



# WALT DISNEY World.®

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# BRAND DESCRIPTION

"THE MISSION OF THE WALT DISNEY COMPANY IS TO ENTERTAIN, INFORM AND INSPIRE PEOPLE AROUND THE GLOBE THROUGH THE POWER OF UNPARALLELED STORYTELLING, REFLECTING THE ICONIC BRANDS, CREATIVE MINDS AND INNOVATIVE TECHNOLOGIES THAT MAKE OURS THE WORLD'S PREMIER ENTERTAINMENT COMPANY."  
-THE WALT DISNEY COMPANY



DISNEY'S BRAND ESSENCE LIES IN ITS MISSION TO **GLOBALLY ENTERTAIN, INFORM, AND INSPIRE** THROUGH STORYTELLING, REFLECTING ICONIC BRANDS, CREATIVE GENIUS, AND PIONEERING TECHNOLOGIES.

AS THE LEADING ENTERTAINMENT COMPANY, DISNEY'S LEGACY IS BUILT UPON CRAFTING **CAPTIVATING NARRATIVES** THAT HOLD CREATIVITY, INNOVATION, AND THE ABILITY TO **CONNECT** WITH AUDIENCES ON A PROFOUND LEVEL.

# Walt Disney World®

WALT DISNEY WORLD HAS A LOGOTYPE.

WHAT DOES IT MAKE US FEEL? WHAT DOES IT REMIND US OF?

MAKES US FEEL YOUNG AGAIN.

REMINDS US OF THE WALT DISNEY PICTURE MOVIES

ONE WORD? CHILDHOOD.

# BRAND STRATEGY

- ELIMINATE BARRIERS THAT CAN SEPARATE OR DISTANCE US FROM CUSTOMERS.
- GENERATE SURPRISE IN EACH CLIENT, IN CHILDREN AND ADULTS.
- MAKE EACH CLIENT FEEL SPECIAL.
- DETAILS MUST BE OBSESSIVELY TAKEN CARE OF TO CREATE A HARMONIC EXPERIENCE.
- EVOLVE AND ADAPT TO PEOPLE AND MENTALITIES.
- CONSTANT CHANGE THROUGHOUT THE YEAR BRINGING NEW THEMES, EVENTS AND OTHER POPULAR TRENDS.
- KEEP YOUR FANS ENGAGED BY CREATING CONTENT FOR DIFFERENT SEGMENTS OF THE AUDIENCE.



# Logo Evolution

Walt  Disney World®

  
WALT DISNEY World®  
RESORT

1971 - 1996

1996 - 2005

WALT DISNEY World®

2005 - NOW



# TARGET

- DISNEY WORLD TARGET AUDIENCE ARE FAMILIES WITH YOUNG CHILDREN.
- THEIR VARIETY OF CHARACTERS FROM DIFFERENT ETHNICITIES SEEK TO CONNECT WITH AUDIENCES GLOBALLY.
- ENTERTAINMENT APPROPRIATE FOR ALL AGES.



# MARKETING Mix

PRODUCT  
EXPERIENCES

PRICE  
\$109-\$189 PER DAY  
DEPENDS ON DAY AND HOLIDAY

PLACE

- USA
  - ANAHEIM – CALIFORNIA.
  - ORLANDO – FLORIDA.
- TOKIO – JAPAN.
- PARIS – FRANCE.
- HONG KONG – CHINA.
- SHANGHAI – CHINA (UNDER CONSTRUCTION)

PROMOTION  
SOCIAL MEDIA  
TV ADS

"CREATE MAGICAL EXPERIENCES"





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Thank  
you

