

WALT DISNEY WORLD

TEAM 7 - AFTER TEN CREATIVE

THE ASK

Develop an insight-driven, emotional campaign that strengthens brand affinity and makes Hispanic families book a trip to create their own lifelong cherished memories at WDW.

When did we agree that **magic**
has **an expiration date?**

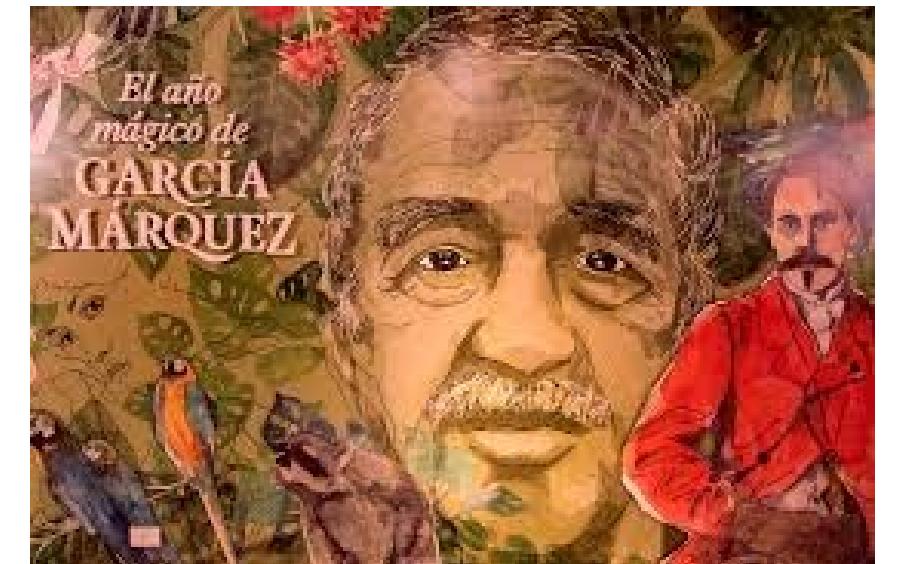
Hispanic culture
is full of
magical traditions...



quinceañera



día de los muertos



magical realism

...that feel
contradictory when
facing the **harsh**
realities of—

Familismo: More than half of Latinas (53%) report often feeling pressure to support their family. ([source](#))

Economic uncertainty: More than 66% of adults in these households cited the economic climate as a reason for their living arrangement, including job loss (40%) and high healthcare costs (20%). ([source](#))

Bicultural stress: Bicultural stress accounted for 17% of the variability in depression scores, even after controlling for other sociodemographic factors. ([source](#))

Still, we are all MAIPers who deeply believe that...



Alva Nguyen
Strategy • Energy BBDO



Nora Sharaf
Art Director • Anomaly LA



Marian Zhang
Strategy • Digitas



Schott Jacobs
Account Management • Deutsch



Yuk Yi Wong
Strategy • Design
Bridge & Partners



Jenni Ruiz-Medina
Copywriter • Allstate



Lily Wong
Production • Sony Music



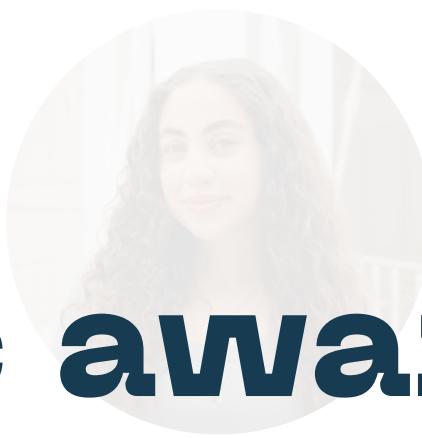
Monica Shannon
Promotions • Sony Music

Still, we are all MAIPers who deeply believe that...

**magic awaits every member
of the Hispanic family at
Walt Disney World.**



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Strategy • Energy BBDO



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Director • Global



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THE UNOBlVIOUS TRUTHS

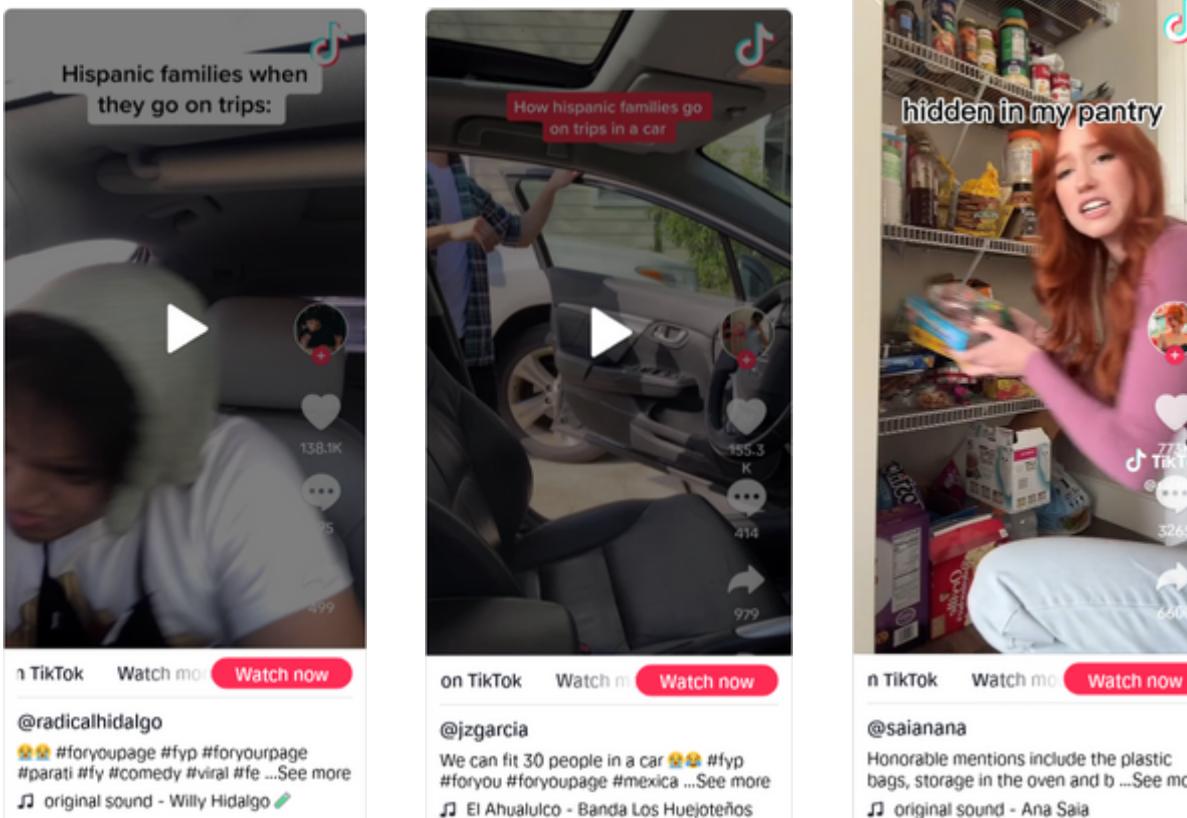
Consumer truth: Family consensus drives action

Company truth: Disney speaks to both the child and the inner child

Cultural truth: Adults still carry dormant magic that can be awakened

CONSUMER — TRUTH

Rooted in **familismo**, decision-making in Hispanic households is collective.



"When I think about Disney World, the best bonding experiences with my sibling and younger cousins come to mind. It's a place where we can easily bring my grandparents and make the most beautiful multi-generational family memories every year."

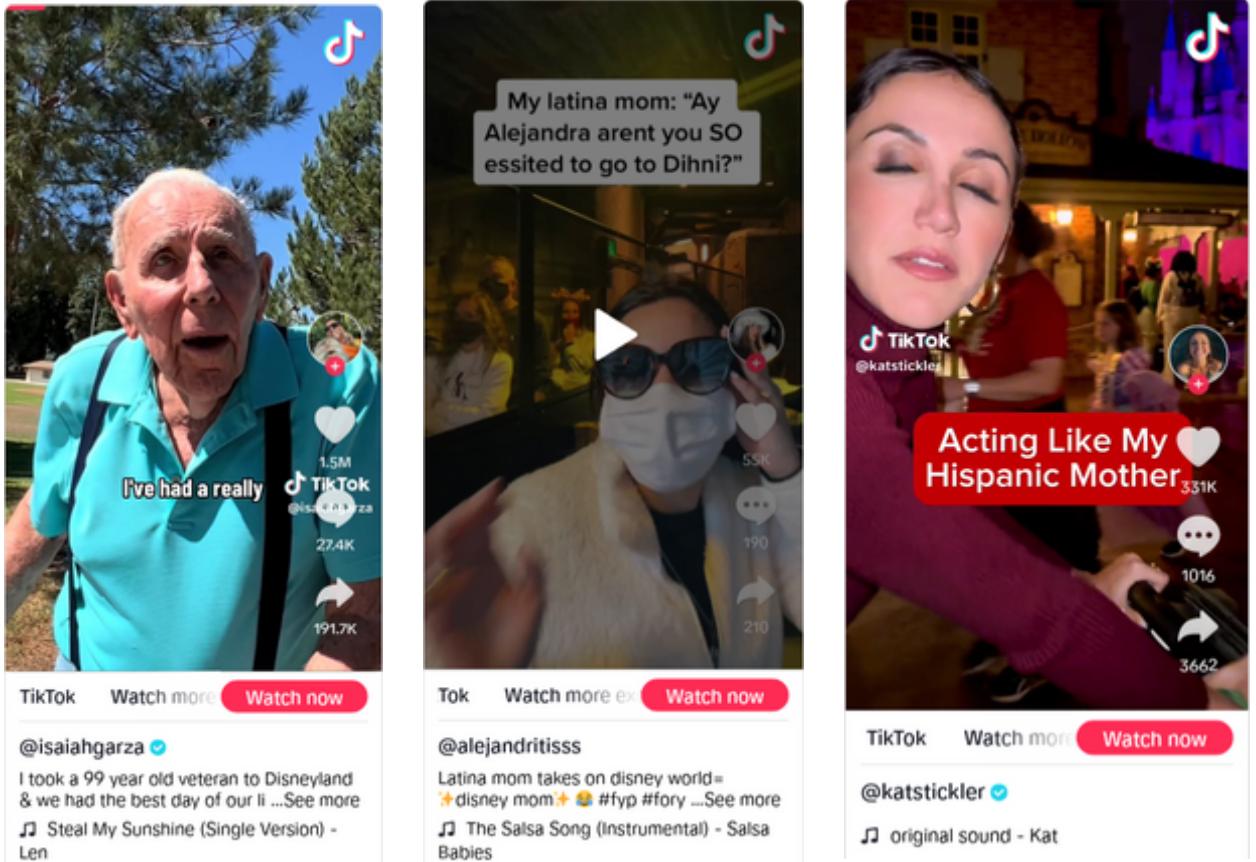
[\(source\)](#)

The trip planning phase becomes an act of negotiation

- 93% of U.S. Hispanic travelers travel with their family ([source](#))
- 74% travel with extended family ([source](#))
- 95% more likely than non-Hispanics to consult parents/grandparents on travel decisions ([source](#))

COMPANY — TRUTH

Disney does not only take care of your child, but also your **inner child**.



An inclusive legacy that speaks to every human being

- **We Came to Play** campaign
"showcasing that the magic is open to both children and the young at heart."
- **Four Infinite Worlds** designed to reflect diverse identities, imaginations, and age groups.
- **Together, We Are Magia** honors multigenerational joy and cultural pride.
- **This Is Magic** moments remind adults that wonder evolves.

r/WaltDisneyWorld • 2 yr. ago
[deleted]

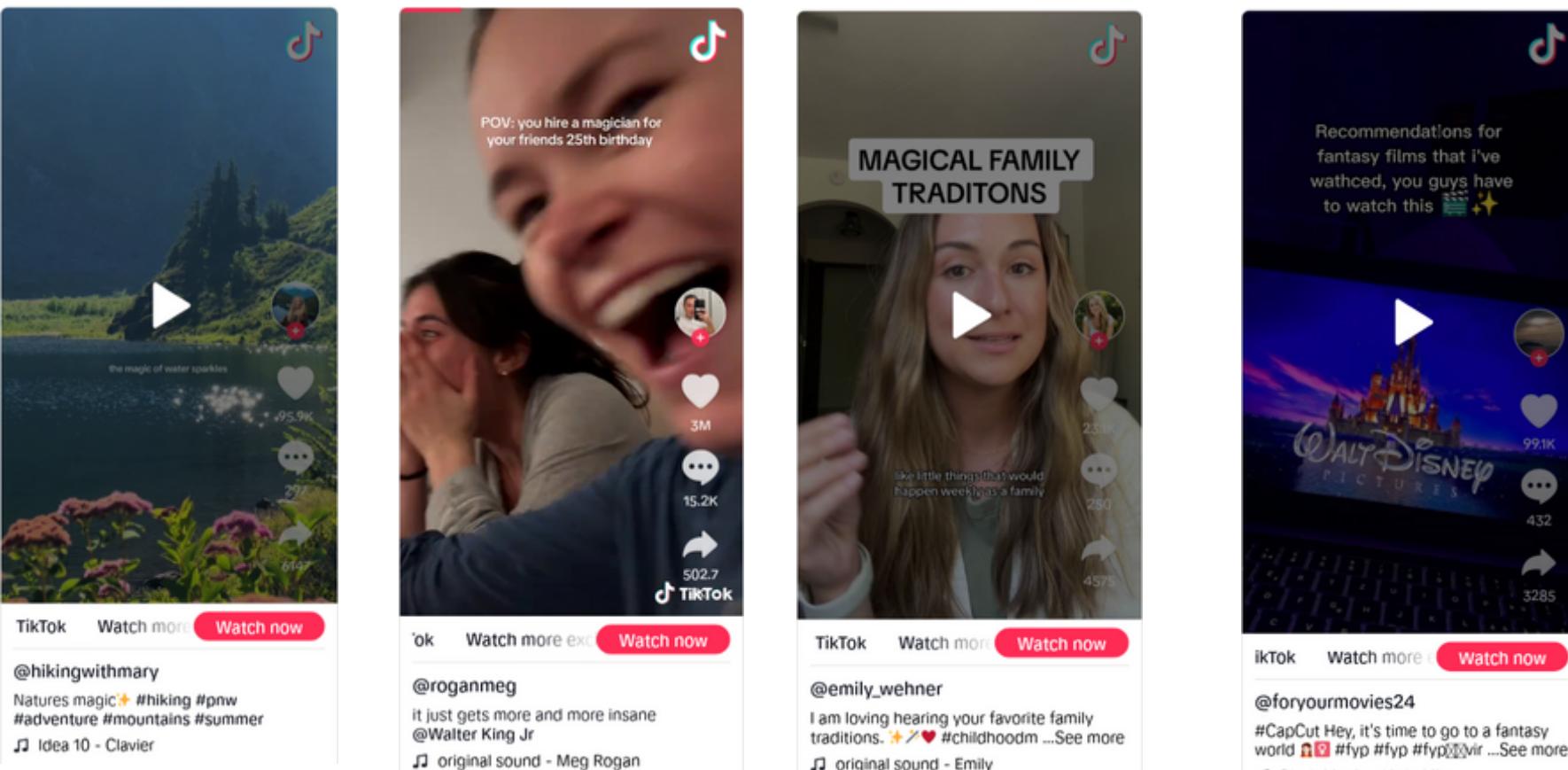
Inner Child Healing?

r/disney • 1 yr. ago
midnightrose7258

Finally back at disneyworld healing my inner child a day at a time

CULTURAL — TRUTH

Adults have ***dormant magic***—a belief in magic that is suppressed—which can be reactivated.



 r/suggestmeabook • 6 mo. ago
Maraha-K29
I'm looking for 'grown up' magic

 r/Fantasy • 7 yr. ago [deleted]
Any shows for adults that revolve around magic or fantastical beings???

"In every adult there lurks a child" - Carl Jung

- **Magician excitement:** popularity of magic shows (David Copperfield, Penn & Teller, and Mat Franco) and fantasy games and TV series (Star Wars, Game of Thrones,...)
- **Nature Awe:** 46% of U.S. adults say that at least once or twice a month they feel a deep sense of wonder about the universe [\(source\)](#)

OUR AUDIENCE

Hispanic Family, yes...



OUR AUDIENCE

but also specific members



The Magic Maker
adult child/sibling

Late Gen Z or the Millennial generation. They are the sibling or adult child who takes on the emotional and logistical labor of planning.



The Dream Starter
youngest kid

The youngest member of the family, typically a child from Generation Alpha. They are the origin point of the "I want to go!" moment that sets the entire process in motion.



The Legacy Guardian
parents/grandparents

Gen X or Baby Boomer parents and grandparents. They provide the ultimate approval and funding for the trip. Their motivation is driven by a profound desire to create lasting family memories and to strengthen family bonds.

INSIGHT

When every generation in the Hispanic family sees *a piece of their own magic* in the trip, saying yes becomes easier.

OUR STRATEGIC MISSION

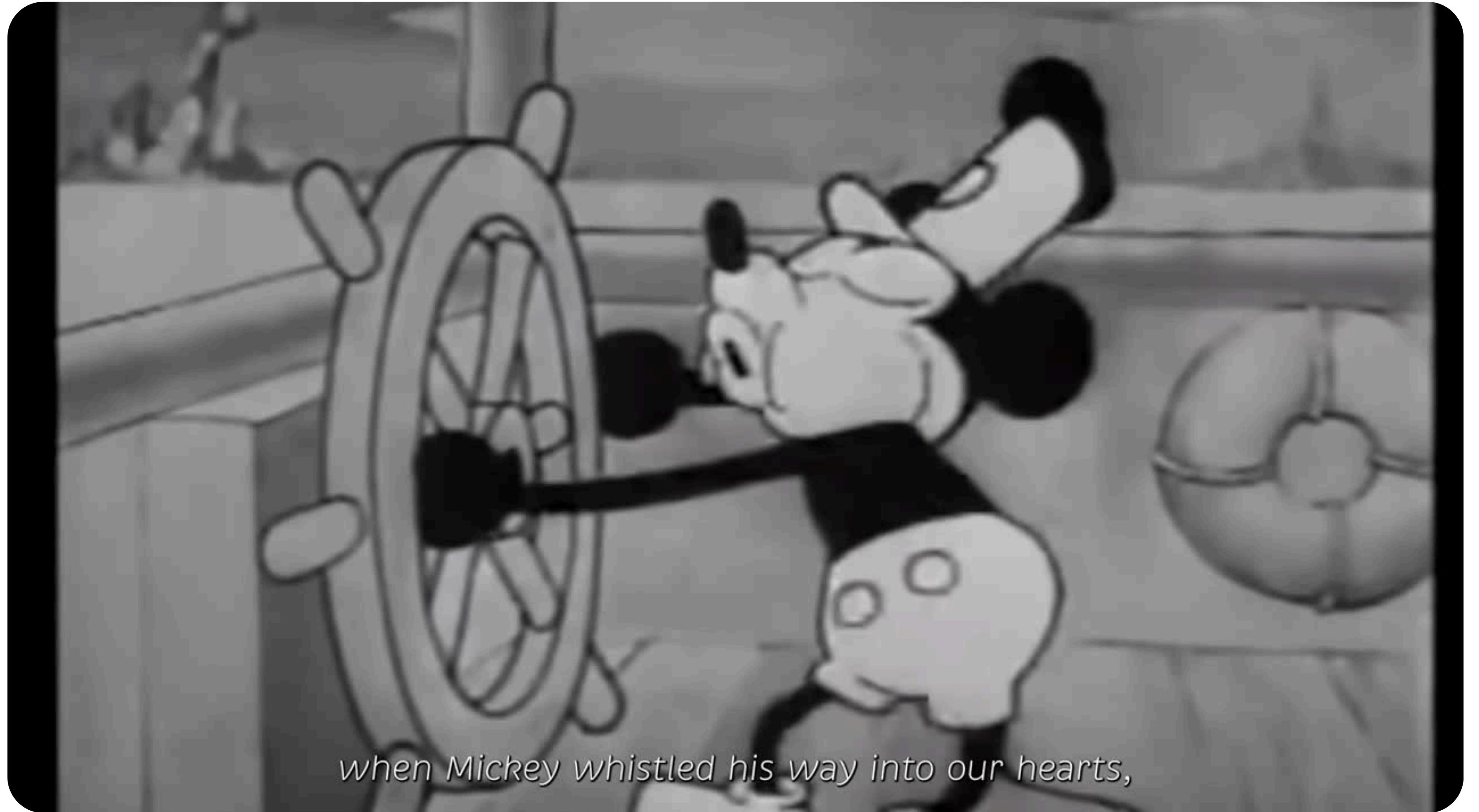
Position Walt Disney World as the only place that awakens *dormant magic* in *every generation*, making the decision to go come naturally for the whole family.

**We bring them
together with a
message...**



THE BIG IDEA

LA MAGIA
HASNO AGE



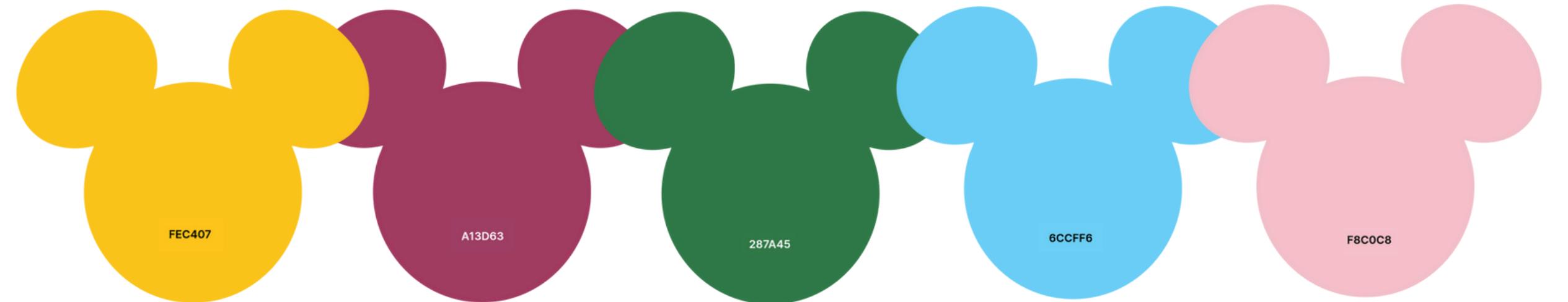
when Mickey whistled his way into our hearts,

ART DIRECTION

ART DIRECTION

The art direction draws inspiration from vibrant folkloric patterns and a rich, lively color palette that resonates across generations. The visuals feature iconic motifs styled in a way that celebrates Hispanic culture through floral and textile inspired designs.

The color palette is playful yet sophisticated, creating an inclusive atmosphere that appeals to children, parents, and grandparents alike. These colors, combined with the familiar silhouette of Mickey, seamlessly blend cultural pride with Disney's timeless magic.



THE EXPERIENTIAL ACTIVATION

**LA MAGIA
BELONGS TO
EVERYONE...**



OUTSIDE THE PARK



WITHIN THE PARK

ROOMS OF LA MAGIA

Pop-up

Awareness

The Dream Starter

The Magic Maker

The Legacy Guardian



An immersive pop-up experience that brings the magic of all four Walt Disney World parks—Magic Kingdom, EPCOT, Disney's Hollywood Studios, and Animal Kingdom—to life, with each room tailored to a family member's dream version of magic through bilingual audio, AR moments, and a custom take-home itinerary.

Why it works

- Experiential marketing ranked #1 among Hispanics for generating word-of-mouth and learning about new products [[source](#)]

LA MAGIA DE SOBREMESA

Guerilla

Interest

The Dream Starter

The Magic Maker

The Legacy Guardian



A guerrilla activation in partnership with Hispanic restaurants transforms the familiar post-meal ritual into a memory-stirring Disney moment. By integrating tactile touchpoints like bilingual conversation cards, Tres Leches cake, themed coloring pages, and a custom Disney domino game, the experience meets families in a culturally resonant space with conversations.

Why it works

- Sobremesa, which translates to "upon the table," is the time-honored practice of lingering long after a meal has finished to engage in conversation, laughter, and connection with family and friends [\[source\]](#)

PARADES

Engagement

The Dream Starter

The Magic Maker

The Legacy Guardian

We'll host four Latin American parades across different WDW parks, each celebrating a unique cultural moment: Day of the Dead, Carnaval, Children's Day, and the Miami World Cup date.

Each parade will feature floats representing Hispanic nations, with dancers and Disney cast members in traditional attire and Latin music.

Why it works

- 64% of Hispanic consumers 'seek out brands that acknowledge their culture and unique traditions' [\[source\]](#)
- 80% Hispanics use Latin music as a way to pass down their language and heritage [\[source\]](#)



FRUIT & FUSION FOOD CARTS

Engagement

The Dream Starter

The Magic Maker

The Legacy Guardian

From selling fruits to birria tacos and elote, these popular street carts that originate from Mexico are common sights in cities like LA and NYC. The travel-friendly foods will offer a familiar relief for families while they wait in line for their ride, walk from park to park and watch the parades we've organized.

Why it works

- 56% of Latino consumers prioritize products that feature culturally relevant flavors and ingredients [[source](#)]



MERCH

Advocacy

The Dream Starter

The Magic Maker

The Legacy Guardian

The Disney Camisetas, Orejas, and pins activations celebrate how Hispanic families express culture—with pride, passion, and generational connection. While the Camisetas tap into the region's deep love for fútbol, the Orejas and pins let guests proudly represent their specific country.

Why it works

- 58% of Hispanic/Latino consumers state that their heritage is important to their identity and their buying habits [[source](#)]



SOCIAL ASSETS

UGC FILTER

Social

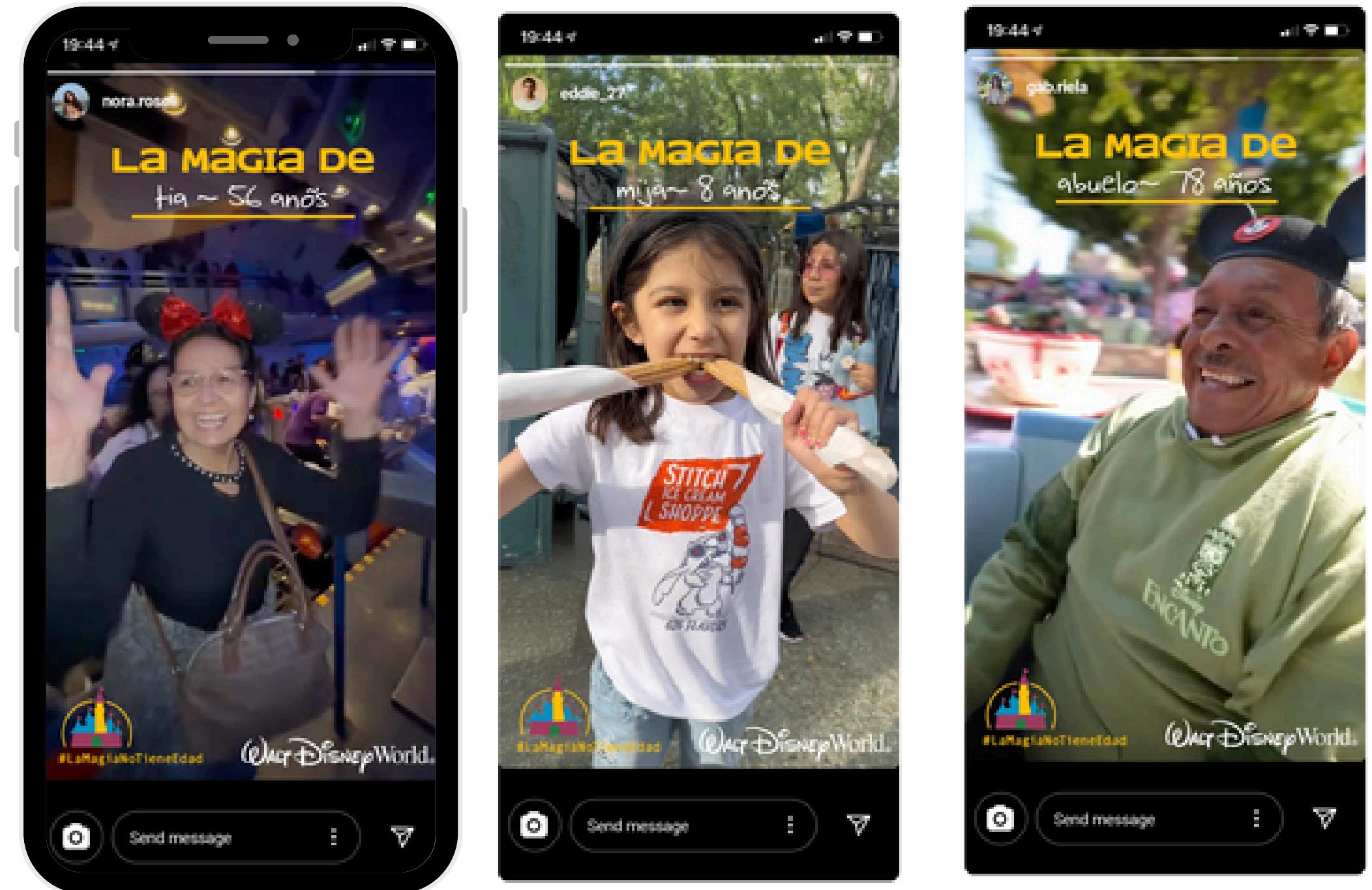
Evergreen

The Magic Maker

Introducing custom Snapchat/TikTok/ Instagram filters that invite families to capture and share their own magical moments. Each filter prompts users to complete the phrase “La Magia de _____,” creating a unique, personal celebration of the magic every family member brings to WDW.

Why it works

- 48% of Hispanic users are on Instagram [[source](#)]
- 34% are on TikTok [[source](#)]



OREJAS

Social

Evergreen

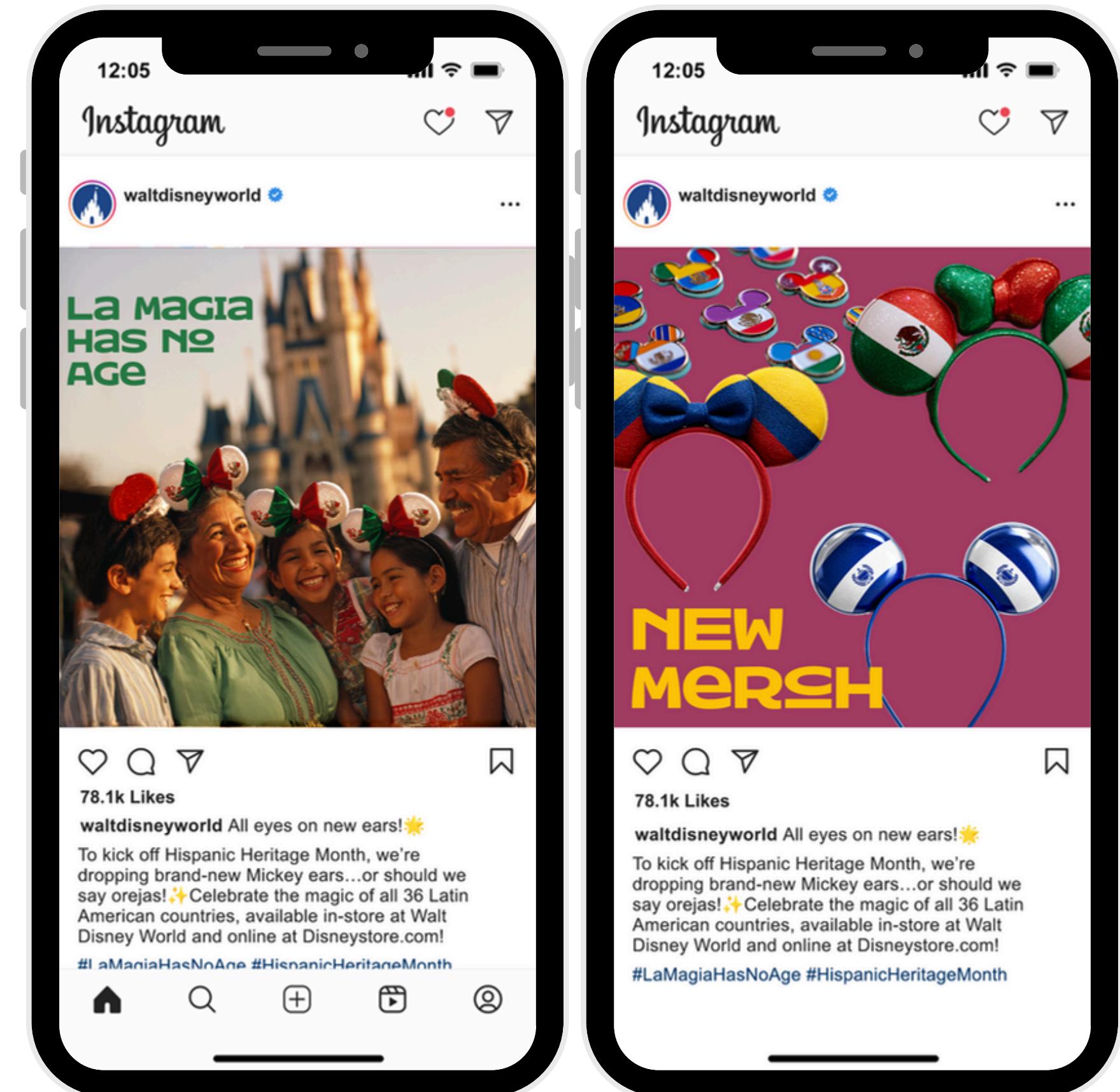
The Magic Maker

To kick off Hispanic Heritage Month, this post unveils new Disney Orejas and matching pins inspired by the flags of all 36 Latin American countries. These wearable pieces let families proudly display their cultural roots and foster a sense of identity and shared joy.

Why it works

- 54% of Hispanics say they most often use their family's country of origin (such as Mexican, Dominican, Salvadoran, or Cuban) as self-identity than Hispanic [\[source\]](#)
- 33% more likely to purchase products they see advertised on social media compared to 20% of non-Hispanics [\[source\]](#)

read first stat



LA FAMILIA REAL

Social

Interest

The Legacy Guardian

These Facebook posts introduce La Familia Real — a key part of the La Magia Has No Age campaign that honors Latina/o leaders who inspire and uplift their communities across all generations.

Why it works

- 83% of Hispanics favor brands that positively impact their local communities [\[source\]](#)

Walt Disney World • 532

Introducing La Familia Real!

Submit your nominations here: Disney.com/LaFamiliaReal/Nominate

#LaMagiaHasNoAge #LaFamiliaReal

In every neighborhood, there's someone who inspires — someone who gives back, leads with love and uplifts their community. Now, it's time to celebrate them.

As a part of our #LaMagiaHasNoAge campaign, we're launching La Familia Real — The Royal Family — honoring Latino individuals of all ages who embody the true spirit of Disney Royalty.

Nominate someone who shows what it means to lead with Corazon — whether they're 15, 35, or 75!

Winners from three age groups will be crowned part of La Familia Real, featured in our Latin American parade, and have the chance to be flag bearers for their country.

Because real magic lives in those who lift others — and la Magia has no age.

Nomination someone!

Like Comment Share

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Check Out His Story ❤️

Submit your nominations here: Disney.com/LaFamiliaReal/Nominate

#LaMagiaHasNoAge #LaFamiliaReal

ESTEBAN

Walt Disney World • 532

Check Out Her Story ❤️

Submit your nominations here: Disney.com/LaFamiliaReal/Nominate

#LaMagiaHasNoAge #LaFamiliaReal

ELENA

Like Comment Share

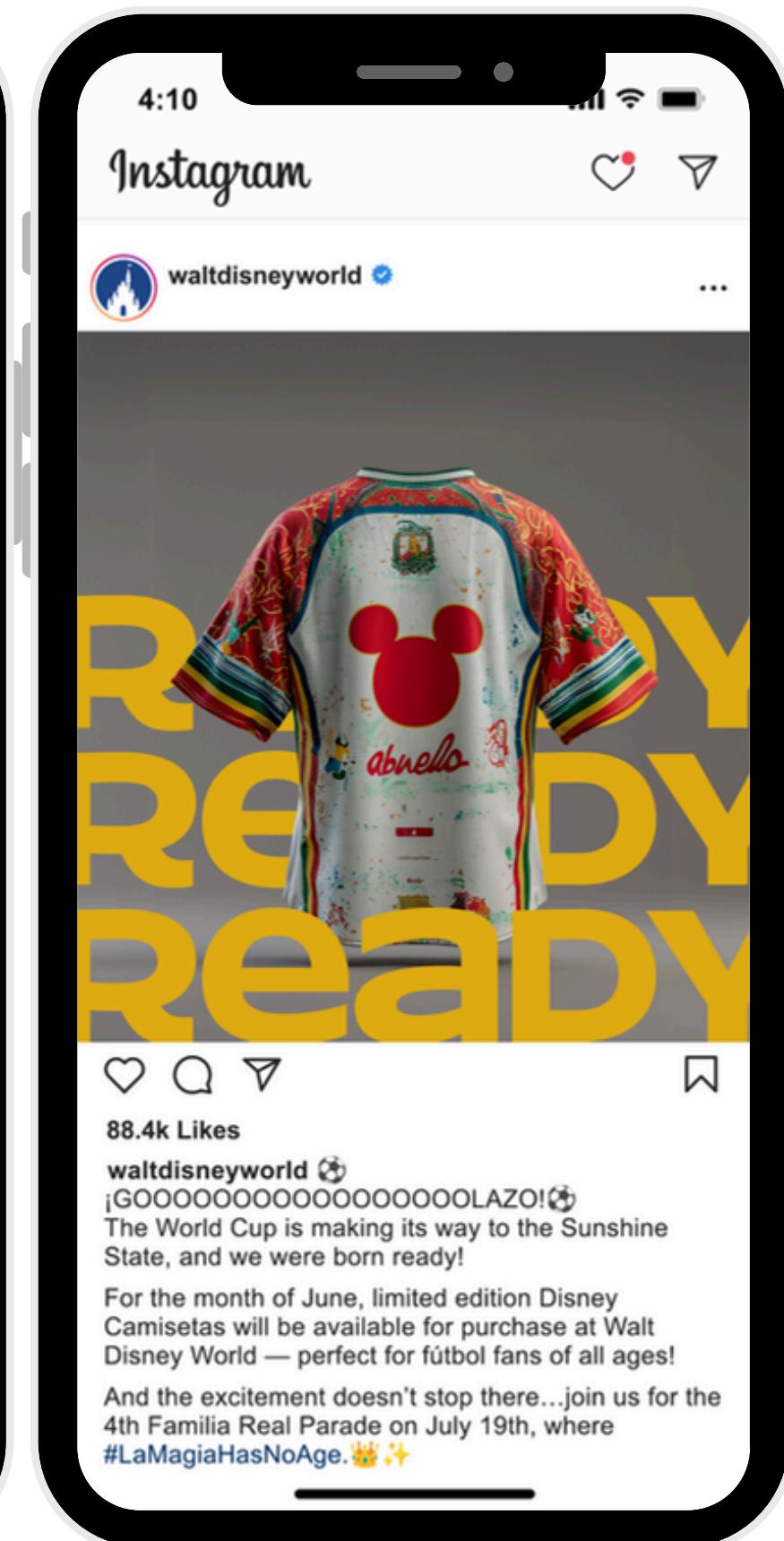
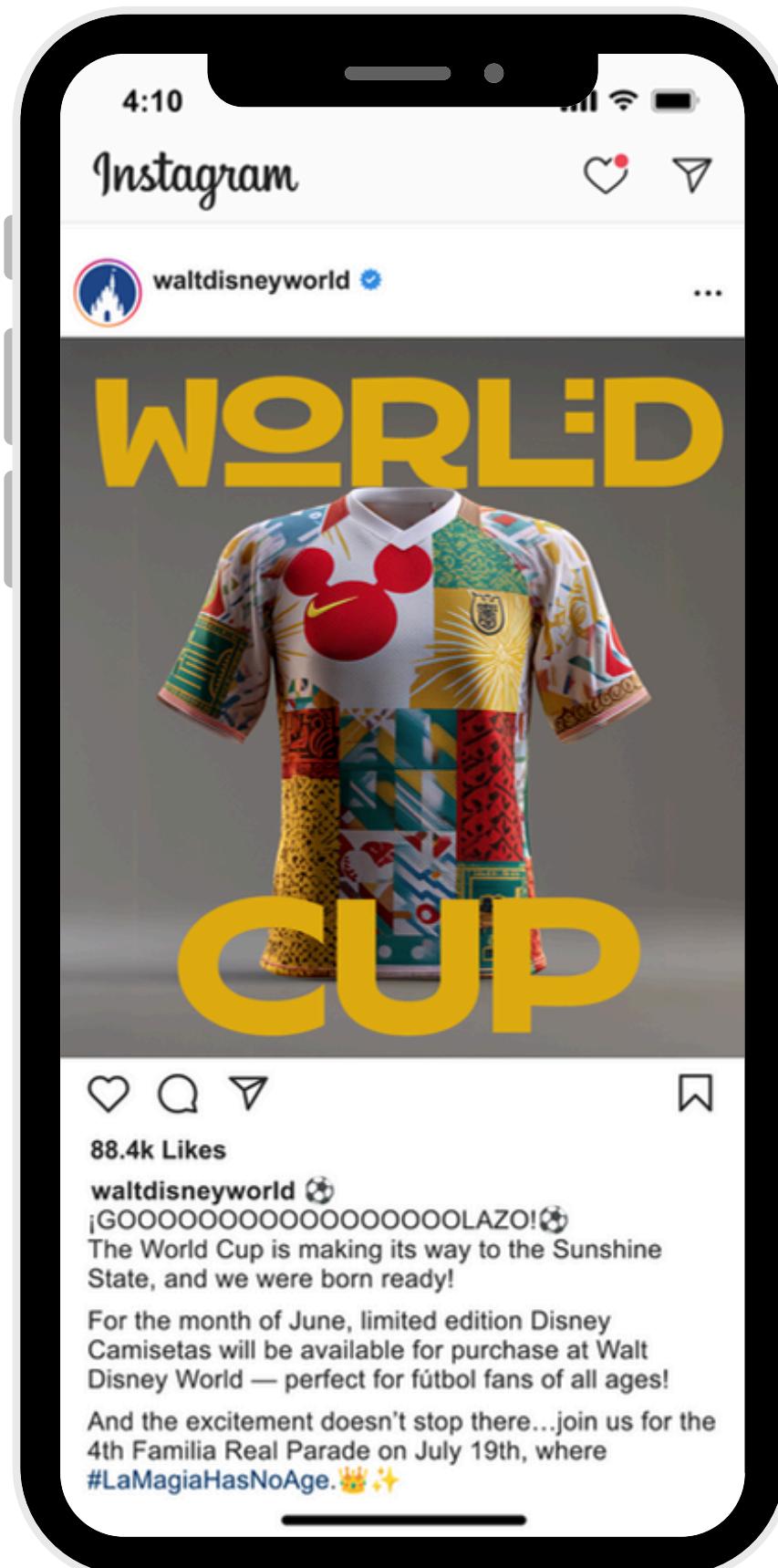
WORLD CUP

Social Interest The Magic Maker

This social post introduces limited-edition Disney Camisetas — World Cup jerseys available in all sizes for fans of every age. Designed for the whole family, these jerseys celebrate the joy of fútbol and continue the cultural celebration leading up to the 4th Familia Real Parade on July 19th.

Why it works

- 61% of individuals in Hispanic homes, and Major League Soccer reports that approximately 30% of its fanbase is Hispanic [\[source\]](#)



LA MAGIA EN ROBLOX

Gaming Interest The Dream Starter

WDW Roblox with a limited-time Hispanic Heritage event featuring Hispanic Disney movie-themed adventures, cultural outfits, and build-your-own-park fun.

Why it works

- 72% of US Hispanics aged 13 and older self-identify as gamers [[source](#)]
- 65% of parents co-play video games with their children [[source](#)]
- Hispanic moms bond with their kids through Roblox [[source](#)]



COMMERCIALS

LA MAGIA HAS NO AGE MOMENTS OF MAGIA

30 SECONDS

(MUSIC)
Soft instrumental music



Female VO 1 (early 30s)
Her face says it all the moment she sees
the castle for the first time.



Female VO 1 (early 30s)
Her hand finds yours, and suddenly...
you're five years old again.



Female VO 1 (early 30s)
It feels different now,
Not because the rides are new,
But because now, you're the one holding
the camera.



Female VO 1 (early 30s)
She dances with Mirabel the same way
you once danced with Cinderella



Female VO 1 (early 30s)
And papa?...He's giving shoulder rides
again.



Female VO 1 (early 30s)
And Mama?...Her laughter fills the air. As
wild and as free as the animals that
surround us.



Female VO 1 (early 30s)
And in that moment, you realize...this
magic?...it's for all of us...



Female VO 1 (early 30s)
Because at Walt Disney World...



Female VO 1 (Early 30s)
LA MAGIA HAS NO AGE

Walt Disney World®

LA MAGIA HAS NO AGE 103 YEARS OF MAGIA

30 SECONDS

(MUSIC)

Las Mañanitas instrumental playing in the background.



Female VO 1 (60s)
For generations, we've made wishes...



Female VO 1 (60s)
...and watched them come true.



Female VO 1 (60s)
Because magic doesn't belong to age...



Female VO 1 (60s)
It belongs to heart.



Female VO 1 (60s)
At Walt Disney World, el tiempo no corre...



Female VO 1 (60s)
...baila.



Female VO 1 (60s)
At Walt Disney World...



Female VO 1 (60s)
La Magia Has No Age.



Female VO 2 (7 y/o)
[whisper] Feliz cumpleaños Walt Disney
World.



MEDIA PLANNING

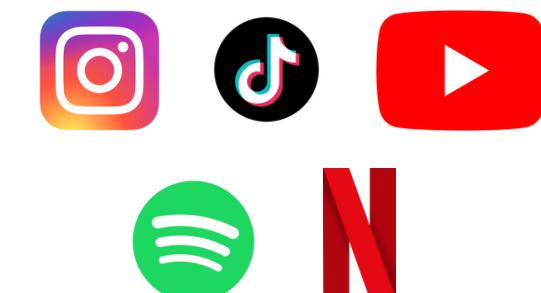
TIMELINE

Phase	Month	Main Themes	Executions
Awareness	August	Tease Phase Begins	<ul style="list-style-type: none"> • Restaurant partnerships (sobremesa-inspired dessert moments) • Branded experience booths at Hispanic DMAs • Tease tagline in context
	September	Hispanic Heritage Month (9/15-10/15)	<ul style="list-style-type: none"> • Annual in-park presence • Social teaser posts • Tease manifesto film
Interest	Mid-October	Campaign Officially Launches	<ul style="list-style-type: none"> • Public launch of manifesto film • Social + in-park rollout • Begin parade promo
Engagement	November	PARADE #1 - Día de los Muertos	<ul style="list-style-type: none"> • Parade in park • Launch UGC: La Magia de [Age]
	December	Walt Disney World Birthday (Dec 5)	<ul style="list-style-type: none"> • Push "La Magia de 103" story • Light holiday mention
	January	Día de los Reyes Mago (Three king's day)	<ul style="list-style-type: none"> • UGC social
	February	PARADE #2 - Carnival	<ul style="list-style-type: none"> • Parade in park • Colorful social extensions • Continue UGC stories
	April	PARADE #3 - Children's Day	<ul style="list-style-type: none"> • Park parade • Family-oriented merch/content
	May	Fathers Day	<ul style="list-style-type: none"> • UGC social
	June	Mothers Day	<ul style="list-style-type: none"> • UGC social
	July	PARADE #4 - World Cup Tie-In (Miami)	<ul style="list-style-type: none"> • Parade timed with Latin American matches • Flavor-of-home fruit carts • Limited World Cup merch
Advocacy	Year-round	Evergreen content	<ul style="list-style-type: none"> • Ongoing social series • "La Magia de [Age]" UGC • Fruit carts + post-dinner moments • In-park visual continuity



The Magic Maker

La Magia has no age



The Dream Starter

La Magia has no age

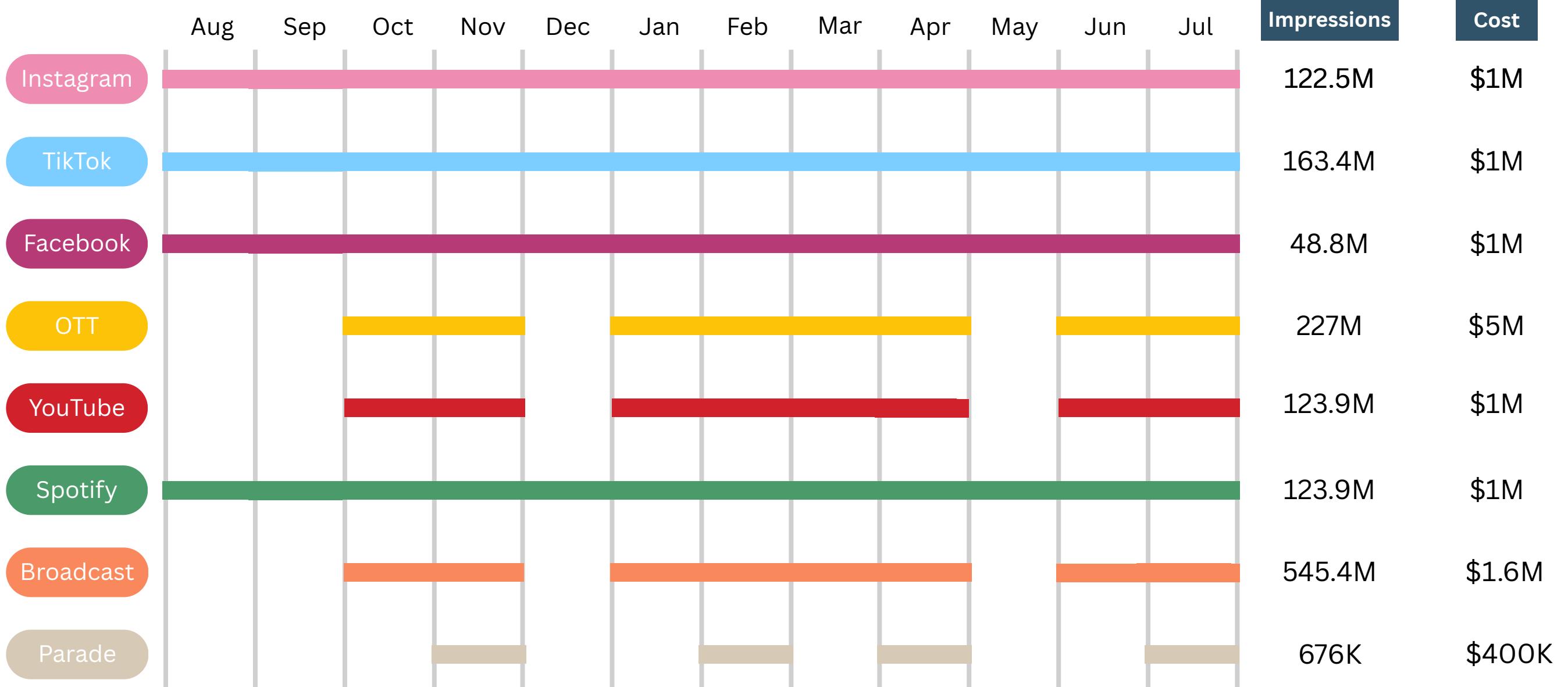
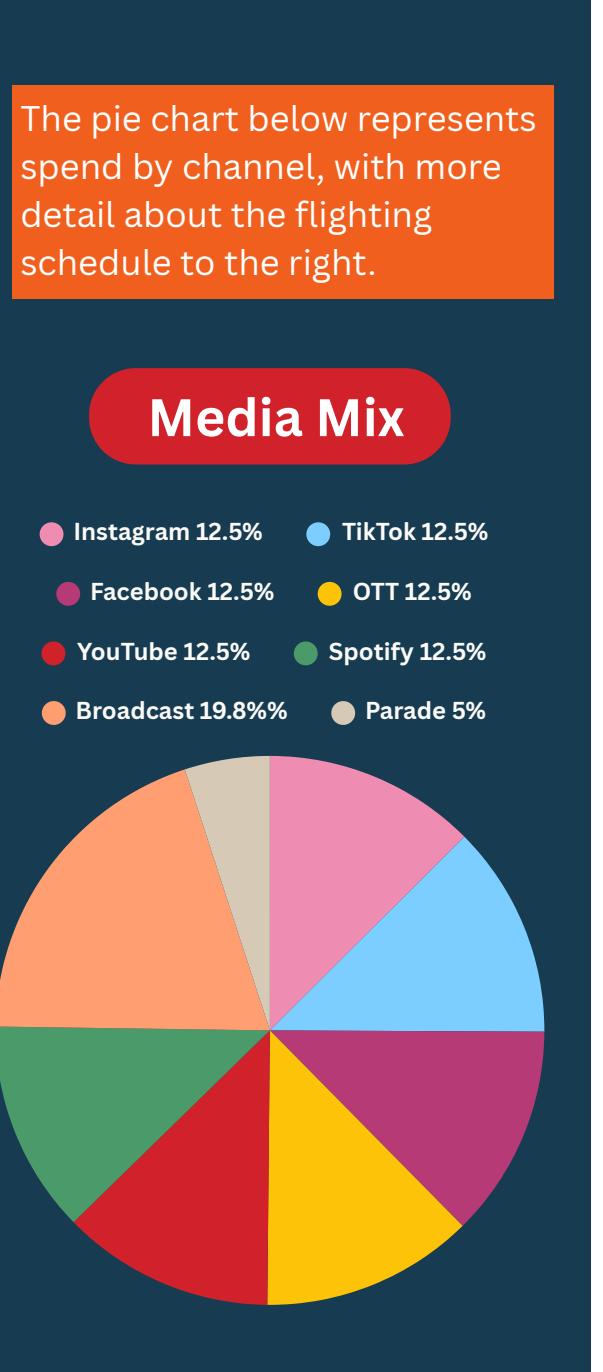


The Legacy Guardian

La Magia no tiene edad



MEDIA MIX & FLIGHTING SCHEDULE



1,355,166,282 Impressions \$11,976,260 Total Cost

Campaign Objective	Primary KPI	Key Contributing Activations
Increase Brand Affinity	Brand Health Monitor; Cultural Resonance Score	'La Familia Real'; 'La Magia de Sobremesa'; UGC Filters; Year-Round Parades
Drive Digital Engagement	Aggregate Engagement Rate; UGC Submission Volume; Hashtag (#LaMagiaNoTieneEdad/#LaMagiaHasNoAge) Universe Expansion	All Social Posts; Roblox Event; 'La Familia Real' Nominations
Boost Experiential Participation	Aggregate Foot Traffic (Pop-Up + Parades); Partner Participation Rate	'Rooms of La Magia'; In-Park Parades; 'La Magia de Sobremesa'
Stimulate Commercial Activity & Revenue	Campaign-Attributed Revenue; Merchandise Velocity	Merch Launches; Fusion Food Carts; All Park-related Activations
Generate Mass Awareness	Total Impressions; Unique Audience Reach	All Digital Activations

HOW DO YOU UNDERSTAND “LA MAGIA HAS NO AGE”?

Disney World is for **everyone** and even if I go now **as an adult**, I will still connect with that same childhood magic or enjoy it as I am now

Magic has no age represents the **endless magic** Disney provides to all generations. They've been creating children movies for nearly 100 years if not more. By now everyone has had a Disney movie they watched when they were younger. **No matter what age you are**, you will always feel the magic when you immerse yourself in it.

It means that **no one is too old** to enjoy the things in life. You could be old and still smile and laugh

That Walt Disney world and its magic **doesn't end** when you grow up it can be for everyone

WHY THIS CAMPAIGN WORKS?

Develop an **insight-driven**, **emotional** campaign that strengthens **brand affinity** and makes Hispanics **book a trip** to create their own **lifelong cherished memories** at WDW.

- **Insight driven:** familismo and Hispanic culture
- **Emotional:** your child and innerchild
- **Brand Affinity:** the unique magic that is cultural relevance and engage-worthy
- **Book a trip:** conversion efficiency of media plan
- **Lifelong cherished memories:** at WDW, the magic has no age

LA MAGIA HAS NO AGE

THANK YOU FOR SHARING THE MAGIC WITH US!