



Campaign Proposal

Vivian Lefei Zhou | The New School, May 2014

The Problem

China's first Disney theme park opened its doors in Hong Kong in 2005.

The park experienced a rough start, as it faced cultural miscues.

One of the main critiques was how the park failed to understand in what ways the guests would use the park on holidays like Chinese New Year.

This led to unsatisfied customers and damaging media coverage.

Disney's Solution

Set to incorporate all lessons learned from Disney parks across the world, Shanghai Disney Resort will have a 'Chinese touch', introducing features specifically catered to its Chinese visitors.

Amongst others, the park will include the Garden of the Twelve Friends, inspired by the Chinese Zodiac, and the Enchanted Storybook Castle, Disney's largest and most immersive castle yet.

Objectives

In the short term, this campaign should spark word-of-mouth and positive media impressions/reports on the park. And it would promote its unicity and prestige, in contrast to the numerous other amusement parks in China.

In the long term, this campaign should contribute to the on-going internationalization and economic reform of Shanghai, and it should serve as an inspiration and trigger for Shanghai to create a better, livable city.

The research will help Disney's marketers to acquire knowledge on how to approach adults and YUPs; they have money to spend, and they are consuming media /entertainment arguably the most critically in comparison to groups in other age demographics.

The Research

Surveys were randomly distributed to personal connections face-to-face, through Facebook, and email within 8 days.

Type of Survey Questions

1. Personal background / travel preferences
2. Familiarity with Disney Brand / Disney Parks & Resorts
3. Experiences with Disney Parks & Resorts
4. Familiarity with and appreciation of Disney ads & campaigns
 - respondents were given 7 visual objects (i.e. images, videos from 2007-present) that are part of a specific ad campaign; objects are different from each other in either their main promotional platform or their contents / theme.
 - respondents were asked to indicate how much they (dis)like the object on a scale from 1-5
5. Expectations for Shanghai Disney Resort
 - respondents were asked to read a short paragraph about the new resort (edited based on SDR's fact sheet and NY Times article)
 - respondents were asked to describe at least 2 things that they would like to see/do in the new resort

Survey: <http://goo.gl/forms/CAEZTYVMqM>

The Respondents

62 responses

56% 21-30yrs old

53% Asian, **34%** Caucasian; mostly US and Western European citizens

53% Bachelors Degree, **37%** Masters Degree

39% has never visited China, but would like to go in the near future

47% has never visited Shanghai, but would like to go in the near future

Local cultures & traditions and **food** are the most influencing factors for respondents to visit China / Shanghai (again)

The Results

The Disney brand is mostly perceived as:

cheerful magical **american** COMMERCIAL

The Disney brand is least perceived as “ingenious” and “innovative”

74% has visited a Disney Park before

77% is likely to visit one in the future

40% has no preferred Disney Park for next visit

For those who do have a preference, **Walt Disney Resort FL** is the most preferred (**19%**)

Top 3 incentives to visit any Disney park:



host country



rides & entertainment



special offers

Top 3 most anticipated features of SDR:



the castle



durability & nature



traditional chinese cultures



The Results

55% of Dutch citizens

have become more interested after learning about the new park
this is significantly more than expressed interests from the US

40% of 21-30 yo

have become more interested in the resort after learning more about it

89% of all respondents

do **not** follow any Disney social media feed

Prizes and/or special offers

are the biggest incentives for respondents to participate in both
online and offline Disney campaigns

TV- and ambience/outdoor promotions

are the most appreciated advertising formats for Disney
the Dutch disliked the app-integrated ad the most



TREASURE HUNT

Outline

Shanghai Disney Resort's Treasure Hunt challenges you to find and memorize/capture posters displayed throughout a city.

To join the Treasure Hunt, sign in at "awholenewworld.disneyparks.go.com" and submit your answers to the question(s) of your choice.

One question per poster; questions are simple and multiple-choice, and are based on what's depicted on each poster: "What traditional Chinese pastry is Mickey having?", "Who is that on top of Shanghai's Old Town?" etc.

The answers will tease about what you can see and experience in Shanghai and/or in the park and resort.

By submitting the correct answer(s), participants have a chance to win an all-inclusive arrangement for Shanghai Disney Resort with family and friends.

The more questions answered (correctly), the more chance to win the grand prize. The grand prize will be awarded up to a limited amount of submitters.

This campaign will be promoted on all media outlets. Instructions of the Treasure Hunt and info on the upcoming resort can be found online, or at an interactive installation located outdoors.



360 Campaign

Ambient

9.8ft sculpture featuring two built-in interactive screens (approx. 70" each)
located at Amsterdam Central Station

Print

13 posters placed in high-trafficked locations of Amsterdam
and in major newspapers/magazines

TV

based on the print advertising theme, promoting the resort, emphasizing the resort's
one-of-a-kind features and Shanghai's highlights. Running on both public and major
privately- held networks

Integrated

a mobile-friendly website to submit answers,
and to acquire info and to book a visit to Shanghai Disney Resort
promotions on all other major social media outlets
advertising on major online (news/pop culture/lifestyle/travel) platforms

Ambient

A hand-crafted peach blossom tree surrounded by a field of fluffy grass

Ancient-style stone bench is placed underneath the tree (without figurines); inviting bypassers to take a seat and relive the iconic scene from Mulan

Two interactive touchscreens built-in the grass, showcasing treasure hunt instructions, park info, concept art/videos



Print

Style

photo-collage for outdoor placement
minimal graphics for print placement

Content

merging most beloved Disney/Pixar characters
with Shanghai highlights;
revealing teasers and clues of what to expect
from both the resort and Shanghai

Placement

airports, public transport stops/-stations
shopping & entertainment areas
financial districts
newspapers and magazines

TV

“It’s a small world” (2009)

was the most- appreciated TV commercial amongst respondents because of its *multicultural elements*, its *(holiday) sentiment*, and its *fantastical visuals*.

At the same time, respondents find the commercial too child-centered; not identifiable/relatable

Suggested concept

Same sentimentality as the 2009 commercial

Disney characters will be the only subjects

Soundtrack shouldn’t contain any ‘orientalized’ elements;

it should be modern and simple, yet distinctively Disney

No lyrics and dialogues

Similar to the outdoor posters, the TV promo may focus on the travels of beloved Disney characters to SDR

Through parallel-editing characters’ actions/movements in each next scene, this smooth and continuous flow creates a sense of dreaming/reminiscing

Integrated

44% of all respondents

indicated that they have become more interested in SDR after learning more about the park's features.

Through implementing teasers and clues on what may be expected from the upcoming resort on the posters, consumers' curiosity will be triggered by the treasure hunt, and the questions they will have to answer.

The website will provide 'share' and 'like' options upon a successful submission of the answers, inviting participants to share their victory.

Placement

all social and audio-visual platforms
page interstitials / roadblocks
mobile takeovers

Concepts





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