



Promotional Plan for Escape from Elsa's Castle

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Organizational Outline

About

Disney is a multi-faceted company that is known around the world. The Walt Disney Company manages the world's largest media company and is responsible for brands such as the Disney Channel, ESPN, ABC and Freeform. The company is also known for their parks and resorts that can be found in various countries. Walt Disney Studios is considered the foundation of the company and is home to Walt Disney Studios Motion Pictures, Walt Disney Studios Animation, Pixar and various other entertainment brands.

Mission

The mission of The Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.

Products and Services

Disney is an international family entertainment and media enterprise with business segments in media networks, parks and resorts, studio entertainment, consumer products and interactive media.

Headquarters

The Walt Disney Company is headquartered in Burbank, CA, but conducts business all around the world, including the Asia Pacific region, Japan, Europe, Africa and Latin America.

Management Team

Robert Iger, Chairman and Chief Executive Officer; Andy Bird, Chairman, Walt Disney International, The Walt Disney Company; Bob Chapek, Chairman, Walt Disney Parks and Resorts; Kevin Mayer, Senior Executive Vice President and Chief Strategy Officer, The Walt Disney Company; Christine McCarthy, Senior Executive Vice President and Chief Financial Officer, The Walt Disney Company; Zenia Mucha, Executive Vice President and Chief Communications Officer, The Walt Disney Company; Jayne Parker, Executive Vice President and Chief Human Resources Officer, The Walt Disney Company; James Pitaro, Chairman, Disney Consumer Products and Interactive Media. Controllershship, Financial Planning and Tax.

Board of Directors

Robert Iger, Chairman and Chief Executive Officer; Susan Arnold, John Chen, Jack Dorsey, Aylwin Lewis, Robert Matshullat, Maria Lagomasino, Fred Langhammer, Mark Parker, Sheryl Sandberg, Orin Smith.

Stock Information

- NYSE: DIS
- Share volume: 5,382,016
- Last sale: 99.67
- P/E ratio: 17.42
- Percent change: Up 0.71%
- Current yield: 1.51%

Organizational Background and Need

Focus

Frozen has become one of the highest grossing animated pictures of all time. The film made 1.29 billion dollars at the box office and continues to make money through merchandise.

Disney has decided to further the success and popularity of this film by adding a new ride in Walt Disney World. The opening of this ride will attract more guests to the park due to the popularity of the film.

Social Media

The purpose of using social media is to promote the new ride. Our goal is to attract more consumers to the Walt Disney World Park. By using all of Disney's Social Media platforms, we will reach more consumers. We want to be sure to target anyone that is likely to attend the park to see the new Frozen attraction. Social media will also be used to promote the contest. By creating awareness about the contest on social media, more people will enter the contest and get excited for the chance to be one of the first to ride the roller coaster. By targeting parents and young Frozen fans, our social media campaign will ultimately attract a large number of consumers to the park for the opening of the new ride.

Internal Blog Post

The purpose of an internal blog post is to create excitement among the staff and to reward them for their hard work. By making employees feel appreciated and a vital part of the team, they will feel more motivated to work hard and get the job done well.

Goals/Objectives

We have established three measurable goals that will be used to test whether the new roller coaster is successfully implemented at Walt Disney World. The parameters of the goals will be measured before and after the roller coaster is opened in order to see how successful it is in its first month in the park.

Our first goal is to get an average of 15,000 riders on the roller coaster per day by the end of its first month in the park. This number is based off of the average number of riders that roller coasters in Walt Disney World right now get in a single day. We wanted to make sure we set a goal that would be achievable for a new ride at the park.

Our next two goals relate to seeing the effectiveness of our promotions through Walt Disney World's social media channels. In all of our promotions of the roller coaster on social media, we are using #FrozenatWDW and encouraging visitors to use it as well. We are hoping that after its opening weekend, the hashtag is used 10,000 times across all social media platforms, specifically Instagram, Twitter and Facebook. The use of the hashtag can help build awareness for the opening of the ride and get more park visitors to want to experience it as well.

Our last goal is based off of our Facebook contest. We are giving our audiences one week to submit their videos, and our goal is that within that week, we get one million submissions. While this may seem high, Walt Disney World currently has millions of followers on its Facebook page, and with Frozen being one of the most popular Disney movies in recent years, we feel confident that there will be a high number of submissions. The contest will be a great way to promote the ride, and let all of Disney's Facebook followers aware of the opening of the roller coaster.

Audiences

Jessica Smith (Child)

Jessica Smith is a 9-year-old 4th grade student at Redland Oaks Elementary School. She lives in a suburban location with her mom, dad and four-year-old little brother. Her parents have a combined net yearly income of \$115,000. Her biggest goals are to finish school and either become president or a famous singer. Her short-term goals are to make new friends, win her upcoming soccer game, pass her math test and convince her parents to take her to Disney World over winter break.

Jessica has an iPad that she uses to watch Netflix and play games. Her favorite TV channels are Disney Channel, Nickelodeon and Cartoon Network. She listens to RadioDisney whenever she's in the car. Pictures of her favorite characters, such as Anna and Elsa from "Frozen," would appeal to her the most. She responds best to visuals and short, catchy phrases.

David Jones (Parent)

David Jones is a 35-year-old white male. He works as a veterinarian and has a yearly income of \$98,000. He received his B.S. in biology from Ohio State University and his DVM from Purdue University College of Veterinary Medicine. He lives in a suburban location with his wife, two kids and golden retriever. Currently, he is striving to improve the reputation of his veterinary practice. He also wants to save enough money to put his kids through college and afford a nice family vacation. His family is very important to him and he takes a lot of pride in his children. David has a Facebook, LinkedIn and Twitter. He also watches TV, listens to the radio and reads the local paper. He would be interested in images of families having fun and spending time together and would likely read long, verbose articles or emails.

Robert Brown (Employee)

Robert Brown is a 44-year-old male security guard at Walt Disney World Resort. He has a yearly income of \$30,000 and lives in a suburban area with his wife and two kids. He is a high school graduate. He loves his job and has been working for Disney for almost 15 years. His biggest aspiration is to get a promotion and receive a raise. He is also saving money to send his kids to college, which is difficult with his current salary.

Robert uses Facebook, watches the news every night and reads the newspaper every morning. He regularly reads company emails and newsletters. His family is very important to him, so he would respond well to images relating to family. He loves Walt Disney World and would respond well to images of it. He is a visual guy and would respond better to images, videos or short and concise writing.

Tactics

In order to best implement our promotion plan and reach the target audience most effectively, our group decided to choose five media platforms to post the information of the new Frozen ride, which are Twitter, Facebook, Instagram, Youtube and Internal Blog Post.

Twitter

Twitter is a well-known social media platform all over the world with a huge amount of users. Using Twitter as a tactic for promoting the new Frozen ride can easily help us to reach more potential customers. Disney has an official account on Twitter, which has over 5 million followers, which means that at least 5 million users will get the new information via Twitter. Journalists love to use Twitter. Posting information about new ride on Twitter may increase the chance of reaching journalists. Because of their social impact and credibility, their retweets and comments will create significant effects to stimulate customers' desire of trying the new ride.

Facebook

Facebook has over 1.79 billion worldwide active users from wide range of ages. Posting information and pictures about the new Frozen ride on Facebook will help potential customers to recognize Disney's promotion. Also, parents, one of our target audiences, are now using Facebook more frequently. According to statistics from Social Times, the number of users over 35 years old has increased significantly in last three years, with more than 17.2 million people. Therefore, using Facebook as one of our platforms in our promotional plan will help us easily reach our target audience and build direct relationships with them. Disney has already successfully established its own page on Facebook, with over 50 million followers. This means that posting information about the new Frozen ride on Facebook will directly reach at least 50 million users.

Instagram

Instagram is a huge advantage for Disney to capture audiences because Disney's Magic Kingdom is well-known for its visual experience. Colorful pictures of engagements with customers in Magic Kingdom could easily attract audiences. Disney has already established an official account on Instagram successfully. It has over 7.6 million followers and 1,855 posts. Posting information about the new ride on Instagram will help directly reach at least 7.6 million users.

YouTube

Storytelling is always a good way to attract audiences. Short videos about the new Frozen ride can give audiences the most vivid impression of the significance of the new ride. Disney has already established its official YouTube channel and has over two million subscribers.

Promotion on YouTube will be a huge advantage to reach its established relationships with customers. YouTube is also a video holding platform. Videos on YouTube could be used and linked to other websites. This will create chances for other websites or online news to find the video and reach even more audience members.

Internal Blog Post

An internal blog post is the easiest and cheapest way to communicate with internal audiences. To inform employees about the advanced free ride, an internal blog post can easily deliver the message clearly and reach every employee in the company. Content in an owned platform can be controlled entirely by Disney.

Evaluation

We will evaluate the success of our campaign by integrating Google Analytics into our website to track our site activity. This way we can measure the traffic to our website and see if people are engaging with our campaign by clicking on our links from Twitter, Facebook, Instagram and YouTube. We will also evaluate the reach of our message by measuring our tweet activity on Twitter through how many impressions, engagements, likes, retweets and profile clicks we receive on our tweets about the campaign.

We will also monitor the hashtag #FrozenatWDW to see how many people are using the hashtag on Twitter, Facebook and Instagram, as well as what they are saying about our campaign. Additionally, we will keep an eye out to see if the hashtag becomes a trending topic and how many followers we gain after the announcement. We will monitor how many views, comments and likes we get on our YouTube video about the campaign, as well as how many subscribers we gain from it. We will measure engagement on Facebook by the amount of likes and comments that our Facebook posts about the campaign receive, as well as how many likes we gain on our Facebook page after the campaign and how many people have shared our campaign posts. Lastly, we will evaluate the success of our campaign by measuring whether the number of contest entries reaches our goal.

Appendix

Appendix A: Examples of Tactics

Twitter:

Just Released: Photos of the new Frozen-themed roller coaster, Escape from Elsa's Castle! Come by on Sept. 1 for the opening! #FrozenatWDW

Facebook:

Contest Alert! Do you hate waiting in lines for rides? Are you Frozen's biggest fan? If you answered yes to both of those questions, you're in luck! Starting next Sunday, submit your best cover of Frozen's theme song, "Let it Go," and you could get the chance to win fast passes for you and your entire family! Send your video to frozencontest@waltdisneyworld.com no later than **Sunday, Aug. 1!** Costumes and decorations are highly encouraged. We can't wait to see your video! #FrozenContest #FrozenatWDW

Instagram:

Next fall is looking colder than usual. This September, the Magic Kingdom is getting its very own Frozen-themed roller coaster, Escape from Elsa's Castle, where guests can experience a trip through Elsa's ice castle while trying to outrun her snowman bodyguard, Marshmallow
#FrozenatWDW

YouTube:

Watch Idina Menzel and her son test out Disney World's newest roller coaster, Escape from Elsa's Castle! The ride officially opens on Sept. 1. #FrozenatWDW

Internal blog post:

Get a Sneak Peek of Escape from Elsa's Castle!

As many of you know, Walt Disney World is preparing to launch its newest roller coaster, Escape from Elsa's Castle. The thrilling new "Frozen" ride will take guests on a high-speed adventure through Elsa's famous ice castle. As they zip through the castle, guests will hear stomping and see glimpses of Marshmallow, Elsa's giant snowman bodyguard who keeps people away from her isolated castle. The ride will open to the public on Friday, Sept. 1.

As a way of thanking Walt Disney World's employees for their hard work, the company will be opening the ride early for a special night of family fun. On Saturday, Aug. 26, all Disney World employees and their families will receive free admission to Magic Kingdom at 8 p.m. for a chance to ride Escape from Elsa's Castle before anyone else. All other Magic Kingdom rides will be open as well, and special "Frozen"-themed snacks will be available for purchase.

Elsa, Anna, Olaf and other "Frozen" characters will also be attending the event. Families are encouraged to take pictures with their favorite characters and share them on social media using the hashtag "#FrozenatWDW." Make sure to check official Walt Disney World social media accounts after the event, as the company plans to share some of its favorite pictures from the evening.

Although this event is totally free for all employees and their families, employees must fill out the RSVP form in order to claim their tickets. Please RSVP by Wednesday, Aug. 23. We are so excited for this event and hope to see everyone there!

Appendix B: Content Calendar

Publish Date	Publish Time	Types of Content
8/1/17	T/F/Y 2pm, I 5pm, B 10am	Twitter, Facebook, Instagram, Youtube, Internal Blog Post
8/2/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/3/17	F 2pm, I 5pm	Facebook, Instagram
8/4/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/5/17	F 2pm, I 5pm	Facebook, Instagram
8/6/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/7/17	F 2pm, I 5pm	Facebook, Instagram
8/8/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/9/17	F 2pm, I 5pm	Facebook, Instagram
8/10/17	T/F/Y 2pm, I 5pm	Youtube, Instagram, Twitter, Facebook
8/11/17	T/F 2pm, I 5pm	Twitter, Facebook, Instagram,
8/12/17	F 2pm, I 5pm	Facebook, Instagram
8/13/17	F 2pm, I 5pm	Instagram, Facebook
8/14/17	F 2pm, I 5pm	Facebook, Instagram,
8/15/17	T/F/Y 2pm, I 5pm, B 10am	Twitter, Instagram, Youtube, Facebook, Internal Blog Post
8/16/17	F 2pm, I 5pm	Facebook, Instagram
8/17/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/18/17	F 2pm, I 5pm	Facebook, Instagram
8/19/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/20/17	F 2pm, I 5pm	Facebook, Instagram
8/21/17	T/F 2pm, I 5pm	Facebook, Twitter, Instagram
8/22/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/23/17	F 2pm, I 5pm	Facebook, Instagram
8/24/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/25/17	F/T/Y 2pm, I 5pm	Facebook, Youtube, Instagram, Twitter
8/26/17	F 2pm, I 5pm	Facebook, Instagram
8/27/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/28/17	F 2pm, I 5pm	Facebook, Instagram
8/29/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook
8/30/17	F 2pm, I 5pm	Facebook, Instagram
8/31/17	T/F 2pm, I 5pm	Twitter, Instagram, Facebook

Please see the calendar of August, 2017 for calendars of social media content in September, October, November and December, 2017, and January, 2018

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