

Disney's Strategic Marketing Tactics for Children Ages 2-10

Sydney Geist

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Tammy Brown, D.B.A.
Thesis Chair

Colleen McLaughlin, Ph.D.
Committee Member

Emily Knowles, D.B.A.
Assistant Honors Director

Date

Abstract

One of the many ways Disney is a successful organization is because of the effective use of marketing. For Disney to be able to have effective marketing tactics within the entire target audience, market segmentation must take place. A prevalent segment within Disney's target market is children ages 2-10. There are differences in emotional maturity and interests throughout this age range which requires Disney to start the process of segmentation. Many factors that encompass the process of segmentation are attitudes, interests, and opinions that define this segment. These factors also need to be taken into consideration when marketing to parents because of the role of purchasing power. Disney's marketing success stems from many different platforms they have been able to use such as digital, social, and traditional media to advertise to multiple different segments. The success of Disney's marketing strategies has been translated into the franchises Disney has established, which has led to marketing success for children ages 2-10. Disney's marketing strategies attract young audiences and bring these same individuals back to the Disney brand.

Disney's Strategic Marketing Tactics for Children Ages 2-10

Marketing and advertising are an effective mechanism that brings profitable success to organizations. It is through marketing campaigns that businesses gain new customers. One of the main market segments in today's culture is younger children from the ages 2-10. Children within this age group spend multiple hours watching television and advertisements which may lead to a deep level of impression that is placed upon them. Disney is one of the most iconic American institutions in the world that makes an impact on children with the marketing strategies used. Throughout many of the enterprises that are owned by Disney, which include theme parks, hotels, and movies, children ages 2-10 are drawn to Disney. The marketing strategies that Disney uses are effective in bringing children and families to purchase products and are associated with satisfaction within Disney's brand identity. Across the Disney brand and other acquisitions, advertising campaigns tend to be marketed toward children which is a driving force behind the marketing success. (Santoli, 2015). Disney's marketing tactics, targeted towards children ages 2-10 help financially benefit the organization.

Literature Review

Marketing contains fundamentals that are important to make a business functional. Many of the essentials of marketing include segmentation, AIO, VALS, and PRIZM statements. This is the beginning stage of formulating a marketing strategy that will help decide the best way to market to the desired segment. This literature review will give insight into the beginning stages of formulating a marketing plan.

Market Segmentation

Market segmentation is an essential tool that allows marketing departments of organizations to be able to properly market to individuals and reach them in a definitive way (Cortez et al., 2021). To be able to have market segmentation for an organization, it means that

companies can differentiate how marketing tactics will differ between different groups, whether it be through age, class, race, gender, etc. The best way to begin market segmentation is by trying out different marketing channels and determining what ages and segments are most susceptible to these specific channels. Without market segmentation, companies cannot determine an appropriate marketing mix for desired segments.

Creating a market segment involves solving a problem for a group within a market (Cortez et al., 2021). Being able to break up market segments in a company is essential because it allows an organization to determine how to be able to market within specific age groups in the targeted market (Akkaya, 2021). There are many ways that a company can break up its market segment, which can include demographic, psychographic, and geographic characteristics (Akkaya, 2021). Demographic segmentation provides insight to marketers on how to best separate the target audience by criteria such as age, gender, income, and education level (Akkaya, 2021). The importance of psychographic segmentation investigates personality, beliefs, and lifestyles of a given target segment. Marketers will also use geographic segmentation where they will determine what is the best way to market to locations across the globe (Akkaya, 2021). Utilizing market segmentation is essential for an organization to thrive because it allows marketing professionals to develop what strategies will be the most effective for a given population.

A common marketing segment that businesses will strategize toward is younger children. Brand identity forms in young and impressionable children at an early age, and thus the idea of marketing to children has become a normal practice of business. Media consumption is prevalent for children at a young age when they start to develop opinions (Nelson, 2012). Many current ways to advertise to children would be through the use of digital media and television

commercials (Nelson, 2012). Early childhood programs are a vital part of children's cognitive development since it is often consumed (Nelson, 2012). Being able to market to children requires a specific skill that allows marketers to be able to see how products can be targeted toward children, with the parents making the ultimate purchase (Nelson, 2012). The parents will have a significant amount of influence when it comes to what their children will be interested in (Nelson, 2012). Parents will have a say in what their children will watch on television and may restrict their children from watching certain content. Mehrotra and Torges (1977) state that the more restrictions parents will put in place on their children's television viewing, the less likely parents will be influenced by their children for purchasing transactions. In situations where parents are influenced by their children to make a purchase, this allows marketers to create advertisements that are enticing to children that will ultimately influence parents.

There are multiple maturity differences and interests between the ages 2-10, so breaking up the market by establishing what is different between segments needs to be accomplished before creating an accurate marketing strategy. Creating marketing segments for children was challenging because not all sources agreed that certain ages should be grouped together. After researching sources, a logical way to categorize different segments within the children's population is by ages 2-3, 4-6, and 7-10. Media consumption shapes how children view the world around them and is a vital part of children's mental and emotional development starting as early as age 2 (Preston, 2016). Media that is directed toward children ages 2-3 is not gender-specific (Preston, 2016). Prior to age 4 is a critical developmental time for children since they are being introduced to media and entertainment and are starting to comprehend the material they are consuming (Fahmy and Sohani, 2020). By the time children start to reach the ages 4-6, gender stereotypes start to develop and there is more entertainment that is being created that is gender-

specific (Fahmy and Sohani, 2020). Although age 4 was grouped with different ages depending upon the source, the best way to segment age 4 was by grouping it with ages 5-6 due to gender stereotypes starting within this age range (Fahmy and Sohani, 2020). By the time children start to reach the ages 4-6, gender stereotypes start to develop and there is more entertainment that is being created that is gender-specific (Fahmy and Sohani, 2020). Although age 4 was grouped with different ages depending upon the source, the best way to segment age 4 was by grouping it with ages 5-6 due to gender stereotypes starting within this age range (Fahmy and Sohani, 2020). By the time children reach the ages of 7-10, entertainment is consumed daily. Ages 7-8 is a “pivotal age where children are widely considered to become aware of the motives and methods of the advertiser” (Preston, 2016, p. 618). The most cohesive way was to group ages 7 through 10 together, since many children start to understand advertisements around this specific age range (Preston, 2016). Determining children’s market segments is crucial to a successful marketing campaign because it allows companies to use the best strategies for different age groups which starts the formulation of attitudes, interests, and opinions.

AIO Statements

Along with marketing segmentation, AIO statements need to be created in order for organizations to find out more information about the target segment. AIO statements consist of attitudes, interests, and opinions that consumer personas within a particular segment have when it comes to purchasing a product (Mehrotra and Torges, 1977). Developing these statements is crucial to the process of creating successful marketing strategies because this allows marketers to take an in-depth analysis of more intricate details of what a consumer persona may look like. The idea behind a consumer persona is that this gives a general idea of what most of a particular segment may believe. An AIO statement is created by researching what a particular segment

would be like and developing statements based on the research of consumer personas. Many times, particular age groups are going to develop the same interests, which is a consistent tactic as to why marketing strategies are effective for these groups. When companies develop AIO statements for a specific segment, this will help determine what marketing strategies would be most effective. Being able to find the attitudes, interests, and opinions of target consumers allows organizations to effectively tailor its marketing and promotional tactics to increase company profits.

Developing the attitudes, interests, and opinions of a segment is important because this allows marketers to tailor advertisements to accommodate these given attributes (Akkaya, 2021). AIO statements are a determination as to why a consumer may or may not purchase a product (Mehrotra and Torges, 1977). Examining the AIO statements will give insight as to what products would best cater to a specific audience (Mehrotra and Torges, 1977). Furthermore, AIO statements allow marketers to have insight into what consumers believe on an everyday basis. Creating AIO statements ultimately measures lifestyle and helps determine the best way to segment a market (Akkaya, 2021). Being able to develop all the details of AIO statements allows marketers to make a more accurate marketing mix that lets an organization effectively reach the desired audience. Reaching the desired audience through AIO statements will help companies properly determine what is the most effective when continuing forward with implementing marketing strategies in the future (Akkaya, 2021). AIO statements are vital to consider towards the beginning of creating marketing strategies because it will be a determining factor for companies to use towards individuals within that same age segment in the future. Once AIO statements are determined, this will allow marketers to then research the values and lifestyles of the given audience.

VALS and PRIZM

Along with properly determining what marketing strategies must be used to accurately advertise to desired segments, values and lifestyles (VALS) and PRIZM statements must be observed. VALS statements make up the values and lifestyles of given consumers (Loudon et al., 2005). This would mean that marketers would observe the general segment of the given demographic and see what this population prefers. Lifestyles are also taken into consideration because marketers must determine the daily activities of the consumer to properly adjust advertising strategies to what that segment participates in (Leung & Chen, 2017). PRIZM statements can be defined as gathering a bundle of information about a given demographic and using this information to determine what is the most effective advertising and marketing strategies for a population. It is a behavioral way to categorize what populations and groups have specific socioeconomic characteristics; marketers would then use this information to determine how to best implement marketing tactics (Thomas, 2020). Implementing VALS and PRIZM statements within marketing strategies is one of the first steps to utilizing a complete marketing plan.

Initiating VALS statements gives marketers the opportunity to have insight into the daily lives of consumers (Akkaya, 2021). VALS allows marketers to establish a consumer segmentation method that makes creating marketing and advertising strategies more effective (Akkaya, 2021). Discovering the lifestyle characteristics of the consumer creates the opportunity for marketers to find information about consumers' daily purchasing habits (Akkaya, 2021). This makes the marketing process more effective for an organization and allows opportunities to maximize profits. Developing PRIZM statements gives companies the chance to create geodemographic segments and then develop the best marketing tactics. Within certain

geographic areas, many marketing strategies will vary depending on PRIZM statements, which will give marketers the chance to try out different strategies to find what is most effective (Loudon et al., 2005). There is not one marketing tactic that can be considered universal and effective for every company across the globe (Loudon et al., 2005). Therefore, developing strong PRIZM and VALS statements allow marketers to determine what advertising strategies will be the most effective across different geographic segments rather than trying to use one tactic for an entire target audience. When PRIZM and VALS are developed for consumers, this allows organizations such as Disney to begin marketing to its target audience.

Disney Specific Marketing

Components like AIO, VALS, and PRIZM are important to apply to an organization like Disney. The essentials of Disney marketing are encompassed by many of these factors because it allows Disney to implement segmentation. Disney has taken marketing strategies that have been used in previous years and have continuously implemented these tactics to market to children and parents with purchasing power. Implementing basic marketing strategies has allowed Disney to persuade consumers to come back to the Disney brand.

The Essentials of Disney Marketing

Disney's marketing tactics have evolved throughout the years, ultimately being able to adapt to the current trends (Santoli, 2015) Disney has a large geographic target market since its products and services reach audiences all around the globe (Santoli, 2015). Without the essentials of market segmentation, it would be difficult for Disney's marketing team to realize the most effective strategies for each segment (Akkaya, 2021). Disney would need to direct its main focus on marketing campaigns toward children because this is where much of the financial success would stem from (Santoli, 2015). Research has shown that the most effective way to be

able to successfully reach target audiences will be through the use of social media, digital advertisements, television commercials, and use of repetition throughout its advertising channels (Rideout and Moore, 2007). Since the cognitive development of children increases as children become older, this will change the way that marketing tactics are used (Santoli, 2015). In order for Disney's marketing strategies toward children to be effective, it must be correlated with positive emotion, memorable for individuals with purchasing power, and have consumer incentives (Santoli, 2015). For Disney to have the best effect within company marketing tactics, the interests of children must be a priority (Santoli, 2015). The consistency throughout Disney's strategic marketing strategies is what ultimately entices consumers to come back to the brand which creates success within the company.

Disney Marketing Success

Disney is known for always putting out entertainment that is contemporary and brings fresh content to audiences (Santoli, 2015). The success of Disney stems from marketing tactics that have helped to be able to advertise to individuals of all ages (Santoli, 2015). One of the many ways that Disney is able to advertise to individuals of many ages is by adapting to the new age of digital media and adjusting to trends in the world of marketing (Auster and Michaud, 2013). As social media continues to dominate in today's society, Disney can use that to its advantage and market to multiple segments (Auster and Michaud, 2013). Disney is able to attract large audiences where theme parks will then be branded to fit consumer standards (Auster and Michaud, 2013). The strategies of Disney posting on social media daily, interacting with consumers, and promoting content as soon as it comes out are a few of the many ways that Disney is able to adapt to the digital world and bring in more consumers within the Disney brand.

Being able to have success from Disney's advertising involves trial and error, but ultimately leads to success (Santoli, 2015). From the very beginning, Disney would always try to advertise family-friendly content that every single member of a family would be able to enjoy. When Disney first started, there were not many entertainment companies that were providing content for people of all ages. At that specific point in time, there was only content that was meant for adults, or content that was just for children. Disney wanted to capitalize on this idea and produce movies and television shows that were enjoyable for everyone. When Disney started to create princess movies and television shows involving Mickey Mouse, this was drawing in a whole new audience that allowed Disney to be able to advertise to families all across the globe. Disney still creates content that is enjoyable for all members of a family. Disney's marketing team would also start to utilize the idea of being able to advertise on billboards, digital media, and television, to adapt to the current trends and be able to reach desired audiences in the most relevant way possible. The marketing strategies that Disney continues to develop are adapting to trends in the culture.

Disney AIO Statements

When AIO statements are created, it is normally created towards the persona and the parents who have the purchasing power. Some attitudes that parents of this segment may have would include 'I work very hard most of the time', 'I prefer to shop for specials', 'When making family decisions, children should come first' (Mehrotra and Torges, 1977). Disney must consider the attitudes that parents will have when purchasing a product because this indicates how parents will feel towards future products and services that Disney may come out with (Santoli, 2015). Some interests that parents may have include preferring to shop at department stores, going on picnics, and also going out to dinner at restaurants (Mehrotra and Torges, 1977). Opinions that

parents within his segment would have may include “Advertising is much more effective in magazines than it is through television”, “Children should not watch television before age 2”, and “Advertising towards children on television should be taken off” (Mehrotra and Torges, 1977, p. 58). Parents may also believe that advertising helps them make better buying decisions (Mehrotra and Torges, 1977). While it is necessary to consider the AIO statements of the children within this segment, Disney must be able to consider the AIO statements of the parents when buying a product for their child (Mehrotra and Torges, 1977).

Disney VALS and PRIZM

The VALS and PRIZM statements of consumers bring clarity and consistency to Disney’s marketing team and allow effective marketing strategies to be put in place (Akkaya, 2021). A strategy that Disney uses to implement effectiveness throughout marketing tactics is by training employees from all departments to take a course on how to treat customers (Santoli, 2015). This is a tactic that is implemented to contribute to the overall friendliness of Disney’s brand (Santoli, 2015). Friendliness from companies is appreciated by parents especially ones with children because it persuades families to stay loyal to that brand (Santoli, 2015). Many parents value what their children are interested in, which means that parents will want to pursue a purchase that will satisfy their children (Mehrotra and Torges, 1977). Children also value television entertainment in their daily lives. Disney can contribute to this by providing content through television that is relevant to today’s trends and continuously enticing children to enjoy the Disney brand (Santoli, 2015). When Disney caters to the VALS of children and their parents by consistently providing entertaining content, this captures the attention of the audience and brings more consumers to the Disney organization.

Disney Marketing Ages 2-3

The biggest way to reach children ages 2-3 is by selling and promoting toys that cater to children of this segment (Auster and Mansbach, 2012). Gender is one of the main components that companies like Disney will use to segment a market because many products and services that are being created are meant to be gender-specific (Auster and Mansbach, 2012). The reason companies create gender-neutral products for children of this age range is because, at this point in their cognitive development, children are not going to decide if they prefer feminine or masculine products (Auster and Mansbach, 2012). This concept is implemented through Disney's retail stores across the globe (Auster and Mansbach, 2012). Disney has many physical locations within theme parks as well as brick and mortar merchandise stores around the world (Auster and Mansbach, 2012). The products that are sold are based on movies and television shows within the Disney brand (Auster and Mansbach, 2012). When Disney sells the products within retail stores, it will be branded around the Disney franchise and would be considered "gender-neutral" (Auster and Mansbach, 2012). It is common for Disney merchandise to be based on movies and television shows that children of this age group are going to watch (Deli-Gray et al., 2014). Since many of the productions Disney is producing for this segment are not gender-specific, this will lead to the merchandise based on this entertainment also not being gender-inclusive (Deli-Gray et al., 2014). Within Disney's retail stores that will sell products to this segment, Disney is promoting the brand to a wider audience (Deli-Gray et al., 2014). When it comes to retail, especially within the Disney brand, children are treated as the consumers Disney is trying to market to but will also keep considering how to market to the parents of these children since parents and guardians are the ones with the purchasing power (Deli-Gray et al., 2014). Since Disney is introducing media to children at this young age, this will condition them

to become “buyers” at a later age in their childhood (Deli-Gray et al., 2014). Parents will still be considered the buyers for their children since they have a consistent income within their household (Deli-Gray et al., 2014).

Disney Marketing Ages 4-6

As children reach the ages of 4-6, gender stereotypes are starting to develop and companies like Disney are able to recognize how to market products and services that are targeted to this specific age range (Coyne et al., 2016). Girls within this age group start to develop interests in Disney princesses and boys will start gaining interest in movies and television shows that are related to superheroes. While these generalizations may not apply to the entire segment, studies have shown that boys and girls will typically be more interested in these kinds of gender-specific franchise products. For Disney to target girls of this age range, Disney will continuously produce movies and television shows about princesses, while selling merchandise across the globe that relates to the content these young girls are consuming. When Disney movies predominantly have female characters, this can create gender stereotypes for girls the same way superhero movies can set gender stereotypes for boys. Disney princess movies can set the precedent that women are supposed to act a certain way and reach goals they have set for themselves. It can also show that girls should be more nurturing, caring, and affectionate. On the contrary, boys can watch superhero films and Disney franchises such as Marvel and Star Wars and feel the need to take charge and strive for greatness in activities they participate in. Disney wants the films being produced to be successful and can ensure this by using advertising tactics that are susceptible to this age range.

Children of this segment are more prone to want a product or service when they are being targeted through television commercials and billboard advertisements. Children start to critically process marketing messages at this age because advertising stereotypes are first introduced.

Billboard advertisements are an effective way for Disney to reach multiple segments because it is easily accessible when families are on vacation (Santoli, 2015). Billboards branded by the Disney organization are planted in theme parks and across the globe, making it an accessible sight to see from many different locations (Santoli, 2015). Children start to cope with messaging from the age of 4 (Rideout and Moore, 2007). Advertising messages become persuasive to children starting at this age because they are able to have instant gratification when they consume content from the medium that Disney is advertising (Santoli, 2015). For example, when Disney produces television commercials about one of the theme parks, Disney movies, or Disney merchandise, children will start to develop opinions about those advertisements (Santoli, 2015). When Disney is coming out with the latest Star Wars film, boys and girls will see an advertisement related to this content and express how they feel about the franchise, and decide if they would like to consume the Star Wars content that Disney would be producing (Proctor and McCulloch, 2019). This age can also be considered the perceptual stage where children are starting to develop their own opinions based on the daily advertisements they consume (Rideout and Moore, 2007). Children start to realize what specific brands they are into and what products interest them once they are age 4 (Rideout and Moore, 2007). Girls around this age may start to discover they are into princess films while boys within this segment may decide they enjoy Marvel movies (Shen, et al., 2021). While there are multiple brands that this segment can enjoy, children will start to develop their own preferences and opinions and decide what they will enjoy as a consumer (Rideout and Moore, 2007).

Disney Marketing Ages 7-10

As children get older, they are starting to realize the motives behind the advertisements they are consuming (Preston, 2016). There is a distinct purpose in promotional advertisements when it is made to target children of this specific age range (Preston, 2016). Since children have

now gotten to the point where they have developed their preferences on what specific brands they enjoy, they will start to purchase products from those desired brands and stay brand loyal because they do not see a viable reason to switch to another brand (Preston, 2016). Children are going to continue to want products associated with these brands (Preston, 2016). The best way for Disney to advertise to this segment is by creating merchandise from brands that children enjoy, this way children start to gain brand association and have a sense of familiarity when they purchase the product (Santoli, 2015). Children within this age group tend to watch over 40,000 advertisements every single year through television, billboards, and digital media (Santoli, 2015). Within television shows and marketing tactics for this age group, marketing managers will consistently use repetition and celebrity endorsements (Calvert, 2008). Disney uses these tactics consistently to get children to be more associated with its brand (Santoli, 2015). When consumers have more familiarity with the brand that is being advertised, this will most likely increase the chances of the consumer purchasing that product or service from that desired brand (Calvert, 2008). When it comes to Disney and its target audience, repetition is effective within the Disney brand because this constantly gets consumers to come back and purchase products (Santoli, 2015). For example, Disney promotes the same characters we as consumers have been exposed to for decades (Santoli, 2015). Disney promotes the same characters through branded toys, theme parks, movies, television shows, and commercials so that consumers are more aware of all the products and services that Disney has to offer (Santoli, 2015). Repetition is a successful marketing tactic that Disney has continued to implement in recent years because it allows the desired target audience to be exposed to Disney characters and franchises from the same brand on a consistent basis (Santoli, 2015).

How Disney is Marketing to Parents

Disney marketing tactics are effective strategies that have attributed to brand loyalty among consumers. However, Disney needs to also consider the best ways to market to the parents of this segment since they are the ones with the purchasing power (Mehrotra and Torges, 1977). One significant aspect of Disney's plan to market to parents is by producing different movies and television shows that are family-friendly (Mehrotra and Torges, 1977). When Disney produces entertainment from Pixar or one of the other production companies, this brings in content that the whole family can enjoy (Shen, et al., 2021). While it is a great concept for Disney to make content that every family member can enjoy, the main motive is to expose the entire family to Disney's entertainment (Shen, et al., 2021). Disney's intentions are to make family-friendly content, so Disney can then create merchandise based on these movies and television shows that parents will already be familiar with (Mehrotra and Torges, 1977). When Disney releases products within retail stores, parents will already have brand awareness of what Disney stores are producing, because they will be consuming the same entertainment as their children (Shen, et al., 2021). When Disney utilizes given advertising channels and promotes characters from Disney franchises across multiple marketing platforms, this makes consumers and parents more aware of Disney's brand (Shen, et al., 2021). Disney will market to parents differently by using different channels that would not be as effective on children (Shen, et al., 2021). When advertising to parents, Disney will market to them through magazine advertisements, radio, and social media advertisements (Santoli, 2015). Disney can duplicate the marketing tactics that are used for children when advertising for parents because it is the same product (Santoli, 2015). The ultimate difference between marketing to parents versus children is parents have access to more marketing channels than children (Santoli, 2015). Parents will be

more exposed to social media since many children do not have access to social media by the age of 10 (Santoli, 2015). Social media is actually considered one of the most effective ways to be able to market to parents because it can advertise in a modern way that mentions what every product or entertainment service Disney will be producing (Santoli, 2015). Other effective ways to be able to advertise to parents and children is by the use of movie previews to persuade family members to continue to watch more content that Disney will put out in the future (Deli-Gray et al., 2014). Using these tactics will be effective ways to reach the largest number of consumers within Disney's desired demographic.

Marketing Franchise Under the Disney Brand

Throughout the years, Disney has acquired multiple franchises that have been family-oriented and entertaining for children of all ages. Franchises such as Star Wars, Marvel and Pixar have been adapted by the Disney corporation and have generated consumer awareness among the target audience. The essence of creating marketing strategies for Disney acquisitions is important for the success of an organization because it increases the possibility of consumers coming back to the Disney franchise.

Importance of Marketing Within Disney Franchises

There are multiple different organizations that bring success to Disney and help generate consumer loyalty. Disney has been able to acquire multiple different organizations over the years, which has allowed Disney to generate more users to purchase from its brand (Shen, et al., 2021). The conglomerates that Disney owns is tailored to many different segments and allows Disney to use a variety of marketing strategies to help promote its brand. The appeal of Disney parks and resorts requires different marketing tactics as opposed to the entertainment franchises such as Star Wars, Marvel, and the Disney princess franchise. Being able to appropriately market

Disney parks and entertainment requires marketing strategies to appeal to children and parents and persuade consumers to attend the resorts that Disney has created.

Disney Resorts and Hotels

Disney resorts and hotels have been the main appeal to consumers because it is one of the prime reasons consumers will enjoy their time in a Disney park. The resorts owned by the Disney corporation have a big pull when persuading children to want to go to Disney World with their families (Santoli, 2015). From the intricate designs on the walls, to the stores with trivia games, Disney is always trying to make sure hotels have the best hospitality. It is through this impression that it not only leaves a positive experience with families but also with the children. Disney resorts are a crowd-pleaser when it comes to children. The atmosphere in the resorts can enhance the experience of a Disney vacation. Disney designs many of its resorts to cater to many different interests. It can be seen in one of the original hotels, All Star Resorts, which caters to many different interests in entertainment. One of the original resorts is All Star Movies where the appeal behind the hotel is to include designs that are related to famous Disney movies. While there is also All Star Music where the resort includes pieces of work that relate to the history of Disney music. Another one of the famous hotels that appeal to families is the Contemporary resort where classic Disney characters are a staple to this iconic hotel where actors will dress up in costume as either Mickey Mouse, Minnie, or Goofy while entertaining guests during their meal. This concept that Disney uses to attract guests on a daily basis is a commonly used tactic to bring enjoyment to consumers to make them consistently come back to the same resorts on a frequent basis. The appeal within Disney theme parks and resorts is only the starting point to bringing in consumers to Disney attractions because the design of the resorts entices consumers to enjoy the parks more by going to one of the many parks Disney owns across the world.

Star Wars

The branding of Disney is successful throughout the many franchises that it has incorporated throughout the years. One of the original franchises Disney has taken ownership of is Star Wars, which has generated more users for the Disney brand. Disney's Star Wars is one of the biggest franchises Disney has to offer (Proctor and McCulloch, 2019). Star Wars is also one of the highest-grossing movies that are part of the Disney franchise. The success that has been generated from the Star Wars franchise has brought attention to the brand from consumers and increased consumer interest to attend Disney parks. An example of Star Wars appealing to children was the enhancement of the Star Wars rides in Disney World and Disneyland. When children watch movies like this franchise, they will become interested in going to the Disney theme parks and become engaged in riding on the Star Wars themed rides. Disney has been able to find marketing success throughout many movies under the corporation.

Marvel

Disney's Marvel franchise is another successful movie franchise within the Disney corporation that markets to audiences young and old. This market campaign has had a positive effect specifically on children (Flanagan, 2017). The many phases of Marvel as created by Disney are featured in both toys, games, and rides at the Disney parks. The success of Marvel movies has created a following among children and this following is demonstrated by a desire to both purchase the products of Marvel and visit the parks. The success of Marvel movies that appears on our screens every year gets children excited to purchase toys based on their favorite Marvel character and gets more children interested in the Disney franchise. Marvel is a franchise that has been able to develop many different marketing tactics that have evolved over the years where movies and television shows that have been able to attract the attention of the target

audience have been created. From the very beginning of the acquisition between Disney and Marvel Studios, Disney has been using strategic tactics that have reached multiple different audiences, especially within the children's segment. When it comes to marketing for anything under Marvel Studios, Disney needs to be able to understand the main target audience. While the market for Marvel has multiple different segments within its demographic, one of the main ways to make a profit would be advertising toward children. Being able to market to children, especially with a conglomerate like Marvel would allow Disney to be able to reach more of an audience and gain more viewership within the given entertainment platforms. Marvel is a huge company under the Disney umbrella that reaches many different audiences, but it can specifically reach children by what content is being released. When children start to reach the ages of 5-6, they start to develop interests and preferences, especially within entertainment content. Children, whether boys or girls, will start to realize if they have a preference for content like Marvel. When Disney and Marvel Studios start to release advertisements that are related to products or movies that may come out, marketing strategies are family-friendly and will ultimately cater to younger audiences. One way that Marvel caters to children is by allowing content on Disney+ that allows children to watch any content produced by Marvel at any time. Marvel is creating content for children that is not only entertaining but can also be watched by boys and girls of any age. When Marvel produces movies and television shows, one of the main ideas is that the content that Marvel creates is going to emulate the ideas of Disney and produce entertainment that is palatable for people of all ages. This is an accessible way for parents to watch with their children, ultimately making family-friendly content that is enjoyable, especially for children. Marvel may not have as many segments interested in the content related to the movies produced as opposed to what is being provided at the Disney parks. However, Marvel and other Disney

entertainment platforms still are able to cater to children and provide content that is enjoyable especially for children ages 2-10.

Pixar

Disney has found itself finding success when making animated films because this is content that attracts the desired target audiences. Disney markets animated films and Pixar specifically for children and the marketing strategy is to entice children to come to the parks (Shen, et al., 2021). The overall strategy is to increase the return on investment for the Disney company. When more families plan a trip to the Disney parks, it creates revenue and an overall profit for the Disney company. There is high correlation between the attractions that are provided within Disney theme parks that are based upon Pixar productions. Since Pixar is a corporation that brings a primary source of income for Disney, this gives Disney theme parks an opportunity to be able to provide this same content for the target consumers. Through various parks around Disney World in Orlando, Florida, there are multiple attractions that are branded based off of Pixar productions such as Monster's Inc, Toy Story, A Bug's Life and various more. Many of these attractions are family friendly where it is provided as a source of entertainment for all members of a family. Disney makes attractions based on popular productions because this can be a successful marketing tactic for multiple different segments. One of the main ideas behind marketing tactics within Disney theme parks and productions from Pixar is that the marketing strategies work both ways. Disney's television shows and movies are a great way to persuade consumers to attend Disney World because Disney corporation always updates park attractions to best fit the current Disney trends. The new attractions within Disney Parks will coincide with the time Disney is releasing new attractions. For example, within Disney's Toy Story Land located within Hollywood Studios, brand new rides and attractions were built and fully operated

for consumers to enjoy within 2 years of the release of the new Toy Story 4 movie. The marketing tactics work the opposite way as well when Disney releases a new attraction. When a new ride is introduced within the Disney theme parks, this gives consumers brand awareness of new movies and entertainment that Disney is currently coming out with. While the strategic marketing tactics of the Disney corporation have been implemented over recent years, the success of having consumers consistently come back and purchase products and services has brought success in terms of profits and consumer loyalty.

Disney Channel

The Disney empire has also found success in primetime television over the years. The Disney Channel has been a proven source of entertainment in the lives of children. This is exhibited through how the Disney Channel stars have impacted children to become more interested in the Disney brand (Blue, 2017). The Disney Channel is mainly marketed toward younger children. When children watch the Disney Channel, the tendency could be to ask their parents about the product or service that is being marketed on the television related to Disney. Many marketing strategies are displayed through the use of branding on the Disney Channel. Ever since the Disney Channel was created, many different television shows have been created that have allowed Disney to be able to create content that is entertaining for children of all ages. Creating television shows with a variety of genres for multiple audiences to enjoy allows Disney to continue to create content that consumers will continue to experience for decades to come. One popular tactic that is used within branding for the Disney channel is the use of what commercials are playing in between television breaks. When Disney is playing a television show, one of the best ways to advertise what is coming up is by playing commercials that will be for shows that are similar to the one that the consumer is currently watching that they will most

likely enjoy. This same concept would apply especially when movie theaters play movie previews that are similar to what a consumer is about to watch. When watching a movie, the best way to get a consumer to continue watching the same kind of entertainment would be by including an advertisement for something similar the consumer may enjoy. Previewing content within current media that is being streamed can lead consumers to want to continue to watch content from the same platform that consumers are currently streaming their content from.

How Disney Franchises Created Success for the Disney Corporation

Disney has been able to form multiple conglomerates that have brought success and many consumers to the Disney brand. The success of the companies that Disney owns has allowed the opportunity to reach children who have different interests and bring more consumers to the Disney brand. The conglomerates that Disney takes part in target children of many different ages and requires Disney to be versatile with marketing tactics. The way that Disney is going to implement marketing tactics to children interested in Star Wars is going to involve a different process than Disney marketing to children interested in content involving Disney princesses. The variety of marketing tactics that Disney has used over the years has brought success throughout multiple Disney franchises. As long as Disney continues to keep up with the current trends, this can increase brand loyalty among consumers and draw more individuals back to the Disney brand.

The Future of Disney Marketing

While Disney has created multiple marketing strategies that have adapted to consumers of multiple different segments, there are steps that Disney has taken to reach consumers in the future. Disney has implemented technology like DreamPlay and the streaming service Disney+ that have been created for the future target audience. Creating marketing strategies that involve

the new age of technology has allowed Disney to look into the future to determine a new desired demographic.

Dream Play

Disney has captivated the minds of children with interactive technology for years. The technology of DreamPlay has also been successful in using interactive technology. Disney and DreamPlay decided to merge together and captivate the minds of children with its interactive technology (DreamPlay, 2013). It will mostly discuss how this interactive technology allows children to interact with their favorite Disney characters digitally. The point behind DreamPlay products was to create something where children could interact with technology-based toys. For Disney to be able to merge with DreamPlay has been helpful because Disney strives to teach children how to adapt to the new age of technology in a relevant way. One way that Disney has been able to reach out to children of younger demographics is by incorporating image recognition technology where children will be able to recognize Disney characters through 3D objects, voice, and also data. Marketing the use of 3D technology is allowed in a sense where Disney can get a gauge how popular new products are within the desired target audience. For Disney to be able to continuously adapt to the desired target audience, it would require marketing professionals to continually acquire other organizations that the target audience already has an interest in. Being able to merge with other companies that have a similar mission to Disney will be a great segue for Disney to increase profits and have the opportunity to gain an even larger audience for the Disney brand. The tactics Disney has used within DreamPlay have shown where Disney has taken steps to the success of the future marketing strategies.

The Future of Streaming

Disney has made an entrance into the consumer broadcasting and consumer streaming world in 2020 (Hayes, 2020). Disney has also reached success with the children's demographic by including their content on the Disney+ streaming service (Hayes, 2020). The importance of Disney's media empire is essential because of the ownership of multiple media outlets that makes their content pleasurable for children of young ages. Disney+ is actually considered a kids-oriented streaming service because it includes franchises such as Marvel, Star Wars, and Pixar (Snymann and Gilliard, 2019). The appeal behind Disney+ is that all of the content is strictly targeted toward children and includes entertainment that is popular among this audience (Hayes, 2020). Since Disney+ has established itself as a kid-friendly organization that targets a younger audience, this is what will ultimately persuade consumers to still purchase from Disney+ (Snymann and Gilliard, 2019). The consistency of the Disney brand has encouraged consumers to continue to consume entertainment from the Disney+ platform.

Based on research, the future of marketing for Disney is a technological route that encompasses streaming platforms and entertainment in a digital format. The digital age has allowed Disney to reach audiences within the children's segment that adapts to the current decade (Hayes, 2020). DreamPlay has allowed Disney to segway its way into the digital world and entice children to participate in the technology Disney produces. Based on the success of Disney technology within the past couple of decades, the future for Disney looks promising as the corporation is evolving within the digital age.

Conclusion

Marketing and advertising are effective mechanisms that bring profitable success to organizations. Disney's marketing strategies are effective for bringing children and families

together through marketing strategies. Market segmentation, AIO Statements, VALS and Prizm, was defined in relation to the overall purpose of the paper to allow the reader to have an overall deeper understanding of the topic itself. A literature review was conducted discussing the importance of market segmentation, AIO Statements, VALS, and PRIZM to display a deeper knowledge of the historical elements that specific authors stated as important in the area of research. Disney marketing segments were then created to decipher the importance of marketing to individuals of different ages. Not only was it necessary to discuss the importance of marketing to different ages, but also to market to parents that have the ultimate purchasing power. Disney marketing also applies to Disney franchises such as Star Wars, Marvel, and Pixar, and each of these was discussed. The future of Disney was also established with talk about the success of DreamPlay and the success of the Disney+ streaming service. The success behind Disney's marketing campaign continues to be segmented toward children ages 2-10 and helps to financially benefit the organization.

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