

# Disneyland Campaign



BY ARLA MUY AND RATIE CHA

# Semiotic Analysis

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Narrated by: Katie Cha





## Significant Signs/Symbols

- Mickey Mouse Head/Ears
  - One of the most iconic symbols of the Walt Disney Company
    - Familiarity and nostalgia of child-like dreams and experiences
  - Customizable accessories for Disney park goers
    - Individuality while still being connected to Mickey Mouse and Disney.
- Princess' Castles
  - Appears before almost every Disney movie
    - Sense of possibility from the impossible
    - Signifies reaching a goal and finding a happy ending
  - Opens up to Fantasyland, where most Disney princesses reside
    - Signifies the ability to follow your dreams and find family and love.



# SEMIOTIC ANALYSIS

[Audio](#)

## Themes

- Happiness
  - “The Happiest Place on Earth”
    - Joy and no worries
  - Happy endings in Disney movies
- Family/Friendship
  - Advertisements include a family enjoying themselves at Disneyland
  - Films emphasize the importance of building friendships and connecting with family
- Following dreams
  - “Where Dreams Come True”
  - Kids can meet their favorite characters in the Disney parks, fulfilling their dreams



## Ideology

- Joy is achievable  
Happiness can be found anywhere  
Joy is for everyone, and anyone can find their happiness.
- Dreams are reachable  
Any dream can be realized with the enough work, dedication, and the support of loved ones.
- Family and connections are irreplaceable  
Bonds with loved ones are vital to happiness  
Disney creates characters that learn and grow from experiences with others, including loved ones.

# Current Competitive Position & Marketing Strategy

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Narrated by: Arla Muy



# CURRENT COMPETITIVE POSITION

[Audio Here](#)

The Disneyland park and the overall Walt Disney Company grows with creativity and innovation, which enable the competition against larger firms. Disney and its parks rely on product differentiation to maintain a competitive advantage. Their subsidiary, Walt Disney Imagineering research and development Inc. has dedicated teams to create the entertainment experiences in the company's theme parks such as Disneyland. They created the lands you see such as Cars land, Star Wars Galaxy Edge, and the upcoming Marvel Land. They've designed costumes, attractions, and layouts that have introduced guests into every story.

**Huge On:**

- **Diversification: Has intensive Growth Strategy**
- **Product development**
- **Market penetration**



# MARKETING STRATEGY

[Audio Here](#)

## ❑ Disney Marketing Strategy

Strategy moves in reverse in comparison to most brands. Most brands start with the physical product and then build the story around in the form of Marketing. Companies like Disney make the complete opposite, they create a brand story- a movie and build the products around that story.

## ❑ Disneyland CA Park Strategy

Their Strategy has been amending to the diverse customer base while executing every story by appealing to all culturally.

- Products are used as central characters
- Cast Members Live and Work to propel the storyline
- Advertising Campaigns are the visible representations of the story
- Attractions and Lands make the stories come to life



# Marketing Mix

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Narrated by: Arla Muy





[Audio Here](#)



**As of 2020, there are several Disneyland Marketing Strategies like product/ service innovation, marketing investment, customer experience, etc. which have contributed to brand growth.**

[Audio 1 Here](#)

[Audio 2 Here](#)

## ○ **Disneyland Product Strategy**

Disneyland covers huge acres of land and encompasses two theme park ( Disneyland and Disney California Adventure), Shopping District ( Downtown Disney), Disney Hotel. The main focus is to recreate the magic of Disney Characters because of which one can find the Disney Characters alive. Disneyland also engages in special events during Halloween and Christmas.

## ○ **Disneyland Price/ Pricing Strategy**

Prices vary amongst and additional fees are included for special events. Disneyland offers winter package prices for hotel and park, as well as their restaurants. They offer discounts for accommodation in bundle deals and special rates for annual pass holders. Disneyland Cast Members receive free entrance to Disneyland, Disney California, and other parks all over the world.

## ○ Disneyland Place and Distribution Strategy

Walt Disney World is located in Orange County while Disneyland is located in the city of Anaheim in Orange County. Having these parks by huge locations ensures high accessibility and connections with airlines, rails, and road networks.

[Audio 1 Here](#)

[Audio 2 Here](#)

## ○ Disneyland Promotion & Advertising Strategy

Commercials are mainly focused on children and parents. They have partnered with airlines and tour operators. They partner with small businesses for contest and ticket promotion offers. YouTube uploads, events, and shows such as D23 are organized by the Disney Company to promote the park.



## ○ ***Process***

The accommodation, dining, and entry passes are made available online via their website as well as from the counters. Line control and capacity is tracked by management, but also provided for the guests to see through the Disney Park App.

## ○ ***People***

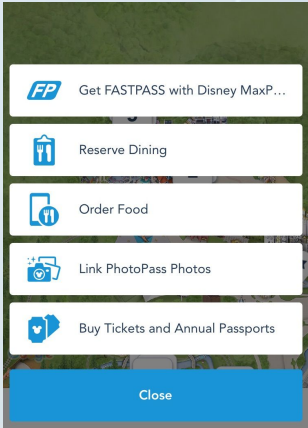
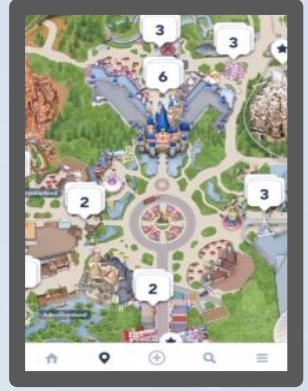
80% of the managers are recruited internally and 80% of the cast members are at full-time contract. Cast members are not allowed to break character in costume, under any circumstance. They are trained in order to personify the attitude and nuances of every character. Training orientations such as “*Step into the Magic*”, “*Traditions*”, and department training are included to orient CM into the brand.

## ○ ***Physical Environment***

The shops and dining are another major source of attraction. They justify their taglines “The Happiest Place on Earth” and “Where the magic begins”.

# DISNEYLAND PARK APP

[Audio Here](#)



# IMC & Advertising Strategies

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Narrated by: Katie Cha



# IMC AND ADVERTISING STRATEGIES

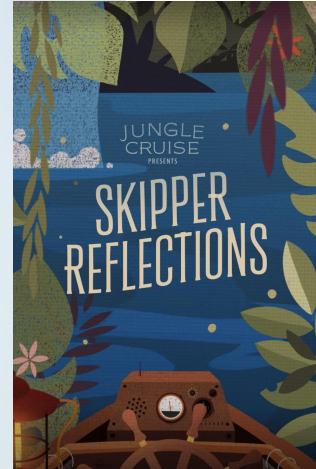
[Audio](#)

- Disneyland Mobile App
  - Continual entertainment
    - “Jungle Cruise one-liners”
    - Character drawing tutorials
    - Games through “Disney Parks Play” app
- Email Marketing
  - Providing updates
    - Re-opening status
    - Annual passes
    - Merchandise
    - Fun, Disney-related quarantine activities
  - Continual engagement with consumers

All forms of integrated marketing communications are following a consistent message of enjoyment while safely social distancing to keep Disney’s consumers safe!



We know that you may be craving some Disney in your life and there is so much magic in the air. Check out our new Disney Parks Blog. Below you'll find but only the best. May you keep believing in magic and have a thrilling May the 4th moments.



Watch out for Stormtroopers and fun facts on Star Wars: Rise of the Resistance.

# TMC AND ADVERTISING STRATEGIES

[Audio](#)

- Social Media Marketing

- Instagram
- YouTube
- Facebook
- Twitter



## Instagram

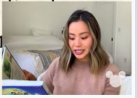
- Entertainment
  - “The Dapper Dans” performance
  - Zoom backgrounds
  - Ride walkthroughs
  - Behind the scenes
  - New songs, specifically emphasizing social distancing

## YouTube

- Provost Park Pass
  - Disney parks-related channel
  - Talks about various Disney experiences
  - Currently discusses Disney in the COVID-19 pandemic
- Disney YouTube Channel
  - “Storytime with ...”
  - Stories told by Disney actors
  - Extra content for children

Hiro could tell Wasabi was nervous. “We’ll all go to the basement,” he said. Wasabi grabbed the laser he’d been working on and he and his friends headed downstairs. A long row of high windows wall, with the breaker box under Wasabi stepped closer. Then he

#DisneyMagicMoments  
Storytime with Jamie Chung | Disney





# Business Competitive Environment

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Narrated by: Arla Muy



# BUSINESS COMPETITIVE ENVIRONMENT

## Significant Competition of Disney Parks ( Disneyland Anaheim, CA)

[Audio Here](#) [Audio Part 2](#)

Disney Parks are national leaders in the theme park industry, but Universal Studios has taken market share with the addition of *The Wizarding World of Harry Potter* in California and Florida. Other Competitive theme parks are Six Flags, waterparks, and outdoor attractions.

## Favorable Strengths:

- *Theme Park Technology* – Tech ranges from the Disneyland Monorail system that was the first in its kind in the U.S and has been operating for along time, Fast Pass, Wifi operated new Ride “ Rise of the Resistance, and shows
- *Tax Exemption*- Disneyland Anaheim received a 30 year entertainment tax exemption in 2015, in return of a 1 billion investment in the theme parks and surrounding roads.



# BUSINESS COMPETITIVE ENVIRONMENT

## Favorable Strengths Continued:

[Audio Here](#)

- *Strong Real estate opportunities - The largest real estate holdings in the Disney Portfolio is Disneyland and Walt Disney World theme parks, which account for 244 acres in Anaheim here in CA.*
- *Labor Market- According to the Disney Careers site 23,000 people work under the Disneyland Park in addition to independent contractors (3,500), and staff for nearby hotels and restaurants.*

## Porter's 5 Forces

- Strong force in competitive rivalry or competition
- Strong force in Bargaining power of buyers or customers
- Weak Force in Bargaining power of suppliers
- Moderate Force in threat of substitutes or substitution
- Weak force in threat of new entrants or new entry



# Consumer Market Trends

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Narrated by: Katie Cha



# CONSUMER MARKETPLACE TRENDS

[Audio](#)

## Maslow's Hierarchy of Needs:

- Consumers
  - Uncertainty in school, jobs, and quality of living
  - Broad target segment
- Disney is competing with other large companies who are emphasizing the same need by avoiding getting trapped in the advertising noise.



## Disney's Advantage of Current Marketplace Trends:

- Loyal market
  - Disney+, Disney social media, Disneyland apps
  - Anxious to return to the parks upon reopening
- Consumer desire to be active in hobbies
  - Baking, crafting, virtual tours
  - Disney has released recipes, drawing tutorials, and point-of-view footage of attractions
    - Continuous audience engagement in a magical way
- Mandatory masks
  - Reusable, non-medical cloth face masks with Disney character design
  - Donating 1 million masks to those in underserved communities
  - Donating all profits up to \$1 million to Medshare



# Objectives for Campaign

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Narrated by: Arla Muy



# OBJECTIVES

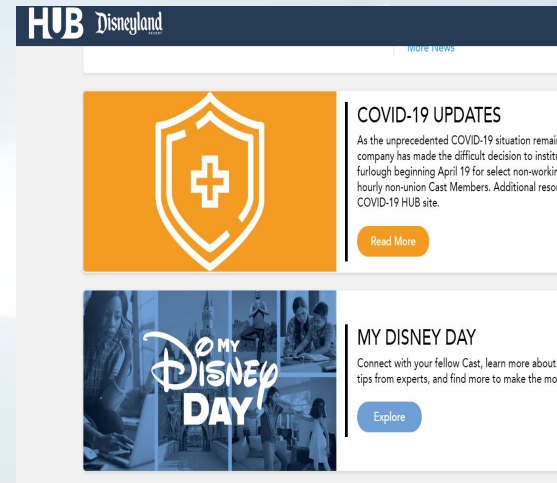
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- Main objective: Creating Public Awareness
  - Encourage audience to follow proper social distancing protocols
  - Motivate compliance
- Assisting the Crisis Communication and PR Team to develop a tactic to spread current situation awareness: Throughout park grounds and before Park opening in Anaheim.

## Current Crisis Communication Department

### Methods:

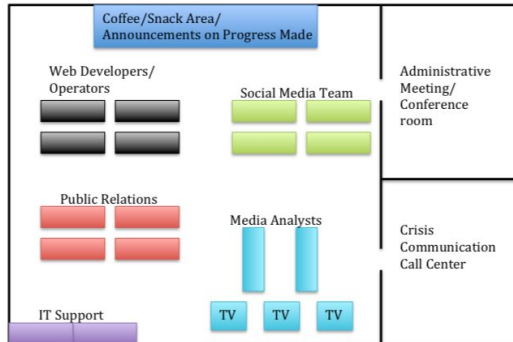
- Reporting updates and resources on the Disney Hub Employee Portal
- Waiting for results from other park openings such as Shanghai
- Disneyland Crisis Panel April 29th





**CRISIS MANAGEMENT PLAN**

**Crisis Control Room Set-up**



**Top 3 Potential Crises: Case Studies (continued)**

**3) Searching for the Cause of Legionnaires Disease**

After several people in Orange County fell sick with Legionnaires' disease in recent weeks, officials said two cooling towers at Disneyland had been linked to the outbreak. Those towers were shut down, and officials say they no longer pose a risk to park visitors. The outbreak has sickened a total of 15 people, two of whom have died. Eleven of those people visited Disneyland in September, said Orange County health agency spokeswoman Jessica Good. The other four just lived in or had visited Anaheim, suggesting there could be sources of infection not yet discovered (Karlman, 2017).

**4) Measles Outbreak Infects 51 people in Disneyland**

There was an outbreak of measles linked to the theme park, and one of California's top public health officials recommended that children under 12 months and people who've never had a measles vaccination stay away from the park while the disease event continues (Ellis, 2015).

**5) Social Media During Infectious Disease Outbreak Strategies to Reduce Fear**

A study shows that social media can help during an outbreak as it allows for distribution of news quickly. It can reach an active audience who wants to hear your message and help the general public and news media gather information via social media. It also benefits by engaging in conversation with key stakeholders (MDMorrison, 2014).

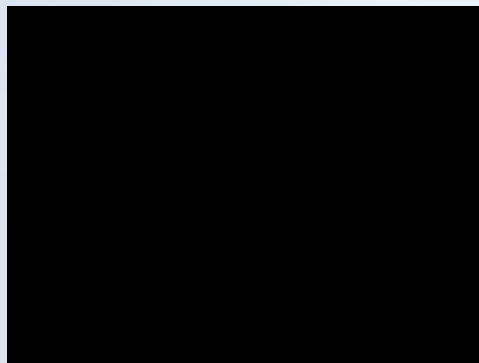


# CELEBRATE THE JOURNEY

[Audio Here](#)

## **Campaign: “You’re invited to celebrate the journey 6 feet apart”**

Celebrate the Journey: We all face times when we are challenged by the realities of life and the obstacles we must all overcome. As a personal cast member myself and as a park guest, I have met cast members who are truly celebrating the Disney Journey. There are times for all of us when “Celebrating the Journey” may sound great as a marketing slogan, but it is tough to live out in our daily lives. This special spark I have encountered from many Disney Cast members and people we know in our daily have challenged all of us to find ways to celebrate our own journeys and to allow vision, enthusiasm, and passion to infuse itself into all parts of our profession and personal life mission.



[Access video](#)

Here too \*

# Advertisements

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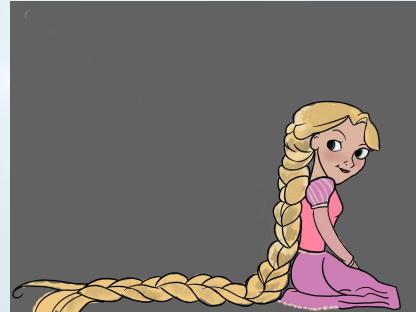
Narrated and Created by:  
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[Audio Here](#)

- Short Social-Distancing Advertisements

- Will be used to bring further awareness to proper social distancing protocol to encourage audience to stay safe during this pandemic.
- These short advertisements will utilize various Disney, Pixar, Marvel, and Star Wars characters demonstrating a different facet of social distancing to engage viewers with their favorite characters in a new way.
- Every advertisement will match the specific theme in every land of the park and Disney California Park



# Concept Art

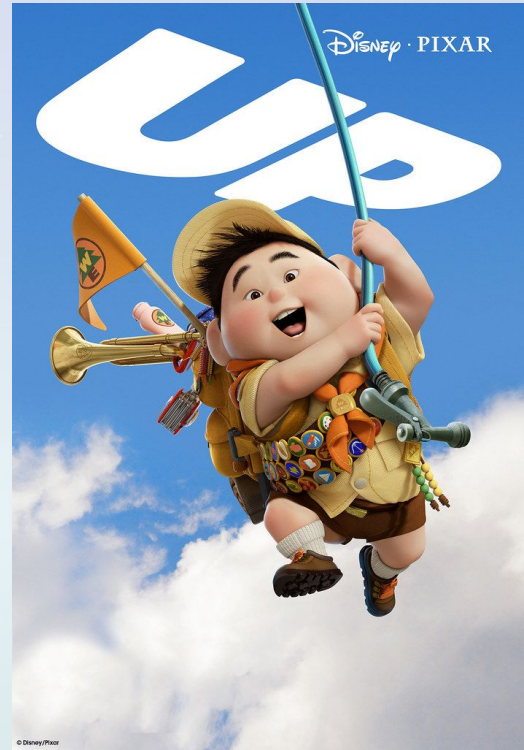


# OUR CREATIVE PROCESS

[Audio](#)

## “Up” Animation

- “Stay 6-feet apart” warning message
- Russell, “Up”
  - Isolated in the sky
- Advertisement:
  - Russell floating in the air tied to the balloons holding the sign
  - Floats so the sign is clearly visible
  - Russell floats away, but not before dropping the sign, bringing the message back into frame
    - Dropping of sign is amusing
- Nostalgia for the film
  - Emotional connection between Disney and its consumers



# MEDIA SELECTION AND BUDGET CONSIDERATIONS

[Audio](#)

## “Up” Animation

- Placed immediately before films or shows on Disney+
- 5-10 second clips
  - Increased consumer retention because it is not too long
- Audience sees their favorite characters social distancing, washing hands, wearing masks
  - Audience ponderance of safety habits
  - Children can keep their families in check
- Budgetary Considerations
  - Faster animation process than 2-minute long shorts
  - Less resources
  - Many characters means more animators and working hours
    - Eventually will equal the efforts of “At Home with Olaf” series

## Continued use of Advertisement at Park Location

- Scattered throughout the parks upon reopening
- Posters and/ or digital signs of characters in their designated spots within the lands
  - Consistent message throughout the entire park



# “Up” Animation

