



ADVERTISING CAMPAIGN EVENT



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## I. Executive Summary

### **Client Background**

The Walt Disney Company has been an unwavering force in entertainment since 1932. The world's largest media conglomerate has four main segments of operations: media networks, studio entertainment, theme parks/resorts and consumer products. In January 2011, Disney unified the Disney Baby brand with the introduction of DisneyBaby.com and various Disney themed products.

### **Industry & Market**

The infant product industry is estimated by Disney at \$36.3 billion annually, and is dominated by Fisher Price and Gerber. Disney with its longstanding history in youth markets first entered this industry in 1998 with Baby Einstein and produced various goods since. However, Disney did not unify the brand until 2011, and holds little market share.

The infant industry is hard to enter because of consumers' strong loyalty to existing brands. Quality and safety are of the highest concerns in this market and the consumers are less willing to try new brands in fear of inferior products or possible harm to their infants. The industry contains a wide range of goods from baby food to diapers, all of which Disney Baby plans to offer in its lineup.

### **Strategy and Objectives**

Disney Baby's objective is to establish its now unified brand in the trade and gain market share in this growing industry. With this advertising campaign Disney Baby aims to demonstrate its superior quality products as well as its family-oriented company image.

Disney Baby will incorporate advertising mediums such as television, print, internet, loyalty points and a partnership with Our 365 to create a strong entrance into the industry. Our advertisements themselves will contain methods to enhance its message in our target market's minds by using techniques developed by Harvard's leading neuroscientist Gregory Berns.

### **Project Financial Information and Campaign Benefits**

This plan is not only affordable, but extremely effective. The estimated budget is at \$8,293,000, a mere 0.0188% of Disney's total revenue. The campaign will bring in 3% of market shares in the first year alone, and shares are projected to grow steadily for the next 5 years.

This advertising campaign will target the entire nation to introduce Disney Baby as a strong competitor in the infant industry. With our high quality products and reliable image, this year-long advertising operation will create lasting effects to establish Disney Baby in the minds of our consumers.

"If ever there was an opportunity for a trusted brand to enter a market and provide a better product and experience, it's this. I'm extremely excited about it." -Disney CEO Bob Iger



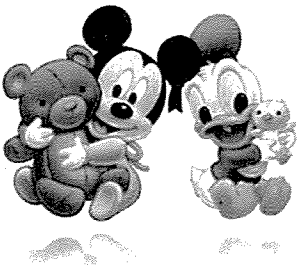
## II. Description

### A. Description of Business:

The Walt Disney Company is a diversified international entertainment corporation. The Walt Disney Company is the world's largest media conglomerate and operates in four main business segments: media networks, studio entertainment, theme parks /resorts and consumer products. Media networks include broadcasting and cable networks such as ABC Television Network, ESPN, Radio Disney Radio Networks and various radio stations. Cable networks include the Disney channel, ESPN-branded cable networks and Toon Disney. Studio entertainment includes Walt Disney Picture, Disney Animation, Marvel Entertainment and Pixar, which produces and acquires live-action and animated motion pictures for distribution to the theatrical, home video and television markets. Theme parks and resorts include the operations of the Walt Disney World Resort in Florida, Disneyland Park, the Disneyland Hotels, Resorts and various Disney World Theme Parks in France, Japan, and Hong Kong. Consumer products segment includes merchandise licensing, publishing, and various products from clothing to furniture based on the characters and themes developed by the studio entertainment and theme parks/resorts segments.



### B. Description of Client:



Disney Baby is a new division under the consumer products segment. Our main target is to enter the USA infant industry, which estimated at \$36.3 billion annually. The Walt Disney Company aims to unify the current Disney Baby brand and offer more products, such as strollers, cribs and



baby food. Our client wishes to raise awareness around the country about the new venture and products, as well as capture a large portion of the infant industry. Disney Baby aims to mimic the success of Disney Princesses that transformed from a \$300 million business into a \$4 billion brand after revamp and unification. With strong hopes of succeeding in this lucrative industry, Disney Baby has designed a campaign that will attract publicity and positive reviews to not only to its family-oriented brand but also its superior products.

### III. Objectives of the Campaign

- Establish a trusted brand in new market
- Gain 3% market share in first year
- Create customer loyalty
- Demonstrate high quality of products
- Increase Brand Awareness



### IV. Target Markets

Our campaign will be on a national scale, directing our efforts towards cities and states with large populations. Large scale metropolis' such as New York (NY), Los Angeles (CA), Chicago (IL),

Washington D.C, San Francisco (CA), Philadelphia (PA), Boston (MA), Dallas (TX), Atlanta (GA), Orlando (FL) and Seattle (WA) will be targeted due to their large population scale, higher rate of income and high birth rates. States such as Texas, California, Florida, and New York will be heavily targeted due to having the highest birth rates in the nation.

