

# Walt Disney World

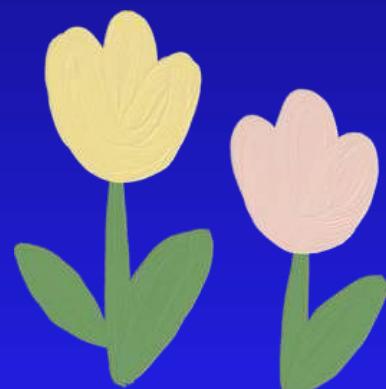
## Case Study

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# Case Overview

- Walt Disney World is the world's most visited tourist attraction.
- Focuses on delivering magical, memorable customer experiences.
- Combines entertainment, service, technology, and culture.



# Basics of Marketing

- Marketing is creating, communicating, and delivering value to customers.
- Starts with understanding customer needs and expectations.
- Builds long-term relationships, not just short-term sales.



# Need, Want, and Demand

- Needs: Desire for relaxation, entertainment, family bonding.
- Wants: Theme parks, characters, immersive experiences.
- Demand: Willingness to pay premium prices for Disney experiences.



# Case Question 1: Needs, Wants & Demands

- Disney fulfills emotional needs like joy and escapism.
- Wants are shaped through storytelling and fantasy.
- Strong brand turns wants into high-paying demand.



# Case Question 2: Internal Culture & People

- Employees are trained as 'cast members'.
- Strong service culture focused on guest
- happiness. Clear roles, training, and shared values.



# Case Question 3: Customer Expectations

- High prices create very high expectations. Disney manages expectations through immersive experiences.

Technology and staff help personalize services.



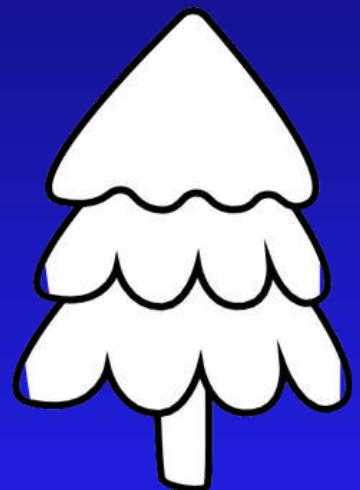
# Case Question 4: Challenges & Solutions

- Challenges: Crowding, long queues, high expectations.
  - Solutions: Queue entertainment, Genie+, better crowd control.
- Continuous innovation to maintain magic.



# 7Ps of Marketing - Overview

- Product, Price, Place, Promotion.
- People, Process, Physical Evidence.
- Especially important for service-based industries.



# 7Ps of Marketing – Disney

- Product: Theme parks, hotels, experiences.
  - Price: Premium pricing strategy.
  - Place: Physical parks + digital platforms.
  - Promotion: Storytelling, brand magic.
  - People: Trained cast members.
- Process: Smooth service flow.
- Physical Evidence: Clean parks, themed design.



# STP Analysis – Segmentation

- Families with children.
- Young adults and
- tourists. International
- visitors.

High-income leisure  
travelers.



# STP Analysis - Targeting

- Primary target: Families and children.
- Secondary target: Adults, couples, international tourists.
- Different parks and experiences for different segments.



# *STP Analysis – Positioning*

- Positioned as 'The Most Magical Place on Earth'. Focus on unforgettable experiences, not just rides. Strong emotional and experiential branding.



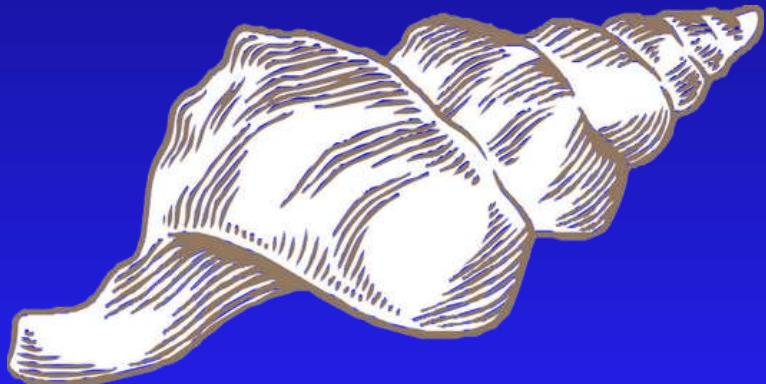
# *Conclusion*

- Disney succeeds through customer-centric marketing. Strong culture, innovation, and experience focus.
- A benchmark for service and experience marketing.



# Industry Application: E-Commerce

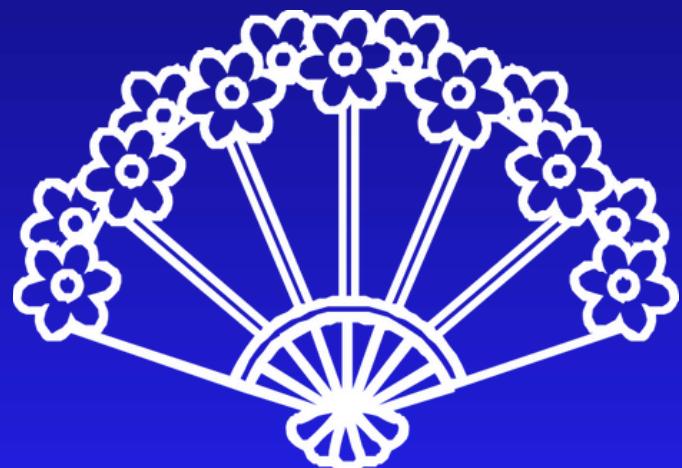
- Chosen industry: E-Commerce (Online Shopping Platforms)
- Not included in the given examples
- Focus on experience-driven digital journeys



# Emotional & Immersive Shopping Experience

- Engaging UI/UX design
- Product storytelling and
- visuals

Smooth and intuitive navigation



# Personalization Through Technology

- AI-based product recommendations
- Customized homepages and offers
- Use of customer data to enhance relevance



# Customer Support as Cast Members

- Support staff trained as
  - experience creators Empathetic
  - and proactive problem-solving
- Human-centered communication



# Reducing Friction & Creating Magical Moments

- Simplified checkout and
- easy returns Real-time
- order tracking

Surprise discounts, notes,  
or freebies



# Key Takeaway

- E-commerce becomes
- experience-driven Higher
- customer satisfaction and loyalty Disney learnings ensure long-term success

