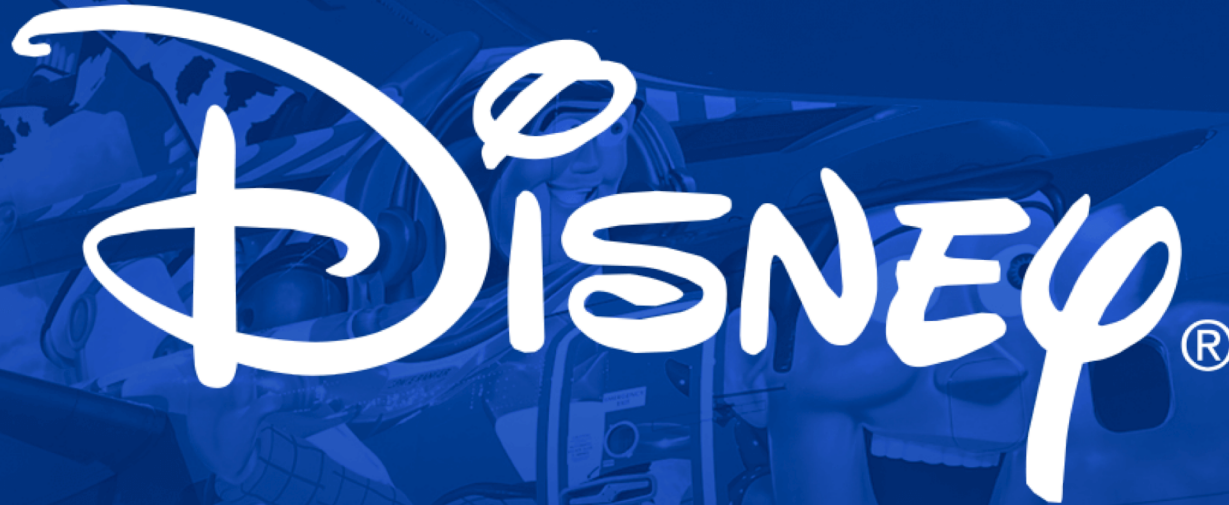


Marketing in the News:



Disney®

Disneyland®

x

TOY
STORY
4

x

Alaska®

By Moe Shamsi & Casey Russ

Disney's Marketing Campaign

Disney is promoting via airlines (B2B) by painting airplanes to attract consumers (B2C); currently with Alaska Airlines (Oct. 2019), but have also done similar advertising in the past, which points to prior success.

Toy Story character theme helps to advertise both the Southern California Disneyland location (Pixar Pier) & recent movie release (Toy Story 4).



Intermediate Environment

Company

- Disney (market share leader)
- Disneyland Anaheim is the second most visited amusement park after Disney World*

Competition

- Regional amusement parks
- Knott's Berry Farm
- Universal Studios

Corporate Partners

- Alaska Airlines

Macroenvironmental Factors: Disney is capitalizing on the *social trend* of the recent Toy Story 4 release and renaming of Paradise Pier to Pixar Pier

Marketing Mix (4 P's)

Product

- Pixar Pier
- Character-driven theme/section of Disneyland Anaheim

Place

- Advertising to families that travel on Alaska Airlines
- Local airports
- Onlookers where airplane is below 10,000 ft.

Promotion

- The unique colors make the plane noticeable
- Display of recognizable Disney characters

Price

- Brand loyalty allows for customers to accept the firm's value proposition at normal list price

Disney: New product in an existing market (**Growth Strategy: Product Development**), which is a **Specialty Product** (unique brand characteristics and offerings at one location)

STP: Segmentation

Geographic

- Region of Southern California
- Could also be used to promote in other cities where the plane lands

Demographic

- Mostly families (but, also tourists of all ages and income)

Psychographic

- Family entertainment
- Fans that value Disney experience
- Nostalgic parents

Benefits

- Segment of travelers and nearby consumers near major airports surrounding Disneyland

Behavioral

- Travelers destined to Southern California seeking occasion for family entertainment

STP: Segment Attractiveness & Targeting

Substantial

-Segment of families & young traveling couples.

Identifiable

-Disney fans, children, adults with Disney nostalgia

Profitable

-Brand loyalty leads to customers willing to pay the price

Reachable

-Targeting segment that is already traveling to destinations near Disney

Differentiated Target Market: families headed to Southern California. Also, the plane **departs** to other airports in different regions of America.

Positioning

Value

-Accepting of firm's value proposition even without a discount advertised

Salient Attributes

-Unique amusement park family experience with life-like Disney characters and rides

Symbol

-One of the most recognizable symbols in the world

Competition

-Universal Studios and Knott's Berry Farm.

Marketing Strategy

Customer Excellence

- Ability to retain and stay relevant to existing customers (and new ones) with new attractions

- Offer a unique Pixar character-driven experience

Locational Excellence

- Located in travel destinations where the plane is already destined to but also where the plane departs to.

- Disneyland conveniently located near many airports.

SWOT

Strengths

- Helps to expand brand awareness
- Target specific segment that is already traveling
- Moving billboard/advertisement
- Prior success

Weaknesses

- The high cost of painting airplanes
- Time to implement makes this a high-cost marketing strategy
- Marketing effects only at plane's current location

Opportunities

- Advertise to people who travel
- Travelers with disposable income
- Capture guests for their hotels/tickets
- Capitalize on Toy Story 4 release

Threats

- Environmental concerns of paint
- Sensitive to travel seasons
- Relies on windows at the airports, or direct line of sight towards plane. Not be visible everywhere.
- Consumers will not be able to identify the advertisement at cruising altitude



Fin.

