WDW PA STRATEGIC PLANNING

COMM STRATEGY

Chip 'n' Dale Introduction at Disney's Hilton Head Island Resort

Contact: Tyler McNulty

Updated: March 17, 2023

Background

Over the past three years at Walt Disney World, we have actively been bringing our Resort Character Strategy vision to life and have operationalized a level of infused "Disney Magic" at our resorts to help differentiate our product through the launch (Dec. 2020) and expansion (June 2022) of Character Caravan. This offering is now expanding to offsite resorts starting at Disney's Hilton Head Island Resort.

Chip and Dale were selected to help infuse more unique character moments at the Resort and help to drive the Disney differentiation. A curated program was developed to enhance the surprise & delight character appearances to help activate areas such as: Live Oak Lodge, Pluto's Point, pool deck and lawn games, and fire pit.

Key Messages

- We are excited to bring a brand-new entertainment offering to life for guests and Disney Vacation Club Members staying at Disney's Hilton Head Island Resort
- Chip 'n' Dale heard that Hilton Head Island has some of the biggest and oldest oak trees around, which can only mean one thing – acorns! So, they headed to the resort to check it out for themselves.

Audience & Integration

Scope:

- Disney's Hilton Head Island Resort Cast Members
- Disney Vacation Club Members
- Disney fans

Approvals | Integration:

WDW PA: Jacquee Wahler, Avery Maehrer	**Resorts Comms:** Brie Devore, Meghan Caprez	**Disney Live Entertainment:** Shawn Slater, Joey McElroy
DVC PR: Heather Concannon, Courtney Stone, Mari Mendez	**Disney Parks social:** Lisa Mendillo, Jonathan Hindes	**DVC Marketing:** Jill Cabot, Kimberly Martinick, Leena Abdelhafez

Additional Considerations

- At Disney's Hilton Head Island Resort the B'Lou Crabbe and Shadow entertainment offering was sunset in December 2021. Since then, the HHI Team has been looking for opportunities to enhance their character offering beyond Pluto making pop-up appearances.
- Chip 'n' Dale will only be making appearances at Disney's Hilton Head Island Resort three days a week.

Story

Below is a story crafted by our DLE partners that Cast will be able to share with our Guests **once the entertainment offering is publicly revealed by DLE/PR/PA** on how Chip and Dale made their way up to Hilton Head Island:

- *Chip 'n' Dale heard that Disney's Hilton Head Island Resort has some of the biggest and oldest oak trees around which they know means tasty acorns and so they had to find out for themselves. Pluto tagged along to make sure they didn't get into too much mischief... or maybe just to find the bone that he buried the last time he visited.*

Strategy

- Use social channels and the Disney Parks Blog to announce the arrival of Chip 'n' Dale at Disney's Hilton Head Island Resort.

Objectives

- Generate fan, guest and DVC Member excitement over a new entertainment offering coming to Disney's Hilton Head Island Resort.

FAQs

Is this offering a replacement for B'Lou Crabbe and Shadow?
No, this will be an entirely different kind of entertainment offering. We thank B'Lou Crabbe and Shadow for the roles they played in entertaining our DVC Members and Guests.

Project Timeline

Timing	Content or Tactic	Owner | POC	Vehicles
~~Feb. 16~~	~~Awareness of new offering (WDW executives)~~	~~H&R LOB~~	~~Prod Mod form~~
~~Feb. 20~~	~~Awareness of new offering (HHI cast)~~	~~WDW PA~~	~~Resort Update email~~
~~Feb. 20~~	~~Job posting~~	~~HR~~	~~Disney Careers~~
~~Feb. 26-March 11~~	~~Virtual character auditions~~	~~Disney Live Entertainment~~	~~N/A~~
~~March 10~~	~~Resort Operations Update~~	~~WDW PA~~	~~Email~~
~~March 12~~	~~Tease announcement on Disney Parks social~~	~~WDW PA; CCDI; DVC marketing~~	~~Disney Parks Instagram~~ ~~Disney Parks Twitter~~
~~March 13~~	~~Character training begins~~	~~Onsite cast~~	~~N/A~~
~~March 15~~	~~Character training begins on stage~~	~~Onsite cast~~	~~N/A~~
~~March 18~~	~~Announcement of new offering~~	~~WDW PA~~	~~Cast & Community FB~~ ~~Relevant amplification~~

Tactics & Timing

VEHICLE & DATE	CONTENT

Resort Operations Update
March 10
Complete

RESORT OPERATIONS UPDATE

Sent to: Leaders at Disney's Hilton Head Island Resort, DVC Member Services and the GSCC

Chip 'n' Dale appearing soon at Disney's Hilton Head Island Resort

Action: Please share this information verbally with Cast.

Beginning April 2023, Chip 'n' Dale will begin making appearances at Disney's Hilton Head Island Resort. Before these fun-loving chipmunks begin making regular appearances, Guests and Disney Vacation Club Members may see them around the resort as early as Monday, March 13, 2023, surveying the land and finding the best acorns.

Here is what you can share with Guests about why Chip 'n' Dale are visiting Hilton Head: Chip 'n' Dale heard that Disney's Hilton Head Island Resort has some of the biggest and oldest oak trees around – which they know means tasty acorns – so they had to come for a visit to see for themselves. Pluto tagged along to make sure they didn't get into too much mischief … or maybe just to find the bone that he buried the last time he visited.

REACTIVE FAQs

Is this offering a replacement for B'Lou Crabbe and Shadow?
No, this will be an entirely different kind of entertainment offering. We thank B'Lou Crabbe and Shadow for the roles they played in entertaining our DVC Members and Guests.

When will Chip 'n' Dale arrive at Disney's Hilton Head Island Resort?
Chip 'n' Dale will begin making regular appearances at Disney's Hilton Head Island Resort starting April 2023.

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@Disney Parks Twitter/Instagram March 12 *Complete*	 **Caption:** Some nutty friends are making their way to Disney's Hilton Head Island Resort! If you're visiting this Disney Vacation Club beachside resort, be on the lookout for some acorn-loving chipmunks coming soon! 🐿️
WDW Cast & Community March 17 *Complete*	

	 **Caption:** Cast members at Disney's Hilton Head Island Resort were some of the first to welcome Chip 'n' Dale to this relaxing Disney Vacation Club beachside retreat. Be on the lookout for these mischievous chipmunks when they officially join us at the resort in April! #DisneyCastLife
CastTV March 18 *Complete*	 wdwcastandcommunity Cast members at Disney's Hilton Head Island Resort were some of the first to welcome Chip 'n' Dale to this relaxing beachside retreat! #DisneyCastLife Follow us on
Disney Vacation Club Facebook	**IMAGE:** Reshare of WDW Cast & Community photo

March 18 *Complete*	**Caption:** Some mischievous friends have arrived at Disney's Hilton Head Island Resort! Chip 'n' Dale heard that the island has some of the biggest and oldest oak trees around. Of course, that can only mean one thing – delicious acorns! Chip 'n' Dale just had to try them for themselves. Be on the lookout for these fun-loving chipmunks when they join this Disney Vacation Club resort next month!