

Disney Campaign: Not Just a Neverland

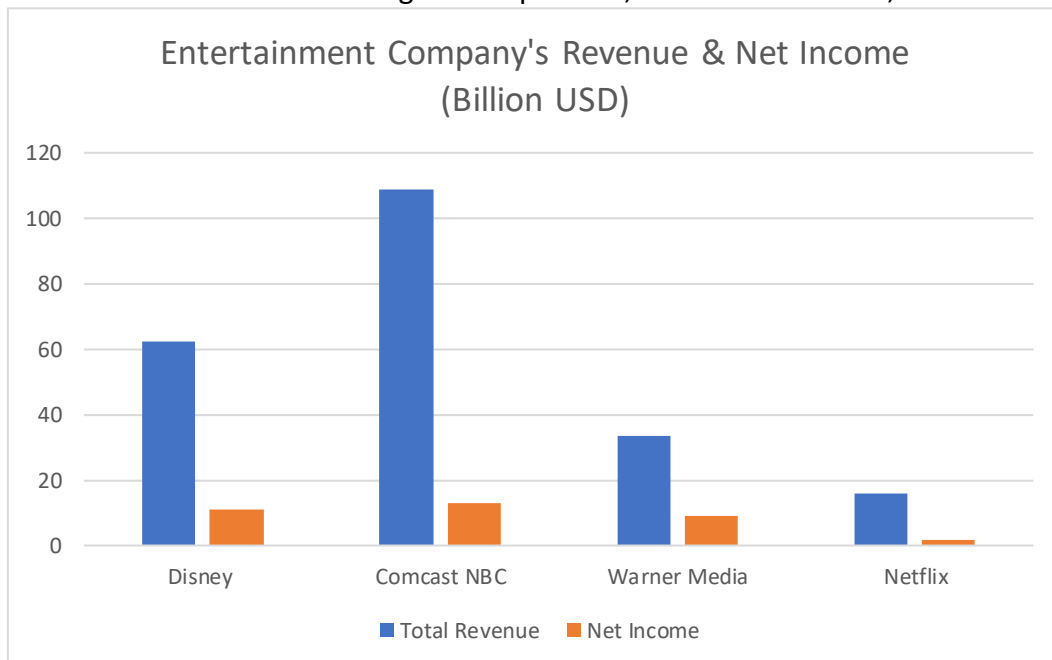
Executive Summary

This report will provide a detailed situation analysis of Disney's campaign that relaunches the princess Aurora who was a mere object waiting for prince charming, into a complexly-driven character. As she becomes a dream realisation role model that can inspire teens to young women (15 to 25 years old) and couples alike to have a more flourishing relationship, understandings of love and future hope for reality where dreams are real. Therefore with this, *Not a Neverland* can communicate the big idea that Disney is much deeper and richer than an escape land where dreams can come true. But "Your Dreams are true".

The strategical recommendations will be done through a four-part launching process. That mostly involves trailers, posters, and many other participate-able events which can boltser the message of the realisation of your dreams.

Situation Analysis

Entertainment and media industry have always been secured by Disney. Disney has not only been branded the no.1 Entertainment Company, but also the one with the strongest consumers' intimacy since 2017³. Such a trend still persist, with Disney preserving its crown even in 2019⁴. Not even the strongest competitors, i.e. Warner Media, Comcast NBC nor



Netflix can compete in this area. To begin with, their net revenue is solid scoring collectively US\$62.1 Billion⁶ (26.2 on Theme Parks Experiences and Products, 24.2 on Media Networks and 11.1 on Studio Entertainment), that not even Warner Media²² nor Netflix²³ can compete with. Although Comcast seems to have a higher net income (US\$108.9 Billion)²⁴, yet Disney's margin, US\$51.046 Billion²⁵ is smaller than Comcast's, securing more influence as well. Disney's influential control is displayed in its various achievements. In topping the Brand Finance Media's chart as the "Most Valuable Brand" amongst media companies¹³; deemed as

the World's best-regarded in 2018 Forbes⁴; even maintaining their high rankings across powerful brands worldwide¹¹. Therefore, the issues are more oriented on customers satisfaction.

In that regard, Disney characters are famed for being childhood classics that children (aged 4-12 years old⁸) should have watched. Such an idea is apparent in the marketed-Disney Princesses which targets female children^{9,8}, to act as their dream world before entering reality. This sentiment has not only been Disney's personality (its tagline. "The happiest place on earth.") but it also becomes substantially associated with the "escapade from reality where dreams can come true."²¹ This may lead to Disney becoming exclusively associated with it, implying that dreams cannot come true outside Disney, as a 2015 survey (from 18 to 65 years old respondents) had already voiced the same²¹. Disney is not real. It is just an escape-dream. From this point, it is clear, Disney is still instilling a shallow, black-or-white message to their audience.

Such segregated, black-or-white approach is also prevalent in their mishandling of Starwars (Lucasfilm bought in 2012¹⁰) and Marvel (Marvel join-hands in 2009¹⁰), exempting Princess Leia and Black Widow from merchandises to target males which causes outrages from female fans¹⁰. Not to mention, their black-or-white approach in thanking Xinjiang's officials (in Mulan) who persecuted Muslims-minorities which invites audience's boycotts²⁰. This, coupled with Disney's lack of characters and stories¹² which are more nuanced in reality (specifically Disney Princesses); not only makes Disney seems insincere as long as they gain profit, but also impose an unrealistic, black-or-white gender stereotypes where females need savings which causes a skewed version of love and marriage, particularly, at first sight. Altogether with Mulan incident, Disney may even be seen as promoting relationship abuse, as parents are becoming more alarmed in exposing their children, wondering if they are good role models¹⁸ for them growing up.

The very example of such black-or-white approach is Princess Aurora. Despite being a popular princess, she is not inspiring, scoring almost the third-lowest in 2019 polls albeit the two are hardly popular¹⁶. She is often depicted as an object, merely sleeping in wait of Phillip as she gets tossed from power to power, just to be married of (even in the latest Maleficent movie)¹⁴. Her character conflicts with Disney's own description¹⁵:

Proud To Be A Princess

A Disney Princess dreams, creates, and celebrates the most magical adventures, each woven around a beloved, empowered heroine who inspires us to realise our full potential.

A Disney Princess can conquer anything and always proudly stays true to who she is.

If this keeps on going, there will come a time when Netflix's nuanced movies may overtake, especially with their subscriptions which are almost quadruple of Disney Plus's⁵. Therefore, there is a need to remake *Aurora* into an independent movie to assert that:

- Disney does not support any physical or emotional abuse even in relationships.
- Disney does not promote toxic gender norms and relationship norm.
- Disney is not black-or-white in any areas mentioned.
- Disney is "Not Just a Neverland."
- Disney grows with You, and Your Dreams are true.

Target Marketing Profile and Communication Objectives

The target market comprises of the:

- Demographic: Middle-lower to upper-class teens to young adult (specifically female) aged 15-25.
- Geographic: Focusing on North American, yet Global Message Delivery.
- Psychographic: Disney story-enthusiasts, those who already witnessed *Aurora*'s helplessness, and particularly, growing teens who are learning about gender norms, love and relationships, and teens or young adults in-relationship themselves.
- Behavioural: Movie-goers, active social-media users, Disney collectors (merchandise-lovers), adventurous and imaginative young adults and teens that desires to manifest their dreams into reality.

The remake, *Aurora* will reposition the sleeping princess. She will absorb Phillip and the others into her dreams, hence, while still sleeping she's awake. Therefore, all the events are happening in her internal dreamscape that imbues reality with dreams, to which she will have power and agency where trust and love will be at stake within. Because of this, the marketing objectives would be:

- To change the perception of *Sleeping Beauty* into an inspirational "Role Model" particularly in terms of love, relationship and gender norms amongst Female respondents by 65% by January 2023 (after the campaign ends at 2022).
- To promote a healthy relationship equality between couples that may boost relationship quality and connectivity to at least 20% after watching the movie by June 2023.
- To consolidate other friendships by 5% through informing that there may be internal struggles going in within one's hearts by June 2023.
- To raise 80% Awareness of *Sleeping Beauty*'s growth of character image by June 2023.
- To amend Disney's black-or-white reputation measured through the 20% enhancement of Brand Loyalty by the end of 2023.

Marketing Communications Programs and Activities

Big Idea and Main Message

“Not a Neverland” centralises on the umbrella-idea that Disney is not simply an escape-land where dreams can come true, where consumers regain their childlike-youth, nor that they can only come when they are children. But Disney itself is growing with the consumers, matching their steps as the more complex side of the princess’s (Aurora) personality is revealed; particularly in the subject they excel most, love and relationships. Through the journey of Aurora’s fights of love and trust with Phillip and the others, *“Not a Neverland”* aims to incite the spirit to realise consumers’ dreams; mediating love to reality; to have an equal relationship, and to also act and fight without being less beautiful nor less ‘woman’.

In strategising the campaign, the process is divided into 4 Parts:

Pre-Pre-Launch

To begin with, in this stage, Disney will promote it through digital marketing in social media channels, specifically, Facebook, Twitter, Instagram (Posts and Stories). By implementing a guessing game to prepare the way for the movie launch, algorithm of hashtags will be used; i.e. #disneyprincessliveaction #notjustaneverland and #dreamsaretrue. These are not only controllable for being Owned yet also for it being a Shared Media means everyone can participate in giving impressions¹⁷ and the reach is wide for being Digital. Moreover, it can spark questions for fans, to which those who participate and guess correctly may get themselves limited exclusive merchandises.

At the same stage, there should already be a negotiation of long-term Paid-partnership with a Virtual Reality (VR) Company for the construction of a Disney VR Event ride. All to prepare a way of enriching and bringing Aurora’s dream world into live, while securing negotiable price at the same time. Thus, it can be more controlled afterwards.

Simultaneously, a Movie Product Placement-based partnership (Paid-Shared) with merchandise manufacturers should be established beforehand so as to plan and prepare the manufacturing of custom-tailored merchandises of the Movie by the partner.

Pre-Launch

Next, in this stage, the partnership with the merchandise manufacturers should already be formed, hence, some limited-edition ones can already be taken to be utilised as bargains. On the other hand, there should already be contacts with Social Media Influencers who are Disney Enthusiasts. With the plan of making them the Opinion Leader to invoke Earned-Word of Mouth Promotion, the Social Media Influencers’ endorsement through Insta stories channel and post series will be exchanged with limited-edition Disney Merchandises related

to the Movie's release. With this it is expected that there would be some further popularisation of the hashtags, as well as improve credibility through the Earned Media.¹⁷

Launching Process

Within this process, Owned Media such as Lucas Films and 21st Century Fox team which had been bought from 2012 and 2019¹² should work together with the Marketing Agency Bond¹⁴ which had worked previously with Maleficent to produce the Movie Trailers and Posters in a negotiable cost. Therefore, the cost can be emphasised more into the popularisation campaign, awareness raising and their respective promotional gifts afterwards.

At the same time, there should also be a Paid-Outdoor Billboard Advertising to have a control of reaching wider to the audience, as the design imitates one of Dracula's movie where Aurora will be sleeping in a broad daylight, but at night, she will be awake when Phillip's silhouette will be seen from the door. Indicating that it is the first time she is awake when Phillip is there, conveying the message in the process.

There should also already be a preparation for the tickets that will be sold, as well as digital, social media announcements that the tickets will be of later use, hence to not dispose of them. The consumers will also be able to purchase the tickets online as E-tickets.

Post-Production and Post-Launch

At this point, Disney Land's Special VR Event (partnered with the VR Company) should already be in functional, therefore, the audience can truly feel the virtual reality of entering into Aurora's dream physically as well as engage more actively in the Movie's experience.

The Event should also be accompanied by the return of the Owned-Limited Merchandising Exchange Event that can be obtained through clearing some particular sets of mission in Disney Land Special VR Event. Thus, it is intended to incite some "call-to-action" right after the movie's experience to being bringing the *Aurora's* message of active fights into live. To work together, especially with their couples to gain the limited merchandise. The number of the limited merchandise should be around 50 to provoke more exclusivity.

At the same time, the Limited Merchandising Exchange Event should also be extended after the 50 are exhausted. This will be done through an Owned-Shared Media, Creative Outdoor "Give your Aurora's A Rose" Event. Through the taking picture of oneself giving a rose to their *Aurora*, and then posting them on to their social media accounts with the needs to tag Disney and use the corresponding hashtags, 5 participants will be eligible to be selected the 'most romantic' which will gain them the limited edition merchandise once more. With the idea that if the picture is taken in Disney Land, the chance is higher.

Afterwards, the normal merchandises will be released on Disney Land's Official Stores and other Disney-selected certified reputable retail stores in a specific consignment deal, as well as Earning some direct purchase from regional distributors that opens the path for the sales promotion that follows.

The tickets of the movies will then be usable for Sales Promotion, to call behaviours, i.e. to redeem a 20% discount of the normal Product-placed *Aurora* movie merchandises. Therefore, can reveal Disney's gifting reputations as well.

Similarly, the Earned Media Companies such as The Atlantic Magazine could have wanted to hold some exclusive interviews with the movie stars. This can be held for the Movie Stars to promote the meanings behind the movie as well, since they are indeed the casts themselves who understands the story.

As the finishing touch, the American Broadcasting Company (ABC) which Disney had purchased (Owned), should be used to release a press conference that the a part of the movie's profit would be donated to certified mental health alleviation centres to further give the message that 'we care' to the abuse of physical as well as emotional abuse that metaphorically drawn through the dreams of *Aurora*.

Message Appeal and Execution

With the Emotional-oriented message appeal, and the more Image Ads and experiential execution styles, Disney could invite the audience to think and dig what lies behind the sleeping face into Disney Princess's own dreams and heart which growingly revealed in accordance to the growth of the target audience.

Evaluation Plan and Possible Corrective Actions (200 Words)

- To change the perception of Sleeping Beauty into an inspirational "Role Model" particularly in terms of love, relationship and gender norms amongst Female respondents by 65% by January 2023 (after the campaign ends at 2022).
- To promote a healthy relationship equality between couples that may boost relationship quality and connectivity to at least 20% after watching the movie by June 2023.
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In order to evaluate whether the objectives are met or not, there would be 5 evaluation actions to be taken:

- There would be another Disney conducted polling for the most inspiring Disney Princess particularly those the consumers really like to learn about love from (in the end of 2023)
- An anonymous survey that inquires the relationship quality of young couples within the target's age group would be conducting in the end of 2023.
- At the same time, another survey will be released in order to understand the growing and changing character Image of Aurora by the end of 2023.
- Next, Disney would put an open apology in social media platforms for the insensitive conduct they have done and use the social media metrics to measure the impressions through data scrapings.
- Lastly, there would be a prompt to review and tell their own Aurora's Story that may get featured on Disney's Website to gain fame and popularity, thus cultivating Disney Enthusiast and Future Influencers.

In regards to countermeasures plan to filter Noises such as the Pandemic at the moment, the VR event will be held with an additional rule that within the dream castle, masks need to always stay intact to avoid Toxic fume from the Roses, emphasising hygiene. In addition, if there is any possibility of the audience abusing the ticket system, the utilisation of barcodes will be the unique marker that will prevent redemption more than once. Finally if the Rose giving event is restricted for the pandemic, it can always be edited and the more creative ones according to the admins will be rewarded instead.

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