It all started with a mouse.

My name is Anthony Meunier and this is a presentation on…

Disney: Mouse to Momentous

Disney was created in 1923 by Walt E. Disney and its beginnings were in silent, black and white animation. In 1928 the company produced the first cartoon to feature sound which was followed shortly after by a contract with Technicolor in 1932 that enabled the company to start producing cartoons in color. This led Disney to create its first feature-length animated film, Snow White and the Seven Dwarfs, which was released in 1937. By 1946 Disney had begun producing live-action films and documentaries, and also made their way to television, which served as a platform for Disney to introduce new projects to a larger audience, as well as help associate the public with some of their older work. Disneyland opened in 1955 in Anaheim, California and served as a physical manifestation of many of the wonders encapsulated in Disney’s work. Ultimately this led to 14 parks opening worldwide throughout Disney’s history, and by the early 1980s the parks were generating nearly 70% of the company’s income. Beginning in 1989, Disney animation studios films such as The Little Mermaid, Beauty and the Beast, Aladdin, and the Lion King were released almost in succession each year. These mega-releases we all know and love helped lead to 20% increases in revenue year-to-year. Disney followed this wave of success by acquiring ABC and its family of networks in 1995 which saw them pursue many new business opportunities, including a merger with Pixar Animation Studios in 2006. This merger helped propel Disney into the forefront of computer animated films which are proving to be, by far, the most popular and successful family films released today.

Mickey Mouse is an icon known worldwide, and serves as just one of the many iconic ideas that have helped create the wide range of products that we know as “Disney” today. For instance, the release of Snow White saw the first marketing campaign to coincide with the release of a major motion picture, which helped generate interest and increase sales. Disney’s characters and films also led to the creation and success of many other types of products and services. Marketing and merchandising is a huge aspect of Disney’s success and overall image. Just the logo itself can inspire a feeling of joy and happiness that makes it easier to spend an extra dollar or two to have a piece of the fantasy for ourselves.

Disney has always been a company beloved by the public, and their public trading figures have followed suit. In the last 5 years the company’s stock has performed strongly, and has seen a rise from just under $20 to over $80 per share – almost a 400% increase in just 5 years! The financial forecast calls for continuing increases in price per share moving forward. For a company to be around for so long and sustain such value speaks volumes about where the future could be headed.

Disney has brought fantasy into the foreground of what the modern entertainment experience has become. Whether it’s because you have kids, or still remain a kid at heart, Disney is a name that has resonated with millions worldwide for over 90 years. Starting from a simple idea, this company has grown into an entertainment conglomerate that has become of a staple of success by providing a magical experience that encapsulates the essence of pure emotion and entertainment. The Walt Disney Company has truly stood the test of time and will continue to do so.