RUNNING HEAD: The Disney Company

Assignment Week 1: Case Study

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The Disney Company has established themselves as the top leader in the entertainment and media industries. From their iconic characters to their ability to continuously produce child stars that take over the entertainment frenzy, Disney has always conquered the entertainment industry. They have appropriately and effectively maintained relevance through transitioning and changing with new trends such as the online environment, as well as maintained their stance as the leading brand to take note from due to their successful marketing, which has created a global footprint that continuously generates revenues from their different outlets.

The Disney Company has transitioned into the digital environment in terms of their content creation, marketing, and distribution endeavors. In efforts to keep up with the online environment, Disney has implemented a new technology to better create content that helps solve the needs of their consumers to be able to access content across multiple devices. “According to [Wall Street Journal](http://online.wsj.com/article/SB20001424052748703816204574485650026945222.html) reports, the Walt Disney Company has unveiled new technology to allow entertainment companies to distribute media to consumers using computers and cell phones, rather than on DVD and television”(Warren, 2009). More specifically, the technology that has been released is called Keychest. Keychest is a service that lets consumers pay a one-time fee for permanent access to content from multiple devices. Furthermore, content can be stored and accessed from the cloud on any of these devices appose to the old fashioned download and store for playback method.

Disney’s approach to maintain relevance in the ever growing online environment is focusing on creating or licensing content compatible devices that can work on already existing digital file formats. Disney's strategy is to connect with their audience directly. In order to do so, they are applying storytelling that utilizes multiple devices to better reach the hands of their consumers. By understanding the demand and trend for obtaining entertainment through multiple different devices compared to traditional print books, Disney is using the digital market to better reach their consumers, and provide a new way for them to access their content and therefore further engage with the brand. Overall, Disney has solved the problem of converting the media into different forms so that it may be compatible with different playing devices.

The Walt Disney Company spends a large amount of time on thorough research to learn about its target market to better advance their marketing strategies. By taking time to conduct extensive research the brand therefore benefits by being able to appropriately and effectively grow their opportunities on a global level. Disney's corporate officials have stayed committed to maintaining a relevant presence in the industry by keeping up with current technologies children use, paying attention to the shows they are viewing, and precisely how they are incorporating technology into their lives. “For example, Disney offers advertising discounts on Twitter and games on Facebook. It makes sure that its licensed characters like Mickey Mouse and Spider-Man are advancing to new platforms”(Ramjee).

The future of Disney’s film and TV distribution is still in the making. Disney has recently launched their new Keychest plan so that consumers may purchase content and download it across any device. However, their future is waiting to be determined specifically because the company is still seeking to deal with a weakening DVD market. Disney has been experimenting with how to best incorporate how to shift onto dealing with the onset of new digital platforms and technologies. Their distribution outlook is to experiment and be the first to try it when it comes to distribution amongst technology platforms to appeal to their consumers in the best fashion and set the trend. This explains Disney’s somewhat scattered digital strategy; particularly as it relates to the distribution of ABC broadcast content.

The Walt Disney Company has transformed into a global enterprise with operations in more than forty countries. Disney has established their global footprint by providing unique entertainment while remaining locally and culturally relevant across the globe. They established their global footprint in Latin America by creating the Disney-ABC International Television Latin America, which is the international television distribution and production arm of The Walt Disney Company. Through Disney or Marvel, ESPN or PIXAR, they are established internationally and are extended in China, the United States, India, the Middle East, Argentina, Africa, Russia and the United Kingdom ( Disney financial, 2013). Disney specifically established them in Asia by developing theme parks. They even adapted their theme parks to better fit into local cultures their franchises have been built in. They include Disneyland Paris, Tokyo Disney, and Hong Kong Disneyland. With their international channels and theme parks around the globe, Disney has made their mark to reach their audience and establish a global footprint.

The Disney Company is making money from entertainment and the media by establishing their presence globally, and reaching their markets. More specifically, the Disney Company is generating revenue from their theme parks and venues, hotel resorts, media networks, the Walt Disney Studio, and their consumer products. Disney has had a successful past with concrete experience in the logistics of how to produce a product, ship related merchandise, pricing, and how to market all of the listed. “Disney uses its various entertainment platforms that cut across all forms of traditional and new media in a relentless search for young customers to incessantly bombard with a pedagogy of commerce” (Ramjee). Disney utilizes online media as an opportunity not only to enhance children's lives, but more importantly to make money for shareholders. Such business concepts result in low overhead costs, while keeping the company's film and television franchises profitable. Disney has movies and DVD sales, the ABC network, TV shows on other channels, and theme parks around the world that all contribute to their generated income (Disney financial, 2013). The Disney Company’s highest source of income is from its cable channels, which makes up half of their overall profits.

Disney acquires talented individuals to work for their company by having an outstanding reputation in the industry, and allowing individuals artistic freedom that better appeals to individuals whom are willing to express and show off their talents for such a well-known company. Empowered by development opportunities, Disney retains their talented staff through providing multiple job perks, opportunities, and education all in a pleasant environment that supports diversity and praises creative thinking. The company values and welcomes a variety of opinions, as well as ideas and perspectives to better represent their global marketplace, and value diversity. “When our people reflect the communities we serve, it enhances the way we connect to our guests, audiences and consumers” (Disney careers, 2013).

To reward the staff for maintaining the brand’s vision, they provide inclusive support in the work environment that ensures quality of work, and employee of the month recognition. Depending on your job or location, some of the rewards they offer are health care, educational reimbursement for learning and development opportunities, retirement plans, and tons of different complimentary gifts such as free tickets, merchandise, and all types of fun perks.

Overall, the Disney Company has shown an effective approach to maintaining their traditional reputation while appropriately transitioning into appealing to their audience through technology devices. They have shown a balance of maintaining their valued name, while appealing to their demographic by staying relevant and shifting into the online environment to best fit the needs and wants of their consumers.

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