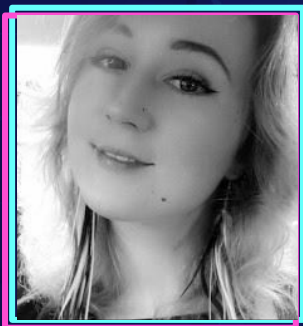




Disney+

BRAND AUDIT

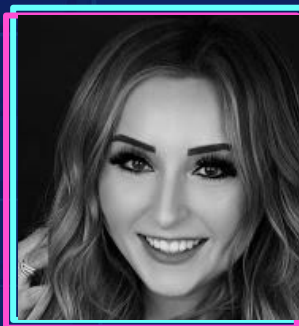
OUR TEAM



**RAYNA
CARSON**



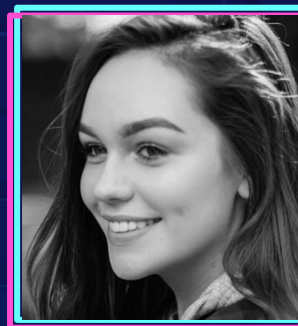
**LESLIE
BLACKMON**



**LAUREN
LARSEN**



**PEPPER
FERGUSON**

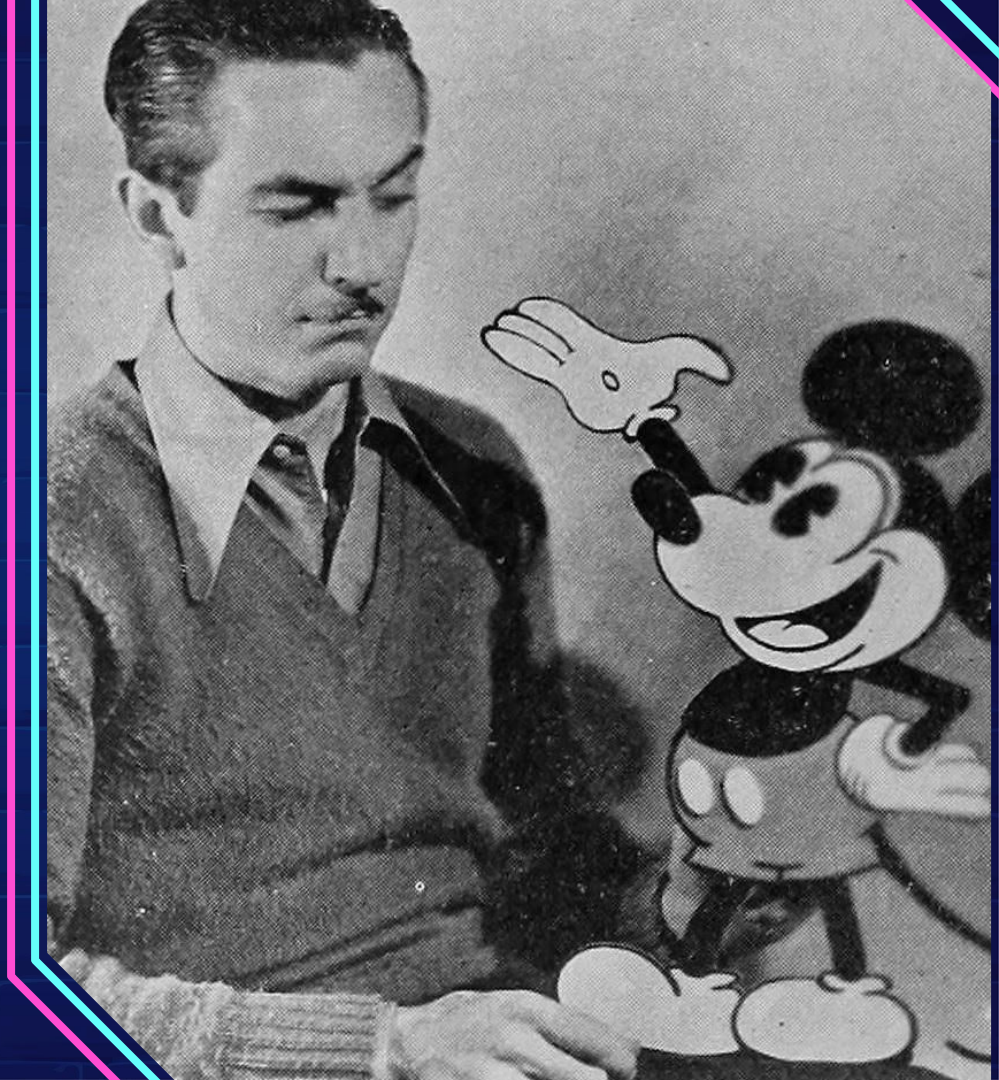


**SHAYNA
BAILEY**

01

ABOUT

I want you to stop and think about what comes to mind when you think of Disney. Do you have a Disney moment that you cradled with love in your heart and mind?



THE HISTORY

1923

Walt Disney got his first contract to create an animation.

1983

Disney creates their 1st channel capturing the hearts & minds of the millennial child.

2019

Disney launched the content streaming service: Disney+

Disneyland opens this is their first adventure in theme parks.

1955

Disney merges with ABC & would start building a dynasty of media content

1996



02

MARKET ANALYSIS





TARGET MARKET



“People in the U.S. who are the age range 25-40 that are loyal to the Disney brand and enjoy specific activities such as TV and movie entertainment.”

ENTERTAINMENT



LOYALTY

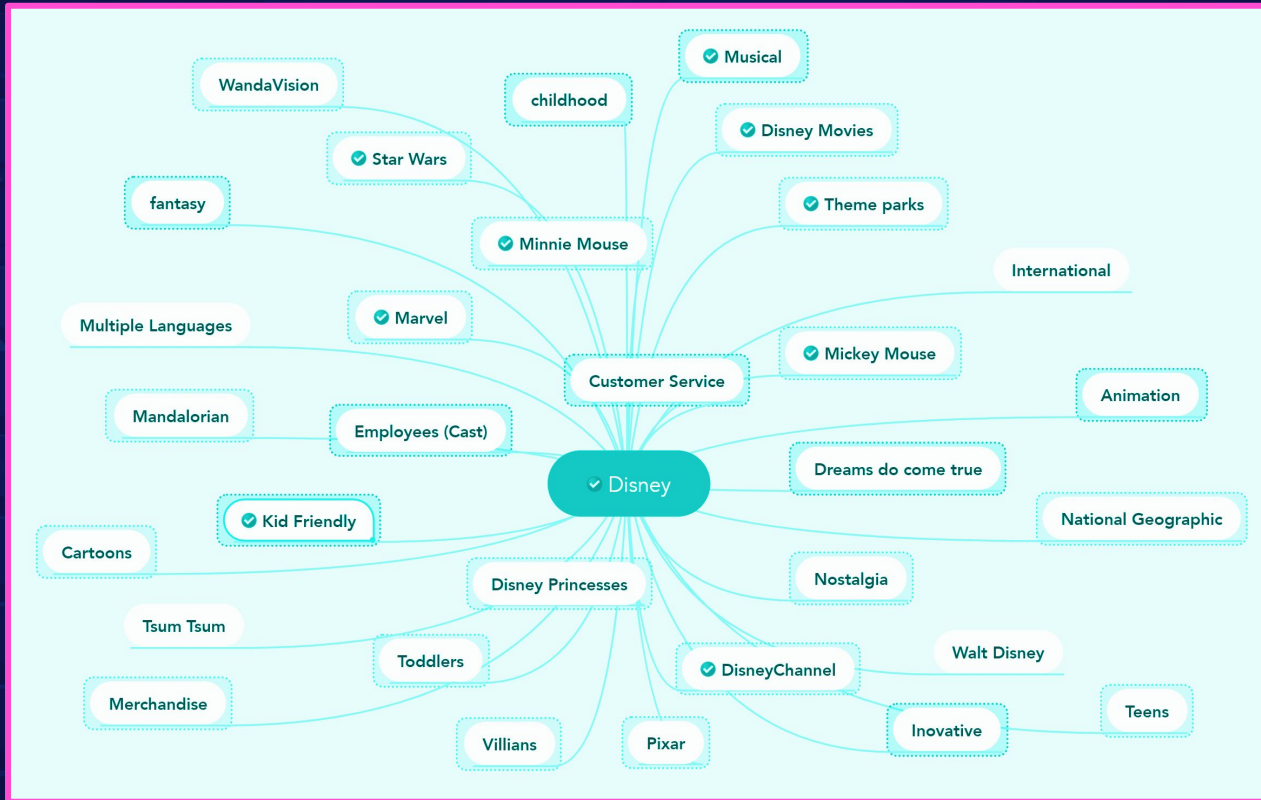
- “Park goers”
- Grew up on Disney Movies
- Watched Disney Channel
- Listens to Disney Music

PROFILE

AGE: 28
LOCATION: United States
EDUCATION: College Graduate
MARITAL STATUS: Married
HOUSEHOLD: Children



MENTAL MAP w/DISNEY FOCUS



MENTAL MAP w/DISNEY+ FOCUS

Disney+

- Marvel
- Star Wars
- Character Merchandise
- Disney Channel
- Fantasy

- Nostalgia
- Kid Friendly
- Multiple Languages
- Animation

POINTS OF PARITY

	DISNEY+	PRIME	NETFLIX	HULU
PHONE/TV APP	○	○	○	○
KID SAFE PROFILES	○	○	○	○
ADULT FRIENDLY	○	○	○	○
ANIMATION	○	○	○	○
4K QUALITY	○	○	○	○
ORIGINAL CONTENT	○	○	○	○

POINTS OF DIFFERENCE

	DISNEY+	PRIME	NETFLIX	HULU
DISNEY CHANNEL	○		○	○
MERCHANDISE	○			
DISNEY CHARACTERS	○			
FANTASY	○			
MARVEL	○		○	
STAR WARS	○			



03

RESONANCE PYRAMID



SALIENCE

Disney has been established for ninety-seven years and according is one of the most recognizable brands in the world.

IMAGERY

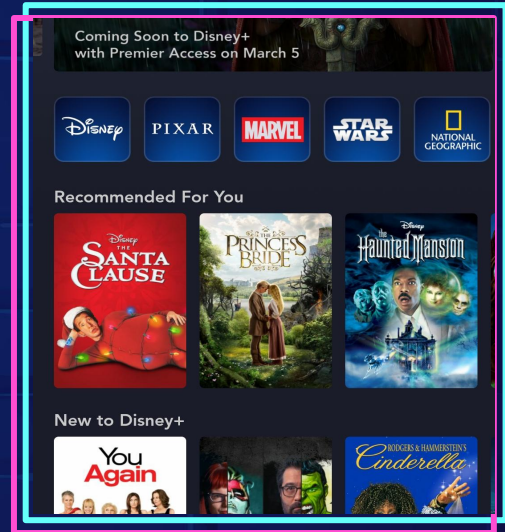


DISNEY+ LOGO

Combination of handwritten logo and wishing star

APP INTERFACE

Simple and clean



PERFORMANCE



FEATURES

Individual profiles that help you personalize your experiences.



PERFORMANCE & SERVICE

Disney offers a 4k HD experience with the largest selection of Disney owned



STYLE

The style was very simple and user friendly.
Adding person profiles later



PRICE

\$6.99 per month or bundled with Hulu and ESPN+ for \$14.99. Premier Access for \$29.99.



FEELINGS

DISNEY+ TRAILER

- Music
- Memorable Movie/Show Snippets
- Memorable Characters
- Hidden Messages
 - “Dreams Come True”
 - “Magic”





JUDGEMENT



QUALITY

- 4k (Ultra HD)



CREDIBILITY

- Availability
 - Old shows/movies



RELEVANCE

- Relevant content
 - WandaVision
 - Mandalorian



SUPERIORITY

- Bundling Options
- Outside Content

RESONANCE



BABY YODA

- Resonated with Baby Yoda
- Engaged with:
 - GIF
 - Memes
 - DIY's
 - Facebook Fan Club



Fan art by @TinyMintyWolf

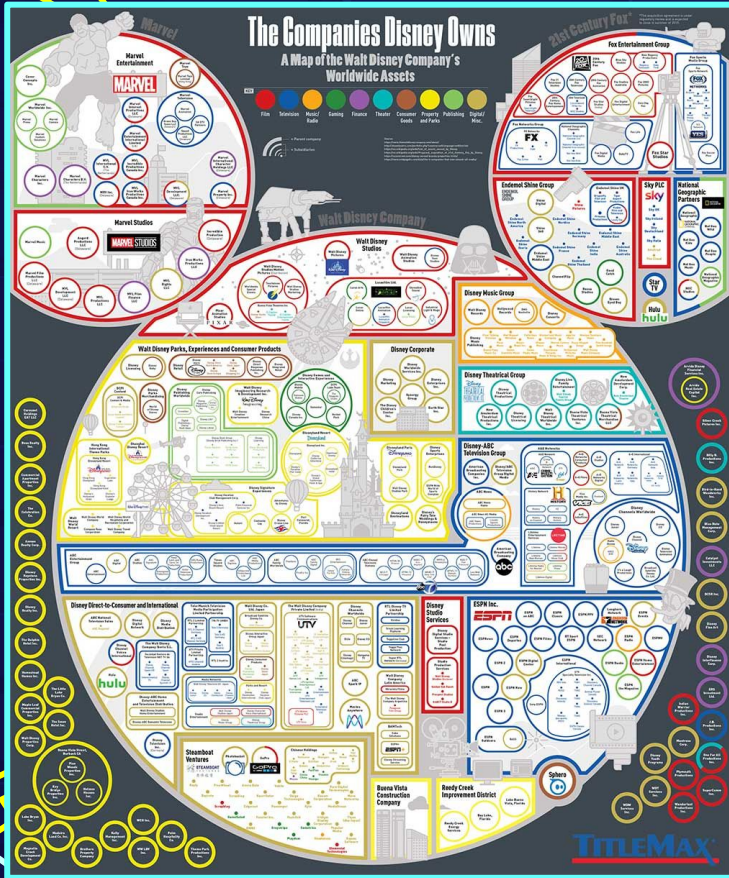


04

BRAND STRATEGY



HYBRID



HOUSE OF BRANDS

- Marvel
- Lucasfilms
- ESPN
- ABC
- Pixar

BRANDED HOUSE

- Disney Princesses
- Disney Villains
- Disneyland
- Disney World
- Disney Channel

POSITIVES & NEGATIVES

POSITIVES

- New brands can quickly penetrate the market
- Brands can merge under one collective platform

NEGATIVES

- Over time, overall marketing strategy may not work for all brands acquired
- Potential for inconsistencies within different strategies





05

FUTURE CONCEPT IDEAS



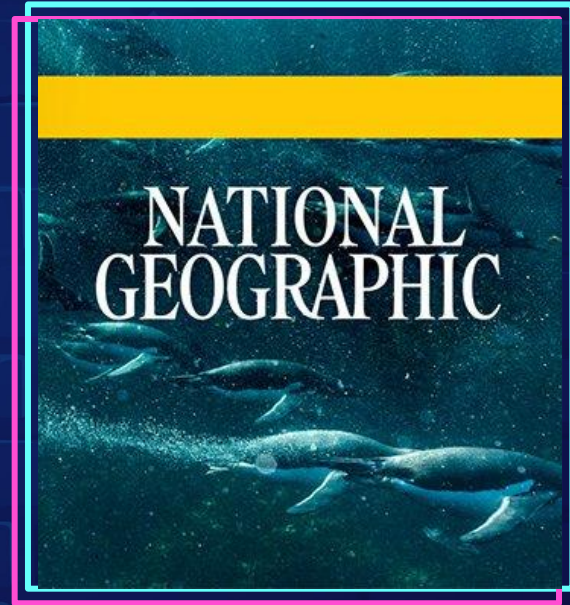
INTERACTIVE ADVENTURES



- Technology
 - Ability to interact virtually
 - Immersive experience
- Narrative
 - Variety of storylines
 - Potential for monthly/quarterly “new releases”
- Audience
 - Appeals to all ages, from kids to adults

EDUCATION on SOCIAL ISSUES

- Purpose
 - Educational opportunities
 - Improve relationship with public
 - Build an informed society
- Community
 - Incite positive interactions
 - Take control of important social issues



THANKS



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