

Disney's Children Marketing Tactics

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What is *market segmentation*?

- **Categorizing different groups of a marketed demographic**
- **Finding the best way to categorize to these segments**
- **Through age, class, race, gender, etc.**

AIO, VALS, and PRIZM

- Attitudes, Interests and Opinions (AIO)
 - Defining the beliefs of a desired segment
- Values and Lifestyles (VALS)
 - How consumers live their everyday lives
- PRIZM
 - Gathering a bundle of information about a demographic

Children's Market Segments

- **Media and advertisement consumption starts at age 2**
- **Parents have *purchasing power***
- **Best way to segment this audience: Ages 2-3, 4-6, 7-10**

Disney Marketing

- **Adapts to current trends**
- **Many marketing campaigns are towards children**
- **Parents still have the purchasing power**

Disney Marketing Ages 2-3

- **Biggest products for this group is toys**
- **Not gender specific**
- **Ultimately marketing to parents**

Disney Marketing Ages 4-6

- **Gender stereotypes start to develop**
- **Disney produces content around what boys and girls enjoy**
- **Billboards, television commercials and other digital advertisements**

Disney Marketing Ages 7-10

- **Children become aware of advertisements being consumed**
- **Creating merchandise from brands that children enjoy**
- **Parents are still having the purchasing power**

How Disney Markets to Parents

- **Consistently creating family-friendly content**
- **Multiple marketing platforms brings more brand awareness**
- **Magazine advertisements, radio, social media advertisements**

Marketing Disney Acquisitions

- Star Wars
 - Theme Parks
- Marvel
 - Toys and Merchandise
- Pixar
 - Attractions and family-friendly content
- Disney Channel
 - Television commercials

Disney Resorts

- **Creates a positive experience for all members of the family**
- **Different resorts attract different audiences**
- **Disney resorts intrigue families to go to Disney Parks**

The future of Disney marketing

- **Dream Play**
 - Interactive technology
 - Helps children adapt to the new age of technology
 - Has allowed Disney to take steps for future marketing
- **Disney+**
 - Providing content for kids of all ages
 - Primarily children's content
 - Adapts to new trends within entertainment

Conclusion

- **Different strategies are effective depending upon age**
- **Segmentation must occur before creating strategies**
- **Multiple Disney franchises attract multiple audiences**

Thank you!