

<http://www.marketplace.org/2015/10/05/business/disney-tries-solve-its-popularity-problem>

Being known worldwide, Disney is a highly popular company. Overall, this article explains how Disney is dealing with the issue of being so popular/having such a high demand among their consumers' park experiences. Walt Disney believed that "Disneyland pricing should not exclude anyone from being able to go," but on the contrary, "people can't spend money when they are waiting in lines." Disney is trying to deal with their problem by rising their park ticket prices along with using a peak-pricing strategy throughout their parks. Even though so far such a strategy hasn't done much "to solve [their] demand problem," they have started surveying their visitors in the U.S. in hope to finding "new ways to keep the magic in the magic kingdom."

This information relates to the assigned topic of "Problems Bring Solved", because it directly explains how a company is trying to solve an issue that they are facing with their consumers and their business. Also with Disney's recent method of surveying their visitors, is a form of visual writing in their business; a way to take into account rhetoric and solving a problem for the better. This topic/article may be of great interest because it represents an issue that may not be such a hazard to profits of a company, but rather thinking about a company's reputation and personal experiences of their consumers is more important and that really matters overall.