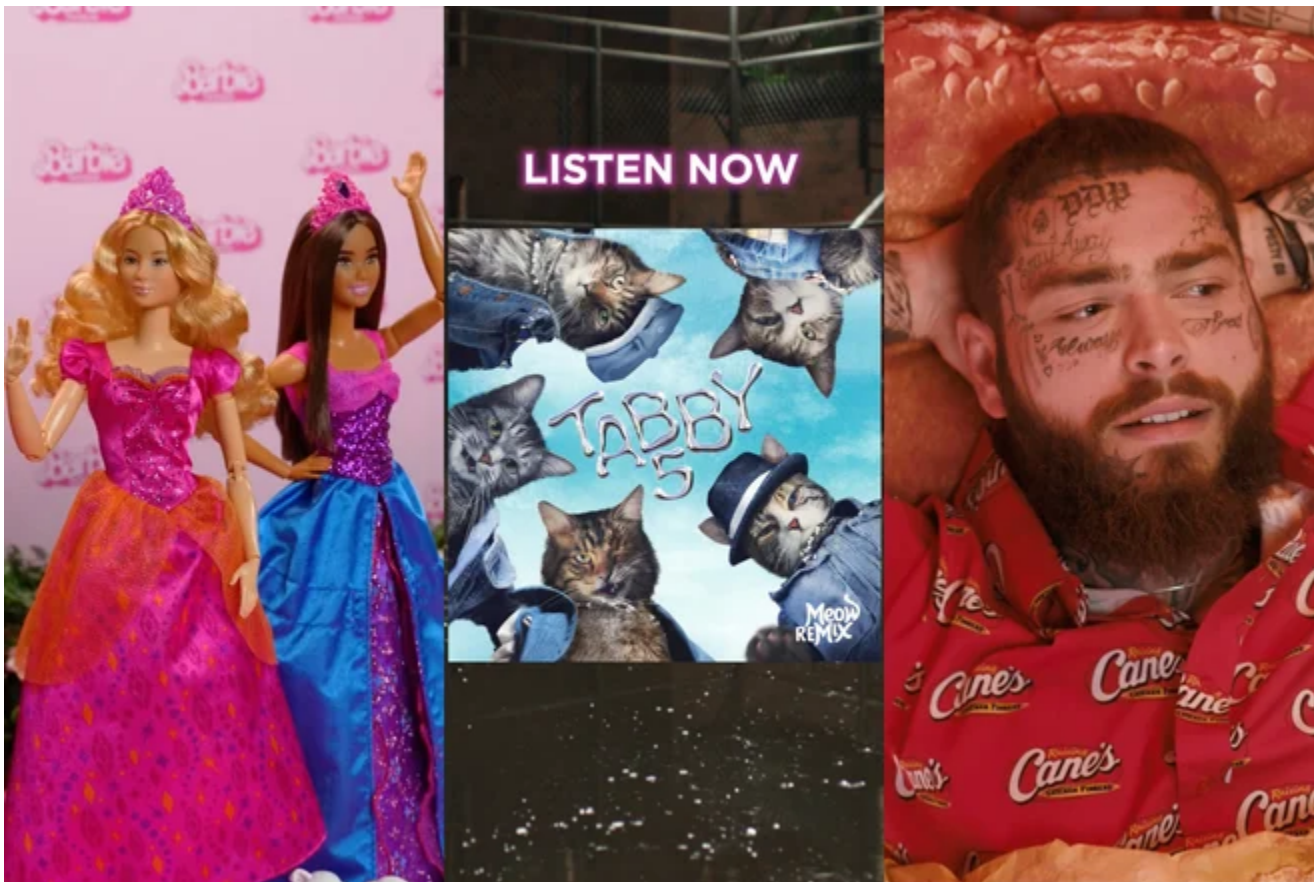
Special Report: Creativity Top 5 [➔](#)

THE TOP 5 BRAND TIKTOKS YOU NEED TO KNOW ABOUT RIGHT NOW

Ad Age's ranking of the top brand TikTok videos of the past month



By [Gillian Follett](#). Published on August 10, 2023.



Credit: Barbie, Meow Mix, and Raising Cane's via TikTok

Ad Age expanded its [“Creativity Top 5” series](#) to include roundups of our favorite special-interest campaigns and ideas from brands. The latest installment looks at the best TikTok videos posted by brands over the past month.

In this month’s lineup: Barbie dolls get in on [the blockbuster “Barbie” movie](#), FIFA summarizes the [Women’s World Cup](#) with [Gen Z](#) slang and rapper Post Malone has a fast-food sleepover.

Brands on the rise

A look at up-and-coming brands disrupting their categories

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No. 5: Barbie dolls attend a miniature “Barbie” movie premiere

In the weeks leading up to the July 21 premiere of the highly anticipated “Barbie” movie, dozens of brands rushed to capitalize on the pop culture craze with [hot pink product collaborations](#). But even more brands jumped on the “Barbie” movie buzz through social media posts—and, naturally, the TikTok account for the dolls at the center of the film had to get involved, too.

[*Read more about ‘Barbie’ here*](#)

On the day before the film’s release, the Barbie TikTok account posted a scaled-down version of the “Barbie” movie’s premiere that featured several Barbie dolls themselves walking the pink carpet. The minute-long video includes clips of Ken being bombarded with photographers’ requests to change his expression and pose to match different emotions (“Give us seasick! Give us waiting in line at the DMV!”), one Barbie responding to bizarre “would you rather” questions from an off-screen pink carpet host and another Barbie excitedly pointing out guest appearances from several dolls from the animated series of “Barbie” movies. The two dancing dogs from the 2008 straight-to-DVD film “Barbie & the Diamond Castle,” who previously found themselves at the [center of a TikTok trend](#), even made an appearance.

The TikTok has amassed over 5 million views and hundreds of comments from users celebrating the representation of dolls from the animated “Barbie” movies of their childhoods.



Watch now

@barbie

Pink carpet press with #Barbie and friends
💖 The stars are out to see ...See more

Gorgeous and orchestral
fanfare(783698) - fumi