



"Putting the Magic Back In Family Movie Night"
Advertising Campaign

Prepared by: Adrianna Vargas, Kaitlyn Sollberger, Kirah Graham,
Leeona Lyons, and Rachel Pienkosz

CREATIVE BRIEF

CREATIVE STRATEGY STATEMENT:

The overall creative direction will be to encompass and visually showcase the slogan “putting the magic back in family movie night.” This is to appeal to young children in households without Disney+.

KEY INSIGHT:

While the audiences can be sorted based on their preferred content types, this is largely the only distinguishing factor between Disney+ and competitor platforms, causing consumers to feel minimal brand loyalty. When shows/movies of interest appear on another platform, the vast majority of consumers will switch to a competitor without a second thought. According to Forbes Home, 43.6% of respondents say they’re ready to cancel their Disney+ subscription if prices increase or stricter password-sharing rules are enforced. Disney+ sits at the top of the list. Disney+ needs to give consumers a reason to join and stay on the platform - a reason stemming from more than just content.

ADVERTISING OBJECTIVE:

Following message exposure, our younger audience will become more invested in having Disney+ as their platform of choice because they feel connected to their characters in a more personal and intimate way. By seeing their favorite characters engaging in a movie night, they will feel empowered to have a movie night of their own and encourage their parents to purchase the service for the entire family.

TARGET AUDIENCE OVERVIEW:

For our product, Disney+, we believe that the best audience to connect with through our visuals and messaging are those in Generation Alpha. Generation Alpha comprises those between the ages of 0 and 14, the vast majority of whom have grown up with the advent (and later explosion) of streaming services in their lifetime. These individuals have been surrounded by technology since the day they were born and are used to the rapid gathering of information through sources like Google. For Disney+ specifically, research shows that the majority of subscribers are millennials and Generation Z, both demographics with young children who would be interested in the service. In fact, 35% of Disney+ subscribers based in the US are households with children - a number higher than the national average across all streaming platforms, which only reaches about 32% overall (Dean 2023). This is further compounded by the 110 million households worldwide currently using the service, making the number of children utilizing Disney+ in the hundreds of thousands (if not millions). For this reason, an ad with visuals featuring children’s favorite characters would be effective in reaching these intended initiators in the purchasing cycle. Since a large majority of subscribers are those with children, this is especially impactful because it resonates with the platform’s key audience.

KEY MESSAGING:



SUPPORT:

The objective of this campaign is to convince families (specifically children) to want to use Disney+ because of how it will bring their family together through the watching of Disney+. These magical moments will come alive in the headlines, copy, and visuals used in our campaign's advertisements. Disney+ transports viewers to another world through the memory of whimsical fictional places and memorable characters from across brands.

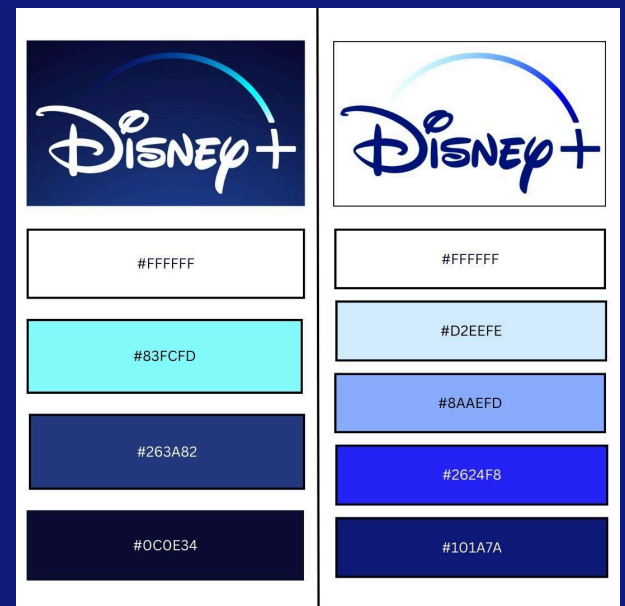
tone STATEMENT:

Disney+ will communicate in a manner that is inspiring, magical, and emotionally resonating.

MANDATORIES AND LIMITATIONS:

The Disney+ logo (appearing the font Waltograph) will appear in only navy blue (#101A7A) or white (#FFFFFF) Copy and headlines will use the font Avenir. The font should largely remain white or dark blue across all platforms. Exceptions can be made to use a light teal that matches the logo.

- ALL advertisements must include at least one of the following:
 - The number/hours of programming available on the platform
 - The current pricing plan
 - A featured character/movie



BRAND PROFILE

BRAND VOICE:

According to Trollbäck+Company (2023), the branding firm for Disney+, the brand voice works to establish an emotional connection with the target audience while at the same time promoting the content within Disney+. Based on the copy and advertising efforts of the brand, the brand voice is nostalgia-inducing, encouraging, lighthearted, passionate, and emotional.

VISUAL TONE:

Disney+ has a very established formula for its marketing and advertisements. The number one signifier is the dark blue and white color scheme that spans every aspect of the brand from its logo to its app interface. Disney+ often utilizes the font "Avenir" for copy in advertisements and titles in-app. The logo features the iconic font "Waltograph," a typeface created from Walt Disney's handwriting. The logo is also identified by the arc that spans across the top, reminiscent of the Walt Disney Pictures logo.

COMPETITION:

Disney+ top competitors are Max, Prime Video, Peacock, Paramount, and Apple TV. The closest competitor, however, is Netflix. Netflix has a variety of TV shows and movies, both acquired and originals that cross many genres and selections for all age groups. Disney+ is believed to only offer watchables for a younger audience, which is why some households who do not have children may not buy Disney+. Other streamers' main challenge to Disney+ is their reputation of having more diverse content for the older age range. However, the one thing that Disney+ has that no other platform does is access to all Disney, Pixar, Marvel, and Star Wars content, both previously created and original. While Netflix boasts a wide array of content spanning various genres and demographics, Disney+ distinguishes itself by focusing on beloved franchises and unique product features, catering to audiences seeking family-friendly entertainment and magical favorites.

PRODUCT FEATURES:

Disney+ product features are what make this app unique. Not only does Disney+ have thousands of award-winning classics and originals, but it also offers unlimited downloads on up to 10 devices at no extra cost. Subscribers will have access to their favorite Disney content as well as Pixar, Marvel, Star Wars, and National Geographic. With the option to bundle, users can also watch series on Hulu and ESPN+.

BENEFITS:

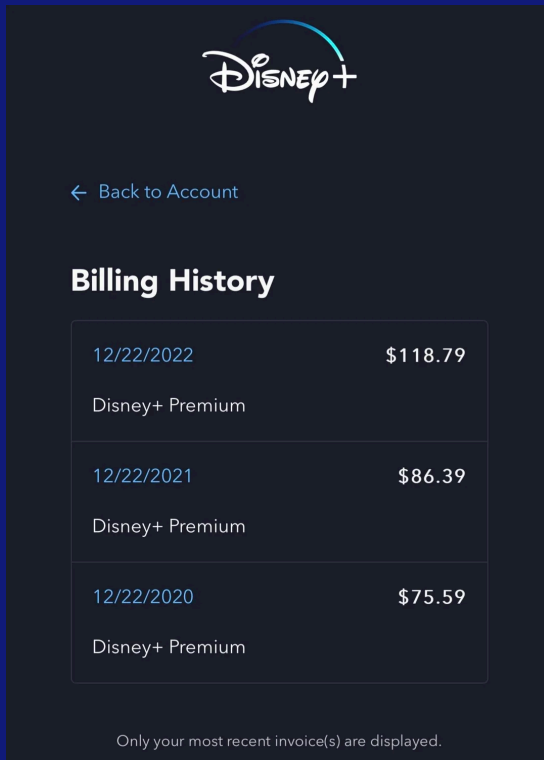
Disney+ offers many benefits that cater to its subscribers' diverse needs and preferences. With the ability to stream on up to 10 devices, subscribers are offered accessibility. The entire family can watch their favorite shows and movies simultaneously at no extra charge. Also, with thousands of contents to choose from, there is something for everyone to watch. Subscribers may enjoy their favorites on the go at any time, knowing their experience on Disney+ is unique to the app.

RESEARCH REPORT

Research Objective: Our objective for research is to assess the overall perception of our brand and to identify the best possible strategy for an advertising campaign.

Existing Conditions:

According to sources such as Consumer Affairs and the App Store, a significant existing condition is the price of the service. Multiple consumers have stated that the price of Disney+ was raised [without warning or notification](#). Consumers have also mentioned that if they were notified, the price increase of the service was not worth the content they were paying for. Additionally, due to the price increases, subscribers couldn't afford the new service prices. There are also complaints about the amount of ads Disney+ pushes to subscribers with the basic package. Multiple users have contacted Disney+ customer service and have been met with rude and vague responses resulting in no refunds for their experienced disservice. Lastly, the app seems to have a great deal of technical issues and software bugs. Examples include the app closing unexpectedly, unsaved downloads and favorites, and continuous buffering despite a good internet



The screenshot shows the Disney+ app interface. At the top is the Disney+ logo. Below it is a link that says '← Back to Account'. The main heading is 'Billing History'. Below this is a table with three rows of billing information. The first row shows a date of 12/22/2022 and a price of \$118.79. The second row shows a date of 12/22/2021 and a price of \$86.39. The third row shows a date of 12/22/2020 and a price of \$75.59. All three rows are for 'Disney+ Premium' service. At the bottom of the table, there is a note that says 'Only your most recent invoice(s) are displayed.'

Date	Amount	Service
12/22/2022	\$118.79	Disney+ Premium
12/22/2021	\$86.39	Disney+ Premium
12/22/2020	\$75.59	Disney+ Premium

Only your most recent invoice(s) are displayed.

connection. These points affect our advertising messaging because of the sheer inconvenience the Disney+ app often provides its consumers. Our campaign will advertise the affordability of Disney+ so consumers know there are different tiers of pricing.

Pre-existing Problems:

With many of the films featured on Disney+ being created in the 1990's, there are a number of shows, movies, and characters that are no longer perceived the way they once were. According to the [Washington Post](#), "Disney+ warns outdated, cultural deceptions are in some films," and brings to light how some of these films may paint a more negative picture about certain ethnic/racial groups than is otherwise acceptable today. Consumers have been [very vocal](#) about their concerns with this content being available for young audiences and openly share their worries about children's impressionability at this age. Some of the most beloved and cherished Disney films, such as Peter Pan and Dumbo, are among such content. To better support their audience, Disney+ has since implemented a disclosure at the beginning of many films, warning viewers of the outdated/sensitive content and issuing

a recommendation for parents to choose whether this material is best suited for their child. While Disney+ may not be able to fix or change the viewpoints expressed in some of these earlier films, they choose to stay true to their brand by preserving timeless tales, heart-warming stories, and the magic of the movies by choosing to still make these films available for viewing.

Audience:

When promoting the concept of “putting the magic back in family movie night”, the best group to target for a campaign is millennial parents and young families. This demographic will be effective to target because it is a group that already has a love for Disney and is also experiencing parenthood with younger children. Millennials are likely to have young kids and also be interested in activities that are appealing to the overall family, like a movie night. Data indicates that millennials already frequently use Disney+, with a [November 2022 survey](#) finding that 19% reported daily usage of the streaming platform. This demographic is also likely to [crave nostalgia](#) for Disney classics and characters and a desire to introduce their children to their favorite Disney stories. By targeting millennial parents and young families, we can use this campaign to emphasize the power of creating magical moments through family movie nights by honing in on the nostalgia of old Disney classics and new exclusive content.

That said, with such a large millennial subscribership on Disney+, it can seem counterintuitive to channel time and resources into trying to reach them. However, creating specialized content for this particular audience is extremely important because there are a number of other streaming services vying for their attention. According to [Forbes \(2024\)](#), of all streaming users, “84% use Netflix, 46% use Amazon Prime, and 28% use Hulu” and roughly 39% of all streamers on these platforms are millennials. With the younger generations dominating streaming service viewership, this means that Disney+ needs to try extra hard to solidify a place in the minds and hearts of the consumers. As the only platform on the market that focuses on family-friendly entertainment, Disney+ should continue targeting millennial consumers because their allure of excellent content and fun for the entire family is so compelling.

Current audiences for Disney+ primarily consist of millennials and Gen Z. These two groups (born between 1981 to 2012) are the most frequent users of the streaming service. [A survey](#) from November 2022 revealed that 20% of Americans from the age of 18 to 34 use Disney+ daily, while only 2% of Americans aged 65 and older use the platform daily. Additionally, the [subscriber count](#) for the platform has increased since Q1 in 2020, reaching its peak in Q4 of 2022, boasting 164.2 million subscribers worldwide. Since then, however, there has been a decline in subscribers. The Disney+ subscriber count was most recently down to 150.2 million in Q4 of 2023.

Strategic Direction:

Reason 1: Content for the Entire Family, Focus on Kids

When you turn on Disney+, the possibilities become limitless. Whether this is speeding through Route 66, visiting Elsa's frozen palace, or sailing the vast ocean alongside a demigod and a chicken, Disney+ has options for everyone - especially the young heroes in the family. Of the 500 movies and over 15,000 episodes to watch, the vast majority of them are made especially for kids. While not the only streaming service geared at children (PBS Kids and YouTube Kids being among the other notable ones), Disney+ is the largest, most extensive collection of award-winning movies created directly for kids. They also offer a unique feature others do not: the ability to provide content beyond exclusively children's movies.

This notable streaming platform may be known for its hours of kid-related content, but it also provides programming for the entire family. As your family grows, so does Disney+, unfolding into an array of even more extensive options for every member of the home. Star Wars, Marvel, and National Geographic are major players on Disney+ and are available to any subscriber at no additional cost. This diverse and dynamic content comes equipped with parental controls, another important feature that allows parents to restrict or allow young ones to see more mature content. Combined, Disney+ brings together generational stories of magic all in one place for every member of the family to enjoy. Together.

This campaign concept is different from what is already being done with Disney+ advertising because it expands on this narrative to continue telling the story. Current advertisements for the streaming service focus on the different characters available, but truly miss out on the human connection that comes from its heart-warming content. This advertising angle turns previous Disney+ content on its head by changing the answer to the question "who is this for?" When previous ads showcased the variety of characters on the platform, they did so to say all that the service had available and didn't connect with the essence of the human spirit. By changing the perspective to one that is focused more on the consumer, their journey, and the experiences they have with these movies/characters, it truly illustrates the power of putting the magic back in family movie night.

Reason 2: Storytelling/Resonating

Disney has something no other streaming service brand has: a familiarity and resonance with the audience simply from its name. Disney has become synonymous with ideas like magic and family. The storytelling and emotion that Disney can produce is unlike any other company. Our strategy will focus on tapping into those feelings of nostalgia, togetherness, and enchantment, reminding our consumers that the monthly fee is a small price for a lifetime of shared memories and joy with their families. They can only find it here. Branding will feature moving scenes and lines of dialogue from beloved movies and TV shows to make audiences remember the feelings of watching content on Disney+. Nostalgia is a powerful currency in today's world - especially for millennials - and the best way to sell to audiences is by helping them remember the power of Disney magic.

TARGET AUDIENCE REPORT

TARGET AUDIENCE DEMOGRAPHICS:

Our target audience for this campaign is people between the ages of 8 and 12. Research conducted by the FTC (2011) has shown that television is the first choice for entertainment for young children ages eight and under. Additionally, children ages 5 to 8 spend an average of 64 minutes per day watching television (Guttman 2023). Once children reach their teens, however, they turn to streaming platforms, with 34% reporting daily usage, while 6% spent their time watching cable TV (Stoll 2023). Because of this, we have chosen to target children within the 8-12 age range. The FTC reports that African American children ages 0-8 spend the most time watching TV per day, followed by Hispanic children and white children. For this reason, we have chosen to target children of these races. Additionally, since we are choosing to target both Hispanic and African American children, we must ensure that we keep Disney+ as a safe haven, ridding the platform of any and all content depicting harmful racial stereotypes or depictions. Our campaign also targets children with at least one parent or guardian who is an active and involved caretaker, as they are ultimately the purchaser of Disney+.

TARGET AUDIENCE PSYCHOGRAPHICS:

Our target audience consists of children between the ages of 8-12, meaning they belong to Generation Alpha. This generation has grown up with easy access to streaming services and will be between the ages of 0-14 by 2024. Unlike previous generations, Alpha has always had the internet and the freedom to watch what they choose on devices such as phones or tablets. As a result of this, their attention spans have decreased significantly. These attributes are common among Generation Alpha, who often expect to have access to movies within days from the release dates without taking a trip to the theater. They find value in colorful and vibrant features that hold their attention span and enjoy constant new, but well-produced, content.

Based on our product's audience and the service it provides, we believe that Disney+ meets a variety of needs for this consumer. Concerning Maslow's Hierarchy, this product fills the need for love and belonging. This level outlines the need for family, love, and friendship. Humans are social and crave interactions with others. It is especially important that children feel a sense of belonging and connection to people. Emotional intelligence is important, and a sense of belonging can aid with that. This helps children have reassurance in their decisions and feelings as they age, and they're less likely to have mental health and behavioral problems. Our product meets this need because of the culture that is welcoming to all. A research study that examines the social surrogacy hypothesis found that thinking about favored television programs buffers against drops in self-esteem and feelings of

rejection (Derrick et al., 2009). Through our campaign, we are committed to a culture of belonging. Our shows, movies, and characters create authentic and relatable stories that children feel part of. This sense of belonging may also make children feel like they are the characters they're watching on the screen, making them feel seen and heard.

In addition to our product's applicability to Maslow's Hierarchy, we also believe that it satisfies some of the "15 Needs" seen in our textbook. Two of the needs that we feel this product fulfills are novelty and succorance. Novelty is the need to alter the routine, be surprised, and have new and different experiences. Succorance is the need to receive help from others, be comforted, and be encouraged and supported. Our theme of "bringing the magic back into movie night" not only is an alternative to typical routines but also comforts both children and adults. Our goal is to make children feel something, ignite their imaginations, and, in turn, inspire their adults to be aware and excited.

FAMILY FUN ADVENTURE SEEKERS:

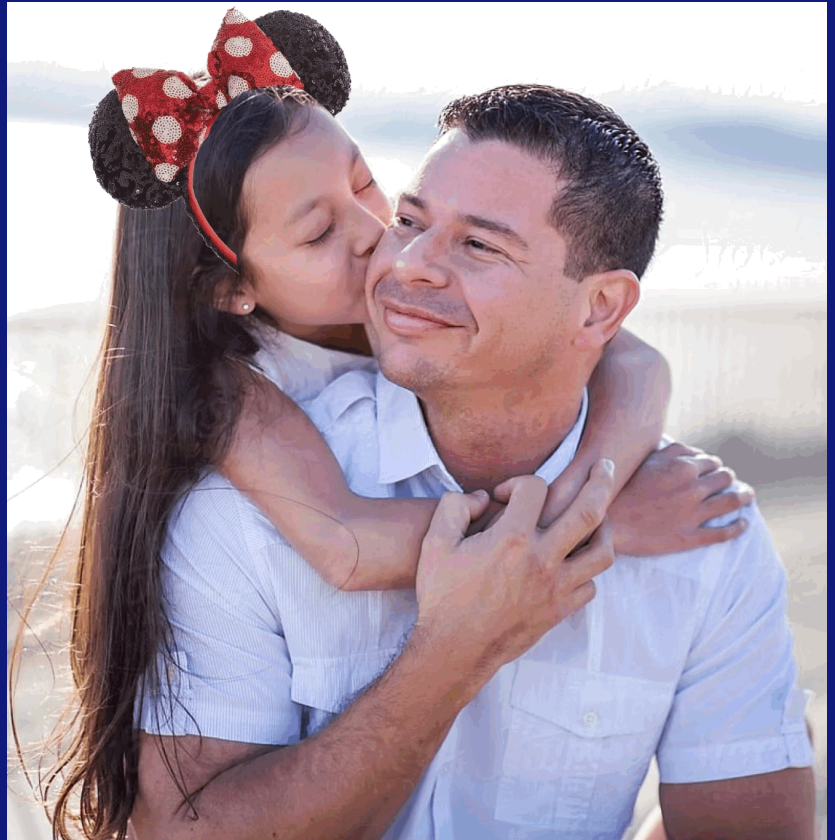
These young families love to live life to the fullest! These upper-midscale, college-educated parental duos may live in the suburbs, but they love taking their children, who are about to begin middle school, on adventures with them. Their Jeep Wrangler gives them the freedom to travel anywhere and is especially great on those long, classic rock-infused road trips where they visit their favorite place, Orlando. They never leave home without their fitness gear and are frequent customers at Finish Line. Sports are a big interest in their lives as they love attending college sporting games and WWE events. After a long day of adventure, they like to unwind while enjoying the pop culture cauldron of MTV as a special treat for family time while indulging in a family cheat meal of Papa John's Pizza.

TARGET AUDIENCE REPORT

AUDIENCE PERSONA:

Imaginative Isabel is eight years old. She has a six-year-old brother and lives in suburban New York. Her family has a dog named Dookie. On the weekends, she loves to play Little League soccer with her friends and then come home to her family to make lunch together. She has two dads, one who loves Marvel and another who loves National Geographic documentaries. Isabel's favorite hobby is drawing, and she loves to make up stories about the characters she sees on TV. She loves to dress up with her dads, wearing princess dresses that were gifts from her abuela. They often have Disney Princess tea parties and love to listen to the Frozen soundtrack.

While watching slime unboxing videos on YouTube, Isabel saw the Disney+ ad play before her video. She was excited by the bright colors and characters of the ad and wanted to watch her favorite movies and shows on Disney+. She wasn't too sure what streaming services were, but she knew she wanted to watch her favorite movies over and over again. She showed her iPad to her dad and begged him to buy it for her. The desire this fulfills for her is spending time with her family.



CREATIVE STRATEGY

While our target audience is primarily children, the goal in reaching this age demographic is that they will be the “initiators” in the purchasing cycle. Once children have been reached in a way that resonates most with them, then they will be the ones to encourage this purchase decision from the parents. These parent-child conversations usually occur in the spur of the moment because younger generations are equipped with shorter and shorter attention spans. For this reason, our group believes that the best medium to reach both parents and children simultaneously (but also respectively) would be television. The parents, in this case, are likely going to come from the Millennial and Gen X generations, who have always been surrounded by television. This generation did not experience the invention of the cell phone until later in life, and they still remember the days of the landlines. While radio has gone out of style for many Millennials and Gen X individuals, television has never lost its importance and value in their lives, with over 30% of millennials reporting they watch television multiple times in a single day. Gen X is not far behind the Millennials, with about 20% reporting their television viewing as occurring multiple times a day. In contrast, members of Gen Z and Gen Alpha have grown up surrounded by technologies not previously available to their parents. These individuals have never known life without smartphones or Wi-Fi and are the most frequent users of social media (i.e., Instagram, Facebook, X/Twitter, etc.). Since radio has not been as predominantly used by this generation, Gen Z and Alpha “respond well to visual content, such as videos...and have shorter attention spans.” With this generation showing a preference for “bite-sized, interactive, and visually engaging” content, any advertisement needs to have a distinctly visual element that gets straight to the point. Gen Z and Alpha are often still living at home with their families, which means that they are going to be surrounded by television in much the same way that their parents are. When combining the preferences of parents (Gen X and Millennials) with the preferences of children (Gen Z and Alpha), there is a clear overlap in the use of television as a way to advertise. This commonality is especially helpful in our role as Disney+ advertisers, largely due to the nature of the content included on the platform. Since Disney+ hosts exclusively visual content geared towards the family demographic, advertising the product in another digital and visual space is likely to resonate much more with viewers. Additionally, television is the medium most largely associated with storytelling - a cornerstone quality of our product overall. As advertisers attempt to illustrate to consumers the storytelling present in fan-favorite episodes and films, the choice to use television directly aligns with both the moral of the ad and what consumers are most likely to get out of a subscription.

COLLATERAL: WEB

These web ads will be placed on Instagram and Facebook. The reasoning behind this specific choice is to target the parents of our target audience, who hold the purchasing power. This age group uses Facebook to consume their media. Rather than encouraging these consumers to



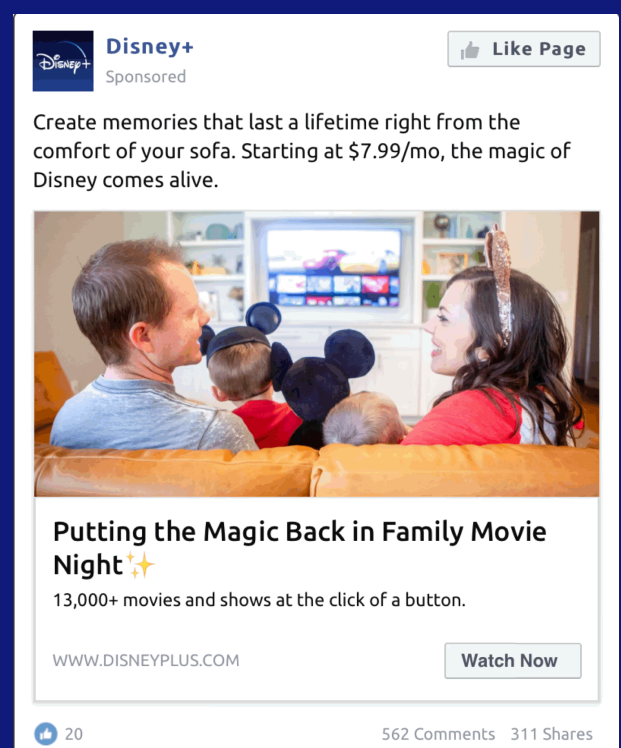
purchase movie tickets for their entire family, these Disney+ ads are generating a lower-cost alternative for families to see their favorite films. Consumers can then have a nice family day without having to leave the house or spend additional money.

With the target audience being a combination of millennial parents and Gen Z children, a social media post would be the most effective way to reach them because both of these demographics are accustomed to and rely on the Internet. These animated social media videos would have a family sitting down with their favorite characters, so consumers are immersed in the world of Disney+. By using these platforms in combination with the ads pictured, it has the ability to present Disney+ as a platform not only for kids but also for teens and adults. By showcasing many of the shows/movies present on the platform through these advertisements, it also illustrates the streaming app as great for people of all ages and all fandoms.

An overarching problem with current Disney+ advertising strategies is that they do not account for the many people who think Disney is exclusively for a younger audience.

Using an ad that features characters beloved by multiple demographics, such as The Avengers, it has the potential to capture the attention of those between 13-40. This practice is true with other characters as well, demonstrating how it would cater to multiple age ranges as well as highlighting the different genres Disney+ has to offer.

The creative toolbox tools present in this ad appeal to fantasy adventure and cocooning. Our Facebook ad utilizes copy to emphasize to parents that they do not need to leave the house to spend time with their families. The image of the family cuddling on the couch emphasizes the effect of sheltering at home. The fantasy adventure aspect is utilized in the Instagram ad where we have Disney characters “coming alive” in the family’s home. This ad incorporates the aspect of fun and imagination typically found in this appeal.



COLLATERAL: PRINT

Putting the **Magic** Back in Family Movie Night



From the streets of New York to the sands of the Outer Rim, there's never a dull moment. And with Disney+, you won't miss a single second. Immerse yourself in over 500 movies, 15,000 episodes, and endless stories to explore.



Must be 18 years or older to purchase.

Size of Deliverable: 8.5in x 11in (Full Page Magazine Ad)

The magazine page included above is intended to be published in the latest issue of National Geographic Kids, a subsidiary currently owned by the Walt Disney Company and a publication aimed at the target audience. This advertisement connects to the campaign objective because it further forges a connection between the target audience (in this case, youth) and the stories that are featured in the Disney+ catalog. By using a main image showcasing a child sitting with their father and spending time with two of his favorite characters - Spiderman and BB-8 - the graphic connects to the imagination of a child in that age demographic. These children, regardless of who they are and where they come from, will naturally imagine what it would be like to be in the featured family's shoes.

The headline of the advertisement takes this idea one step further, creating a subtle call to action for the youth in the audience. By using the tagline "putting the magic back in family movie night" intrigues the minds of the audience and encourages them to think about what their movie nights have previously looked like. Does Dad fall asleep during every movie? Does Mom scroll through her phone? How about all the arguments over which movie there is to watch in the first place? This headline, combined with the main visual, inspires the audience to take movie night into their own hands and sprinkle the pixie dust back in it.

What makes this statement so powerful and moving for this young audience is that it lowers the problem down to such a level that the audience genuinely believes that they can make a difference. The youth in the audience will begin to perceive this as a situation that can be easily solved if they can simply convince their parent or guardian to invest in the service. The body copy finally brings the point home by "arming" the target audience with the information that is needed to prove why this platform is essential to their family, such as the number of shows, movies, and overall benefits.

Creative Toolbox Tools Featured: Fact

While the visual itself depicts a family sitting with Spiderman, the ad overall does so much more. In the body copy of the ad, there are pieces of information included that tell the consumer a whole lot about what is being sold to them, the real and imaginative elements included in the product, and the way it will make them feel.

MOCK-UP:



COLLATERAL: OUTDOOR

The ad will utilize a digital bus shelter on the left and right sides of the shelter, similar to the look of a mulpi. It allows those walking by it to take a selfie with different characters that are present in the Disney+ catalog. Since our target audience is young children, the ad uses characters that appeal to children but go beyond Mickey and Minnie Mouse, like Spiderman, BB-8, Moana, Elsa, and Bluey. Each character will appear one at a time and get in position long enough for a photo to be taken before leaving to make room for the next character to come into the frame. This bus shelter ad should be placed strategically on busy city streets within proximity to elementary and middle schools so that children who walk or commute home will be able to interact with our ad in its intended way. The copy will change based on the character present on the screen, but it will have the same message at its core. Our copy should be short, sweet, and relatable and appear above the character so that it will also be visible in any selfies/photos taken. Our logo should also be visible. For example, when Spiderman appears on the screen, he swings in and poses for a photo while the copy above him reads, "Swinging into family movie night like:" Above the character and their prospective copy, our slogan, "Putting the magic back in family movie night," will stay fixed. The idea is for the ad to contribute to our campaign by allowing children to interact with their favorite characters while also letting them know where they can be found: on Disney+. After seeing their favorite characters reference having a family movie night in ways that are unique and correlate to their specific movie or show, children will be able to recall it and encourage a parent or guardian to purchase Disney+ for their next movie night.

Creative Toolbox Tool Featured: Storytelling



COLLATERAL: TELEVISION

The television advertisement of Disney+'s "Putting the Magic Back in Family Movie Night" campaign will bring favorite Disney characters to life and show the diversity of content on Disney+. The characters will interact with a real-life father and son as they prepare to share a fun, magical night watching one of the father's favorite movies on Disney+. This campaign utilizes the creative toolbox element of storytelling. It has an easy-to-follow and easy-to-relate-to narrative that is whimsical, fun, nostalgic, and comforting. It also has aspects of Fantasy Adventure trend ads because it shows how the magical world of Disney comes to life through the product, helping the consumer escape.

TELEVISION SCRIPT:

Video	Audio
<u>SETTING:</u> Mid-size, one-story family home with a kitchen that leads into the living room.	<u>MUSIC:</u> <i>Bundle of Joy from Inside Out plays softly</i>
DAD walks into the home	SFX: <i>Door opening and closing, keys jingling.</i> DAD: Michael I'm home.
Michael's head pops up over the sofa. Mickey Mouse and Minnie Mouse's heads appear on the left and right side of Michael's head.	MICHAEL: Dad, can we have movie night? SFX: <i>Popping sound</i>
Dad smiles, looking affectionately at his son.	
Miniature X-Wing ships and TIE Fighters from Star Wars fly by DAD's head as he looks around at them. Spider-Man swings out from behind DAD.	DAD: Yes, we can have movie night. SFX: <i>X-Wing and TIE Fighter flying sounds</i>
DAD walks further into the house as Iron Man flies by him. Tinkerbell flies in, stopping in front of DAD's face. She flicks her wand, transforming his suit into a Mickey Mouse pajama set.	Spider-Man: Alright! Let's go, Mr. Stark! SFX: <i>Web-slinging noises</i> SFX: <i>Iron Man suit repulsor</i> SFX: <i>Bells jingling and "poof" sound</i> SFX: <i>Popcorn kernels popping</i>
MICHAEL opens the microwave, revealing fresh popcorn. The camera pans to three Aliens from Toy Story on the counter under the microwave.	Aliens: OOOOOOH
Dumbo flies in and wraps his trunk around the popcorn bucket before flying towards the couch	Darth Vader: I find your lack of butter disturbing SFX: <i>Darth Vader breathing</i>
DAD sits down on the couch on the left of Darth Vader. Dumbo drops the popcorn in DAD's lap.	

A miniature sized Ant-Man appears in the popcorn.
MICHAEL walks into frame and gets on the couch next to DAD. He is followed by Pluto who is holding a blanket in his mouth.

More characters appear on screen surrounding MICHAEL and DAD.
BB8 and R2D2 roll in front of the sofa.
Olaf sits next to MICHAEL, pulling the blanket up over them.
Rapunzel jumps up, sitting on the back of the couch.
Tinkerbell, Stitch, Iron Man, Pooh, Piglet, Woody, the Aliens, and Buzz Lightyear take their seat.
Spider-Man hangs upside over the couch, while Dumbo hovers next to him.
Genie appears behind them.

DAD lifts the remote towards the TV in front of them
DAD wraps his arm around MICHAEL, pulling him closer.

The TV shows a blue screen with the Disney+ logo on it.
The camera zooms in until the blue covers the screen
Copy appears underneath; "Putting the magic back in family movie night."

Pluto: *Barks excitedly.*

MICHAEL: *laughs.*

SFX: *Droid beeps and boops.*
Olaf: *sighs happily.*

Rapunzel: Best movie night ever!

SFX: *Miscellaneous character walking sounds.*
Aliens: ooooooooooh

SFX: *Sparkle noises and "poof"*
Genie: Let's make some magic!

DAD: I used to watch this movie all the time when I was a kid.

SFX: *Disney+ logo sound*

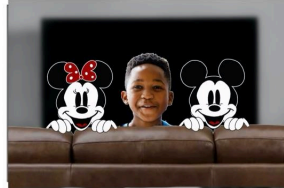
TELEVISION STORYBOARD:



DAD walks into the home.

SFX: Door opening and closing, keys jingling.

DAD: Michael I'm home.



Michael's head pops up over the sofa. Mickey Mouse and Minnie Mouse's heads appear on his left and right.

MICHAEL: Dad, can we have movie night?



DAD: Yes, we can have movie night.

Spider-Man swings out from behind DAD as miniature X-Wings and TIE Fighters fly by his head.
Spider-Man: Alright! Let's go, Mr. Stark!



DAD walks further into the house as Iron Man flies by him.

SFX: Iron Man suit repulsor



SFX: Bells jingling and "poof" sound

Tinkerbell flies in, stopping in front of DAD's face. She flicks her wand, transforming his suit into a Mickey Mouse pajama set.



SFX: Popcorn kernels popping

MICHAEL opens the microwave, revealing fresh popcorn.



The camera pans to three Aliens from Toy Story on the counter under the microwave.

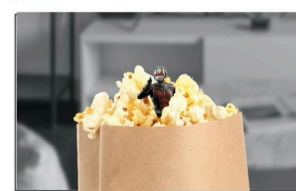
Aliens: OOOOOOH

Dumbo flies in and wraps his trunk around the popcorn bucket

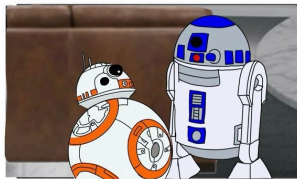


DAD sits down on the couch on the left of Darth Vader. Dumbo drops the popcorn in his lap

Darth Vader: I find your lack of butter disturbing



A miniature sized Ant-Man appears in the popcorn



BB-8 and R2D2 roll in front of the sofa.

SFX: Droid beeps and boops.



Olaf sits next to MICHAEL, pulling the blanket up over them.

Olaf: sighs happily. Pluto: Barks excitedly.



Rapunzel, Stitch, Pooh, Piglet, Woody, and Buzz Lightyear all jump on the couch. Piglet hands over the remote.

Rapunzel: Best movie night ever!



Genie appears behind them.

SFX: Sparkle noises and "poof"
Genie: Let's make some magic!



DAD lifts the remote towards the TV and wraps his arm around MICHAEL, pulling him closer.

DAD: I used to watch this movie all the time when I was a kid.



The TV shows a blue screen with the Disney+ logo on it.



The camera zooms in until the blue covers the screen

SFX: Disney+ logo sound

Copy appears underneath; "Putting the magic back in family movie night."

COLLATERAL: RADIO

The Disney+ radio advertisement for this campaign utilizes the Ergonomics Trend Ad tool. Because our primary audience is children, and they are the initiators of the purchase, this radio ad will be geared to make children feel that the product is specifically for them. The ad is also meant to make parents feel that their purchase of the service will also serve themselves and their preferences. Fantasy adventure music will be utilized throughout the ad to create a relaxed and mystical ambiance. Laughter will also be heard throughout the ad to promote an overall sense of well-being. It will include distinguishable Disney character voices that audiences will recognize. It's not every day we get to watch our favorite movies/shows with our favorite characters. How magical is that?

Radio Advertisement Mock-Up Link:

https://mail.google.com/mail/u/0?ui=2&ik=ed3ef99a59&attid=0.1&permmsgid=msg-a:r-9198494555915394468&th=18ee46cc5da2e9f4&view=att&disp=safe&realattid=f_lv1ohvyr0

60 SEC RADIO SPOT SCRIPT:

Music: FANTASY ADVENTURE MUSIC FADES IN

SFX: POPCORN POPPING, CHILD & ADULT LAUGHTER

Father: The popcorn's almost ready. What did you decide to watch?

Son: I want to watch Toy Story!

Toy Story's Woody: Alright gang!

SFX: DARTH VADER BREATHING

Darth Vader: Noooooooooo.

Baymax: We should watch Big Hero 6.

SFX: CHILD GIGGLING

Father: Don't worry everyone, we can watch all of your movies on Disney+.

Son: That sounds awesome, dad! Come sit next to me on the couch!

Mickey Mouse: Oh boy! This will be the best movie night ever, pals!

SFX: CHILD AND ADULT GIGGLES AND LAUGHTER

Narrator: Thousands of award-winning classics and originals are ready to stream at the push of a button staring at only \$7.99 a month. Disney+, Putting the magic back in family movie night.

SFX: DISTANT LAUGHTER AND MAGIC SPARKLES

Music: Fades out

SOURCES

AI Image Generator. Pixlr. (n.d.). <https://pixlr.com/image-generator/>

Anonymous. (n.d.). Top 105 Disney Plus Reviews & Experiences. Consumer Affairs.

https://www.consumeraffairs.com/entertainment/disney-plus.html?page=2#scroll_to_reviews=true

Common Sense Media. (2011). Zero to Eight: Children's Media Use in America . Federal Trade Commission.

https://www.ftc.gov/sites/default/files/documents/public_comments/california-00325%C2%A000325-82243.pdf

Claritas.

https://claritas360.claritas.com/mybestsegments/?_ga=2.140122806.481189887.1707597977-894432191.1707597977

Darth Vader Breathing Sound Effect. (n.d.). Wwww.youtube.com. Retrieved April 16, 2024, from <https://youtu.be/Kf4Pzx3Vj4s?si=ScP-AcjPLozN-ozV>

Darth Vader NO! (n.d.). www.youtube.com. Retrieved April 16, 2024, from <https://youtu.be/WWaLxFIVX1s?si=xj184KeNYrr5-lMm>

Dean, Brian. Disney+ subscriber statistics 2023: How many people watch disney+?.

Backlinko. (2023, March 27). <https://backlinko.com/disney-users>

Dempers, C. (2023, February 8). Storytelling on television has been a key aspect of entertaining and engaging audiences for decades - mediaheads 360. Bizcommunity. <https://www.bizcommunity.com/Article/196/15/235732.html#:~:text=Storytelling%20has%20been%20a%20key,situations%20that%20resonate%20with%20them.>

Derrick, J. L., Gabriel, S., & Hugenberg, K. (2009). Social surrogacy: How favored television programs provide the experience of belonging. *Journal of Experimental Social Psychology*, 45(2), 352-362. <https://doi.org/10.1016/j.jesp.2008.12.00>

Disney+ Logo. Wikimedia Commons. (n.d.).

https://commons.wikimedia.org/wiki/File:Disney+_logo.svg

Disney+ Pricing. Disney+ Help Center. (n.d.-a).

<https://help.disneyplus.com/article/disneyplus-price>

Dixon, S. J. (2023, December 18). Social media and Generation Z in the United States. Statista.

<https://www.statista.com/topics/10943/social-media-and-generation-z-in-the-united-states/#topicOverview>

Disney+. Trollbäck+Company. (n.d.). <https://www.trollback.com/projects/disneyplus>

Facebook ads mockup. Influencer Marketing Hub. (2021, September 30).

<https://influencermarketinghub.com/facebook-ads-mockup/>

Felton, G. (2013). *Advertising: Concept and copy*. Norton & Company.

Getting Started with Disney+. Disney+ Help Center. (n.d.-b).

<https://help.disneyplus.com/article/disneyplus-en-us-introduction>

Guttmann, A. (2023, December 18). Children and media in the U.S. - statistics & facts.

Statista. <https://www.statista.com/topics/3980/children-and-media-in-the-us/>

Instagram post generator: Fake Instagram Post Maker Online: 10015 tools. Fake Instagram Post Maker Online | 10015 Tools. (n.d.).

<https://10015.io/tools/instagram-post-generator>

JDimensions27. (2023, May 6). DevinArt. Iron Man Flying.

<https://www.deviantart.com/jdimensions27/art/Iron-Man-flying-961271672>

Kane, A. (2020, December 1). How to choose the right streaming services for your kids. USA Today.

<https://reviewed.usatoday.com/televisions/features/disney-plus-netflix-streaming-services-family-kids>

KINGDOM | Majestic Fantasy Orchestral Music | Adventure Fantasy Music - Epic Music Mix |

TONAL CHAOS. (n.d.). Www.youtube.com. Retrieved April 16, 2024, from

<https://www.youtube.com/watch?v=O8bLz32UlKA&t=8s>

Lati, M. (2019) Disney plus adds content warning to animated movies criticized ... Available at:

<https://www.washingtonpost.com/arts-entertainment/2019/11/13/disney-plus-warns-outdated-cultural-depictions-some-films-thats-not-enough-experts-say/> (Accessed: 29 January 2024).

Magic Burst Sound Effect. (n.d.). Www.youtube.com. Retrieved April 16, 2024, from

<https://www.youtube.com/watch?v=XeO2v9K4WGg>

Mockup Featuring a Man Reading a Magazine at a Cafe. Placeit. (n.d.).

https://placeit.net/c/mockups/stages/mockup-featuring-a-man-reading-a-magazine-at-a-cafe-1149-el/editor?colorFolder_Magazine+Color=%23FFFFFF&customG_0=sb6wgk3724&customG_1=sb6whsf5ab

Newman, A. A. (2014, January 17). Promoting its own products, a magazine labels an ad as news. The New York Times.

<https://www.nytimes.com/2014/01/17/business/media/promoting-its-own-products-a-magazine-labels-an-ad-as-news.html>

Nonblok. FreePik. Laughing african child wearing light blue shirt.

https://www.freepik.com/premium-ai-image/laughing-african-child-wearing-light-blue-shirt_56894741.htm

Orentas, G. (2024, March 15). Streaming trends for 2024: 44% report streaming costs increasing over the last year. Forbes.

<https://www.forbes.com/home-improvement/internet/streaming-survey/>

Phillips, D. (2018, September 11). *Why millennials need nostalgia*. Medium.

<https://medium.com/@dphil032/the-millennial-need-for-nostalgia-61905ebfdf42>

Pietsch, B. (2020) Disney adds warnings for racist stereotypes to some older films, The New York Times. Available at:

<https://www.nytimes.com/2020/10/18/business/media/disney-plus-disclaimers.html>

(Accessed: 28 January 2024).

Popcorn Popping Sound Effect. (n.d.). Wwww.youtube.com. Retrieved April 16, 2024, from

<https://youtu.be/BzoILasBhN8?si=KtmHdq3RJbljgpd9>

R, D. (2019, December 10). Creating a Sense of Belonging for Children. Child Watch.

Retrieved February 10, 2024, from

<https://childwatch.com/blog/2019/12/10/creating-a-sense-of-belonging-for-children/#:~:text=A%20sense%20of%20belonging%20has,motivated%20and%20more%20successful%20learners.>

R/disneyplus on reddit: The increase of disney+ annual subscription. (2023, October).

https://www.reddit.com/r/DisneyPlus/comments/17143e5/the_increase_of_disney_annual_subscription/

Scribner, H. (2022, March 16). Disney+ Will Add Mature Content Tomorrow. Here's How to Set Parental Controls. Deseret News.

<https://www.deseret.com/2022/3/15/22979132/disney-plus-new-mature-content-parental-controls-how-to-set-pin-private>

Simonkr. Getty Images.

<https://www.gettyimages.com/detail/photo/profile-of-young-man-royalty-free-image/1322275410>

Stream Disney, Pixar, Marvel, Star wars, Nat Geo. Disney+. (n.d.).

<https://www.disneyplus.com/>

Stoll, J. (2023, December 1). Frequency of cable TV use U.S. by Generation 2022. Statista.

<https://www.statista.com/statistics/1359075/use-cable-tv-frequency-united-states-generation/>.

Stoll, J. (2023, December 1). Frequency of watching Disney Plus in the United States as of November 2022, by age. Statista.

<https://www.statista.com/statistics/1362123/disney-plus-frequency-united-states-age/>

Stoll, J. (2023, November 9). Number of Disney Plus subscribers worldwide from 1st quarter 2020 to 4th quarter 2023. Statista.

<https://www.statista.com/statistics/1095372/disney-plus-number-of-subscribers-us/>

Take A Pix Media. (n.d.). "Happy Hispanic father and daughter having fun together on the beach" Stocksy.

<https://www.stocksy.com/972160/happy-hispanic-father-and-daughter-having-fun-together-on-the-beach>.

Technology & Innovation - Disney Advertising. Disney Advertising. (2024, February 7).

<https://www.disneyadvertising.com/technology-innovation/>

Valeriy Lushchikov. (2021, September 12). A bag of popcorn in the microwave to cook stock photo. iStock.

<https://www.istockphoto.com/photo/a-bag-of-popcorn-in-the-microwave-to-cook-gm1339688101-419966606>

Vijaisimha, N. (2023, September 11). Gen Z and their learning preferences. LinkedIn.

<https://www.linkedin.com/pulse/gen-z-learning-preferences-nandini-vijaisimha/>.

WavebreakMediaMicro. Adobe Stock. Happy african american father and son sitting on sofa, watching tv.

<https://stock.adobe.com/images/happy-african-american-father-and-son-sitting-on-sofa-watching-tv/455278321>

Whiting, C. (2023b, July 25). *Best movies to watch on Disney plus: Disney + movies for preschoolers*. Friday We're In Love.

<https://fridaywereinlove.com/disney-plus-movies-for-preschoolers/>