


Sharie Moir
Shoshana Arunasalam

Agenda


- ❖ What is  ?
- ❖ Marketing Mix (4 P's)
- ❖ Growth Strategy
- ❖ SWOT analysis
- ❖ Product Pricing Strategy



Disney+



Disney+ Subscription Service

- ❖ **Launching Nov. 12th**
- ❖ **\$6.99 monthly** or \$69.99 annually (save \$14)
 - Pre-order deal: \$141 for 3 years (saves \$111)
- ❖ Thousands of movies & TV shows
 - Disney vault classics, new original and exclusive content, Pixar, Star Wars, Marvel
 - Fox content (
- ❖ Bundling option **\$12.99** , **hulu**, & **ESPN+**
- ❖ Disney+ Marketing Budget: \$375 million



Marketing Mix



Product

Thousands of shows and films

Original content

Remakes of beloved shows and movies

ESPN

Hulu



Price

7 day free trial

Very low compared to competitors

Lower price for annual subscription



Place

Beta testing in the Netherlands

Nov. 12: U.S., Canada, & Netherlands

Nov. 19: Australia and New Zealand

March 31: Western Europe including UK, France, Germany, Italy, Spain, & more



Promotion

YouTube commercials

Commercials during The Little Mermaid Live on ABC

Billboards

Removing movies from Netflix (no Netflix ads)

Available on Amazon Fire TV

Growth Strategy

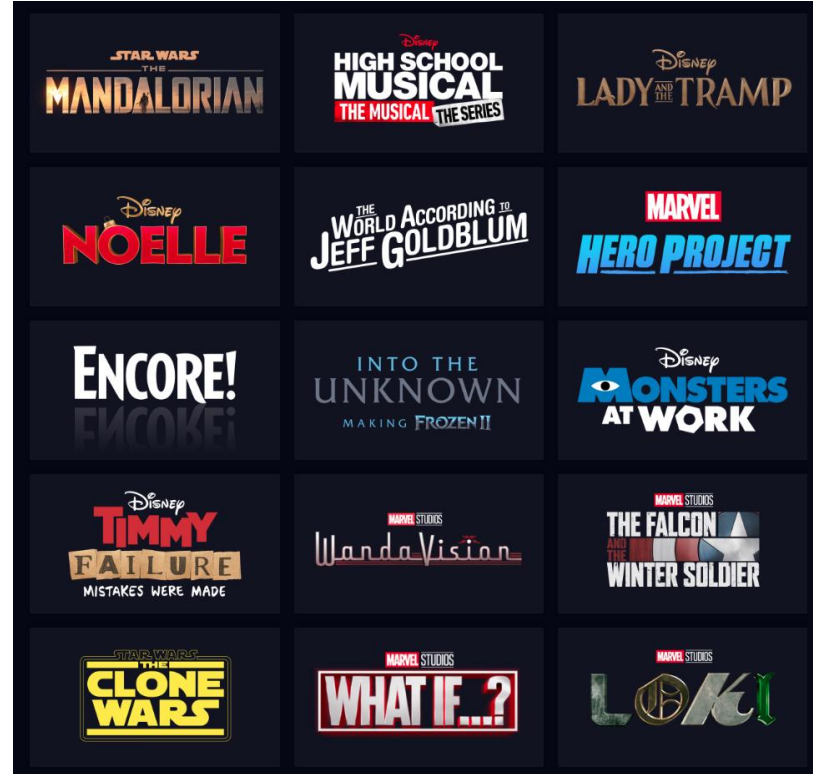
PRODUCTS



Ansoff, 1960



Source: Oxford College of Marketing



Disney+ releases



Strengths

- **Name** recognition
- Scope of **influence**
- **Loyal fan base** (especially with Star Wars)
- Unique **target marketing**, appealing to all ages
- **Existing** library of **content** (owns rights to majority of popular characters)
- **Price-friendly**



Weaknesses

- **Niche content** offerings may not appeal to all (adults without children, adults “out-grown” family-friendly content)



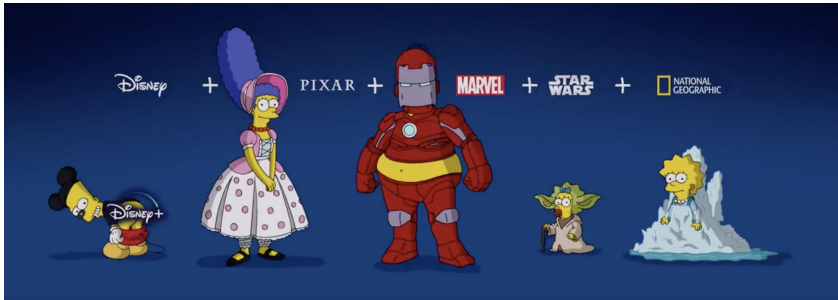
Opportunities

- **21st Century Fox acquisition** (acquire Hulu, content from Fox, FX, National Geographic)
- Disney content taken off of competitor, Netflix
- **Bundling** Hulu, ESPN+, & Disney+
- Become **replacement for current streaming services**
- **Netflix’s** increase in **prices** (18% increase)
- **Children** have more access to technology (some are in **control** of what **they watch**)

Threats



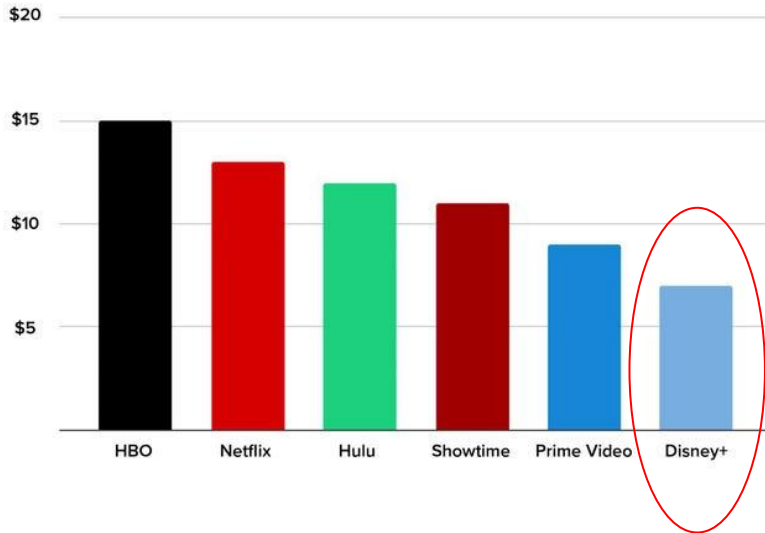
- **Streaming** platform market is quite **mature** (Netflix founded in 1997, Hulu founded in 2008)
- **Loyal subscribers** to Netflix, Hulu, & Amazon (consumers love original content on those platforms)
- Some **parents** becoming more **anti-technology**
- Content for Disney+ less available to general public if chosen not to subscribe



Product Pricing Strategy - Penetration Pricing

Monthly Cost of Streaming Services

Source: Reelgood.com



Source: Business Insider

- ❖ Disney set low price **\$7** to attract more customers
 - Builds sales, market share, & profits
- ❖ Disney+ significantly **less costly** than Netflix
 - Netflix subscriber count: 150 million (2019)
 - Netflix loses \$1.5 billion annually from password sharing
- ❖ Analytics firm data: Disney+ has over 1 million subscribers before launch!
 - Disney internal forecasts: **60 to 90 million worldwide subscribers** by **2024**

Thank you!



Sources

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