

CO - CREATING

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WALT Disney

PROPOSALS



FAN ART

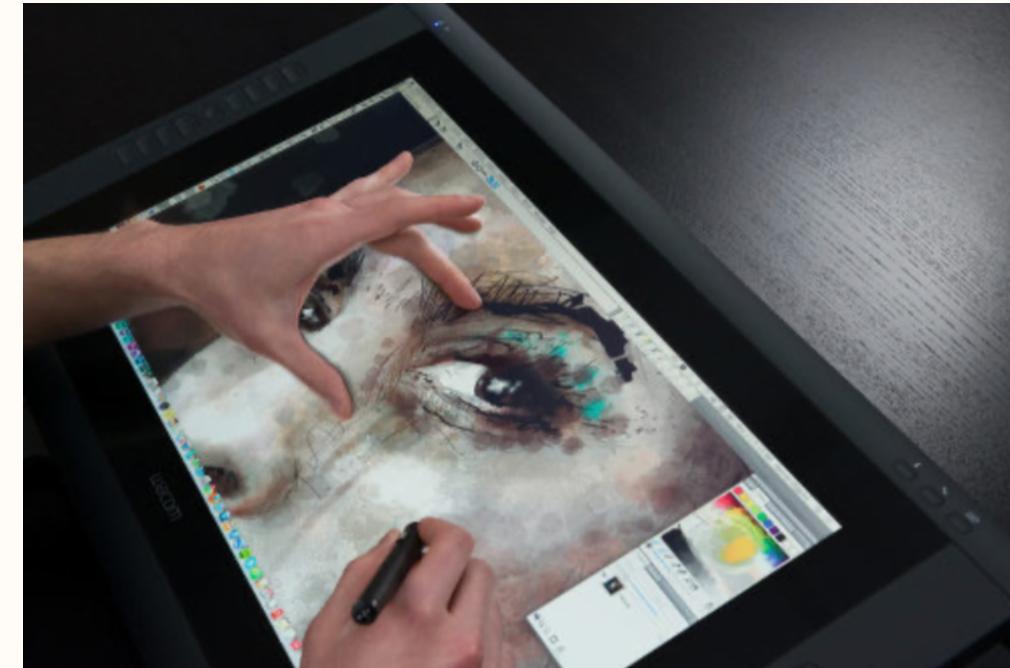


AR EXPERIENCE



SOCIAL MEDIA
CHALLENGES

FAN ART



OFFICIAL DISNEY FANART PLATFORM

Provides a space for artists of all kinds to express their take on the Disney characters and toy with alternative universes and endings



FANART TRADING

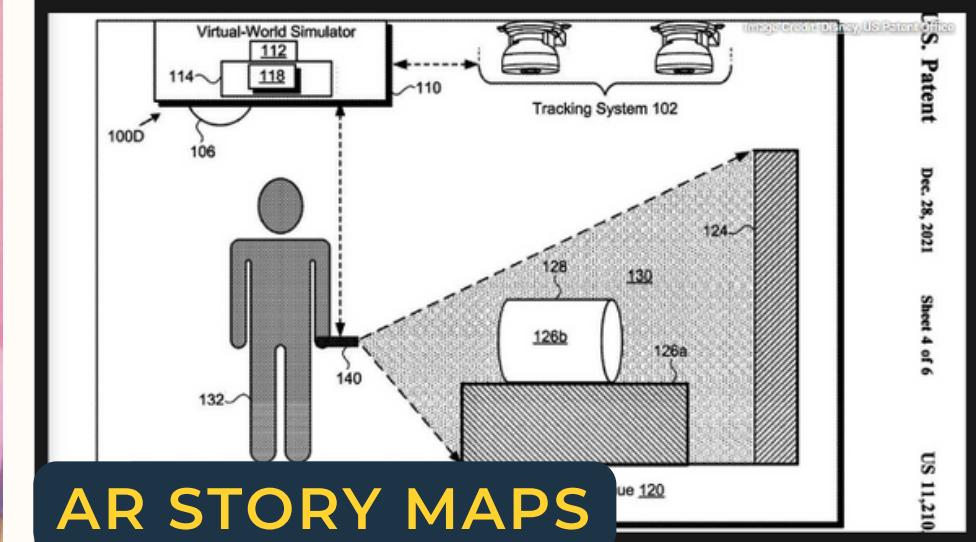
Creators can either trade their art as is or in the form of NFTs

AR EXPERIENCE



AR filters of Disney IP characters for creators/ fans to recreate renowned movie scenes

Disney Patents Augmented Reality With No Peripherals Required

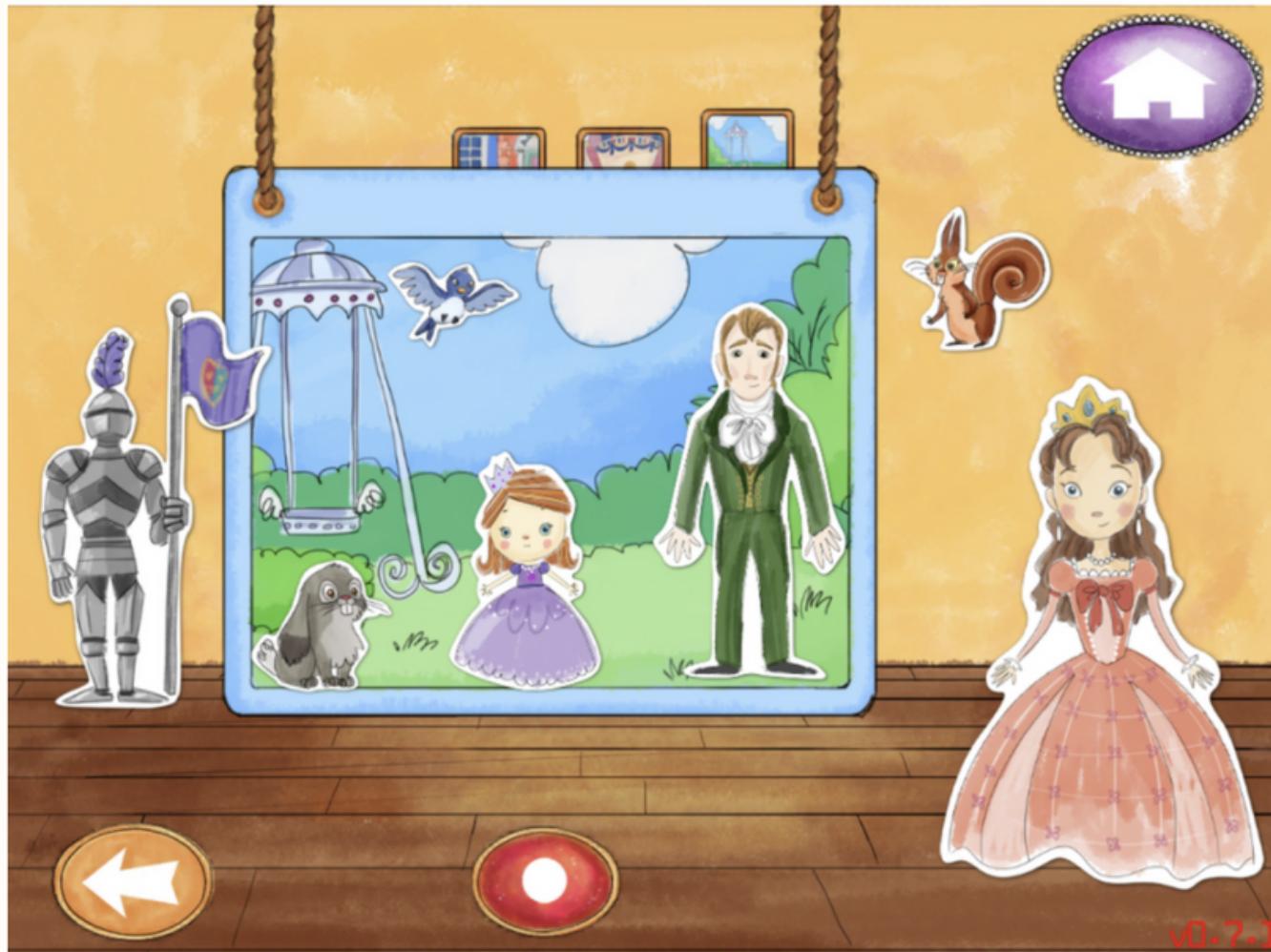


AR STORY MAPS

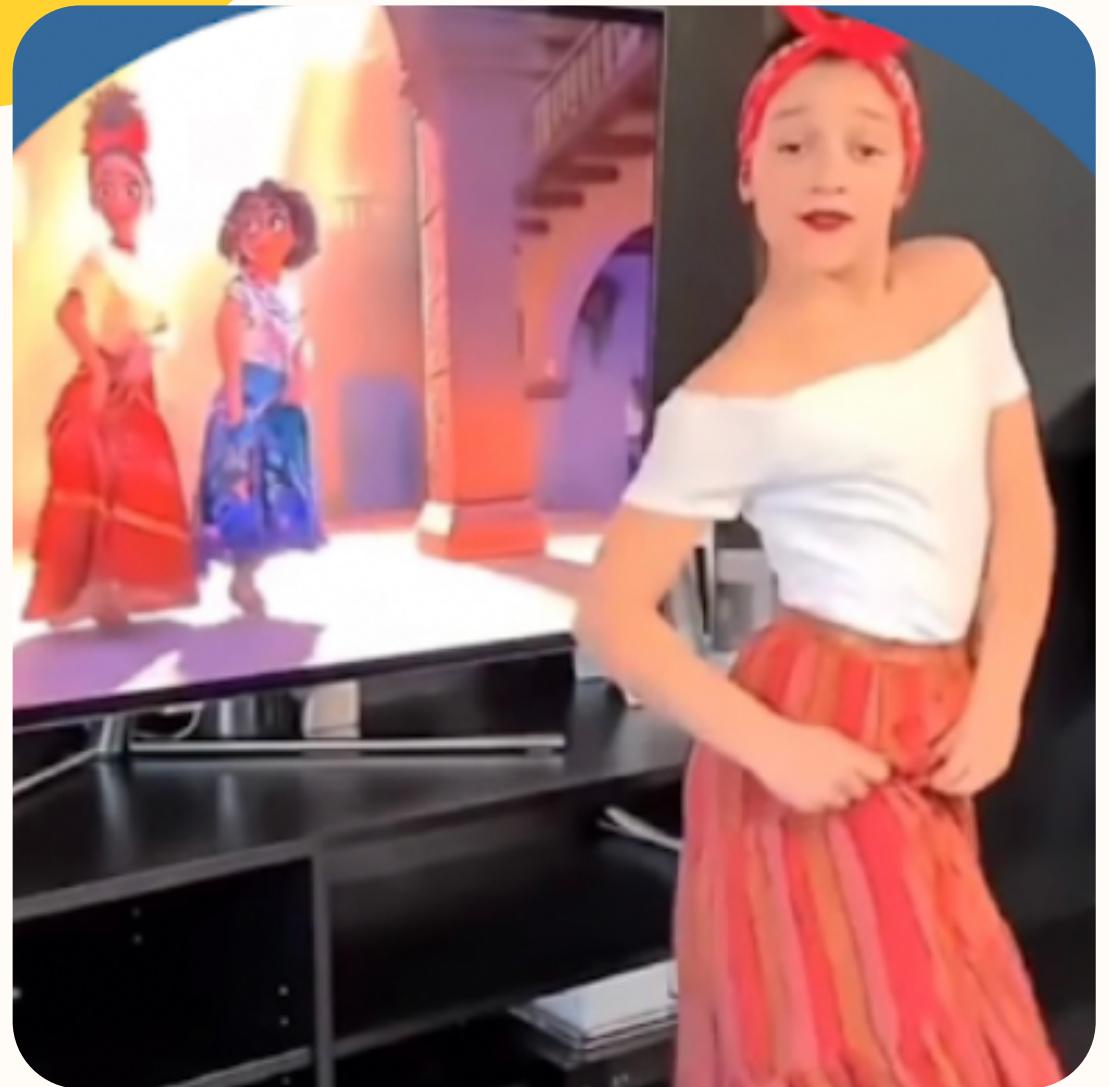
Converting stores and other viable channels to interactive Disney experiences.

CHOOSE YOUR OWN ADVENTURE DISNEY SERIES

CO-CREATION USING DISNEY'S AR VENTURE



1. Disney and Marvel fans can play out loopholes in movies and create their own alternative endings by having the option to determine the actions of the characters
2. These new versions can be screened for fans on the platform or can be turned in AR customized experiences for individuals to play out at select Disney Stores.
3. Provides new content for Disney users while keeping them engaged between releases
4. Disney has started to this, but has primarily targeted young kids 3-7 and have launched these efforts on separate platforms as games.
5. The opportunity area here is to incorporate this storytelling for older fans as a streaming service on Disney+ to drive subscribers (like Bandersnatch on Netflix).



SOCIAL MEDIA CHALLENGES

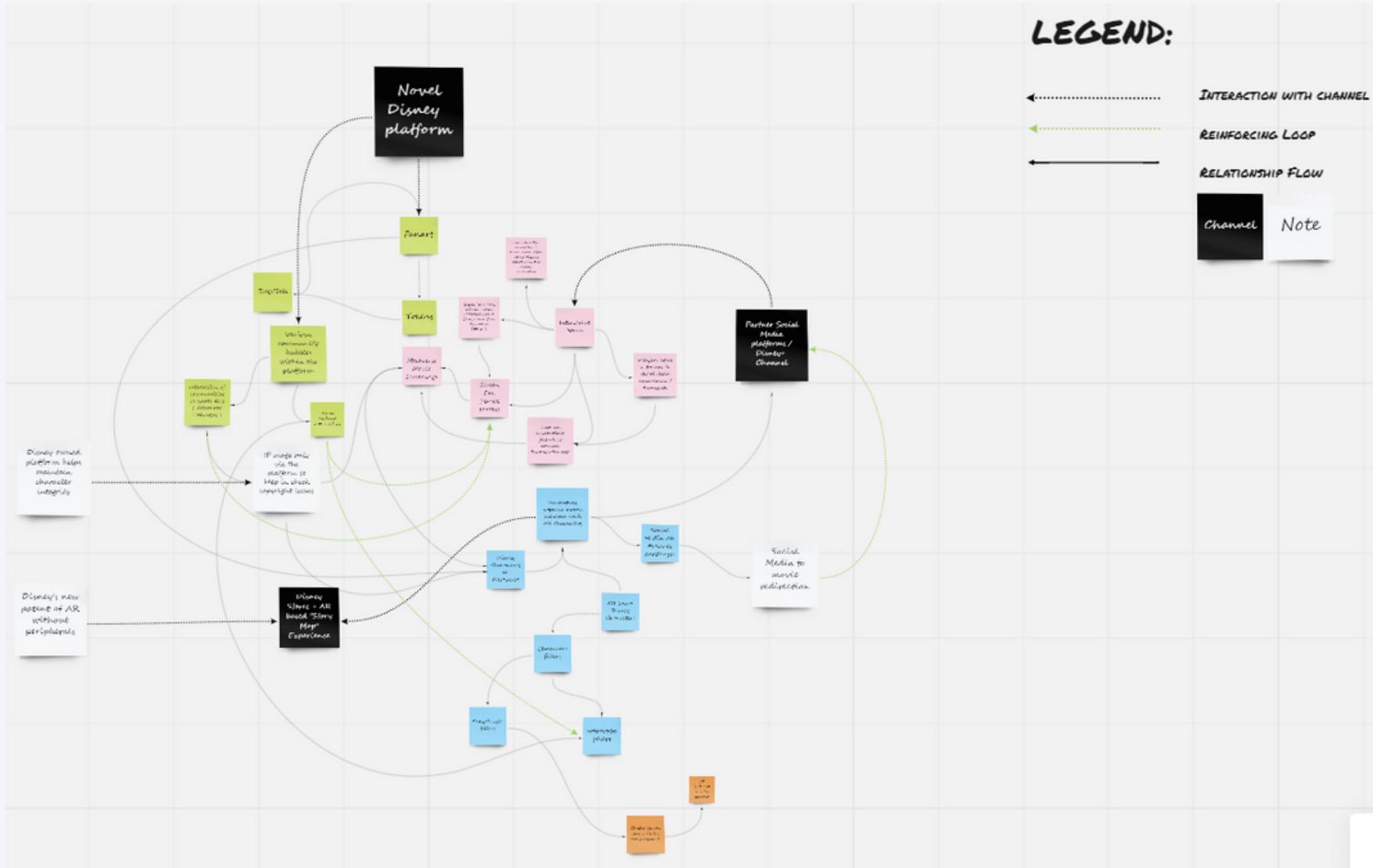
SPINOFF

RECREATION OF SPINOFFS
DUETS !

TALENT SCOUTING

#DISNEY
CHALLENGE

ECOSYSTEM MAP



DISNEY CO-CREATION ECOSYSTEM

Ecosystem Map Legend:

- Each set of colors represents a singular self sustainable idea
- The map as a whole maintains a reinforcing structure

Please use the link below to view the miroboard of the ecosystem map

https://miro.com/app/board/uXjVOGMHMYw=?invite_link_id=325159756138

TARGET USERS



Fans

Disney Fans
Marvel Fans
Pixar Fans



Artists/ Creators

Dancers / Actors / Singers
Graphic Designers, Photo/ Video Editor
Bloggers



Demographics

12 - 30 years old



Passive Users

Critics / Audience / Forum
Seekers

RESEARCH



INSTAGRAM

#Disneyfanart

Around 455,853 posts tagged
with #disneyfanart



REDDIT

Disney subreddit

Unofficial Disney subreddit
communities with 850K
members for Disney fan arts,
Alternate ending, handmade
arts posts



YOUTUBE

Videos

Alternate endings, cover
songs, fan medley, disney
challenges videos had 1m -
30m views