

Walt Disney World®

AFTER THE MAGIC

AD CAMPAIGN



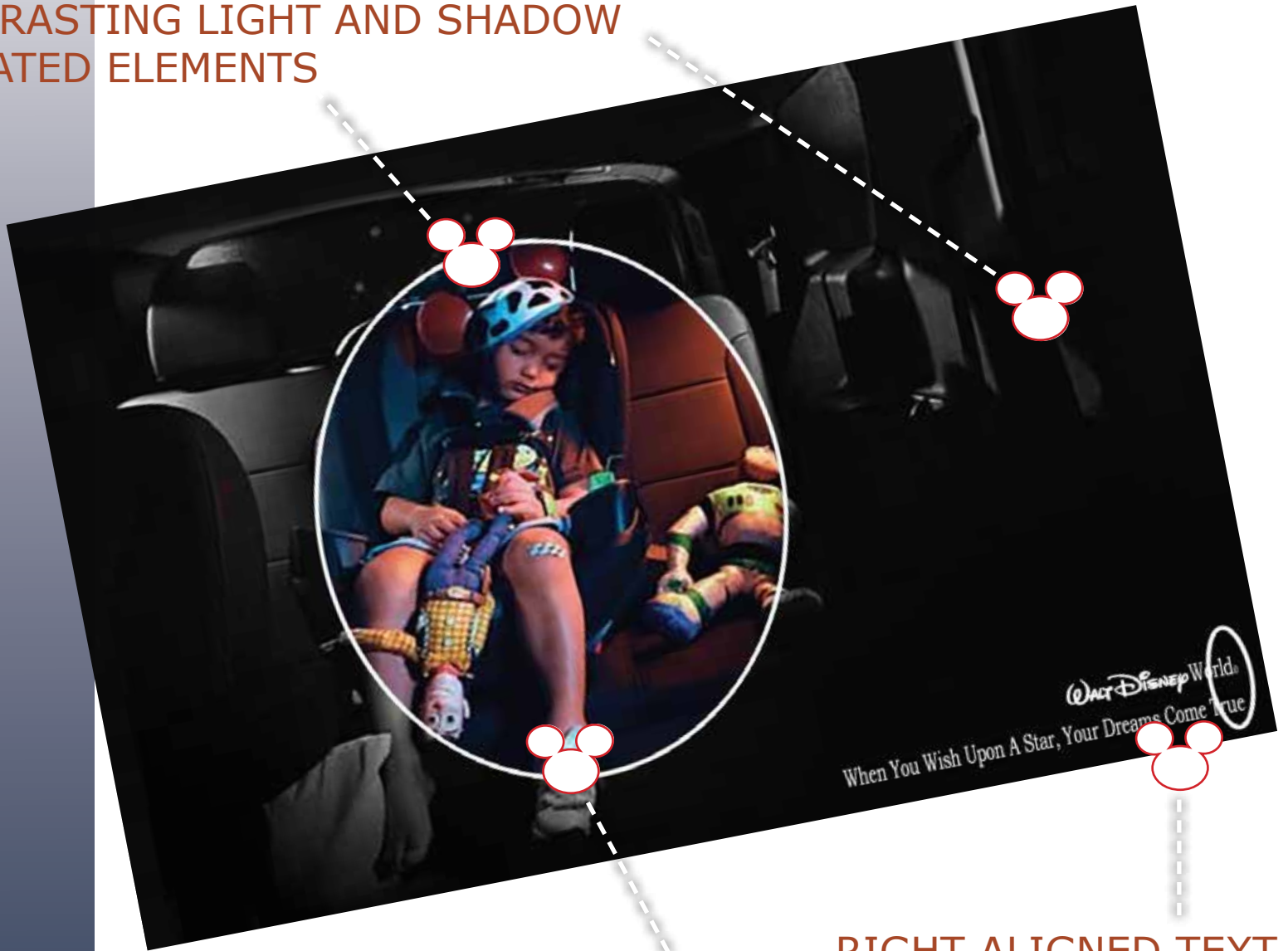
A photograph of a young child sitting in a car seat, wearing a blue and white Mickey Mouse ears headband. The child is holding a small doll. The car seat is orange and black. The background is dark with some blue light. The text 'ORIGINAL AD' is overlaid in white, with a large orange Mickey Mouse head silhouette to the left.

ORIGINAL AD

WALT DISNEY World®

When You Wish Upon A Star, Your Dreams Come True

CONTRASTING LIGHT AND SHADOW
REPEATED ELEMENTS



RIGHT ALIGNED TEXT
RELATED ITEMS IN CLOSE PROXIMITY

TYPOGRAPHY



Walt Disney World
When You Wish Upon A Star, Your Dreams Come True



DECORATIVE FONT PAIRED WITH
BOOKMAN OLDSTYLE

COMPLIMENTARY COLORS

BLUE

COLOR



ORANGE



NEW DESIGN

WALT DISNEY World®

When You Wish Upon A Star, Your Dreams Come True

CONSISTENT
REPETITION AND CONTRAST



SAME
PROXIMITY AND ALIGNMENT

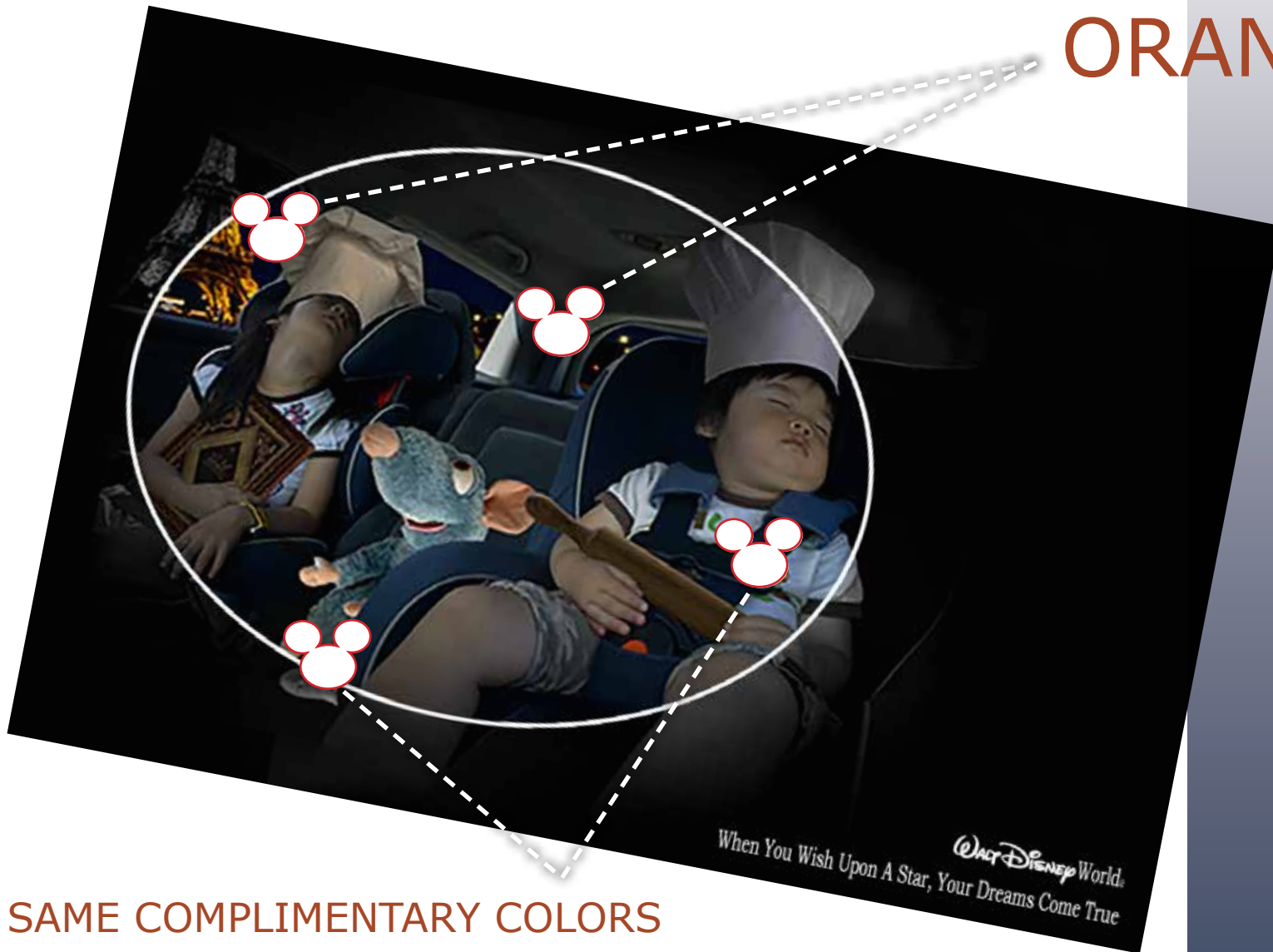
DESIGN

TYPOGRAPHY



SAME DECORATIVE FONT
PAIRED WITH BOOKMAN OLDSTYLE

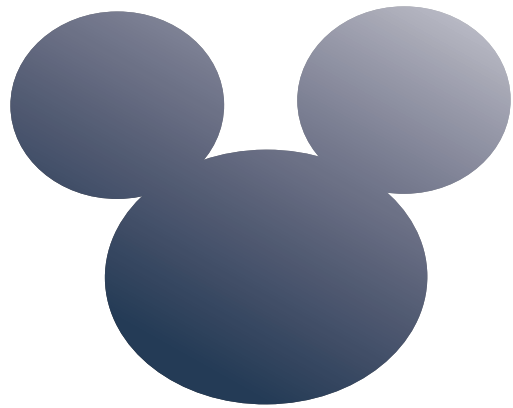
ORANGE



SAME COMPLIMENTARY COLORS

BLUE

COLOR



FULL

CAMPAIGN





WALT DISNEY World.®

Where dreams come true