**Marketing 3.0**

**Need of future grow: Disney and children nutrition**

The main activity of Walt Disney Company is entertainment. Apart from its thematic parks, Disney is the most visited place of the world. Mickey Mouse, Pato Donald, Ursinho Pooh many other. It’s facing constantly other companies of famous persons, as Warner Bros and Nichelodeon. Recently Disney acquired one of its competitors, Marvel Comics, for 4 billion dollars, in order to protect its place in market of licensed persons.

Apart from center of entertainment, company also forwards its access to children, by selling consuming products. In this area of business particularly, Disney faces challenges of well being of consumer,-but mainly obesity-by integrating its type of business. The Disney Consumer Products, (DCP), is trying to change habits of nutrition of children, by collaborating with various partners.

In 2004 DCP knew, through connection with Unicef, that 30% of American children, of age between 5-9 years old, who were 14% above normal weight, had problems of obesity.