



Agency Name: Carat

Ad Campaign Name: *Disneyland*® Resort - Local Broadcast TV & Social Media Campaign

Advertiser Name: *Disneyland*® Resort

1. **Challenge.** What is your client's business and what was their business challenge?

Disneyland® Resort is responsible for the advertising and marketing promotions of both the local home markets and other local markets located within close proximity. Their business goals are to focus on growing attendance and revenue. The goal of the Television campaign is to target the DMAs to promote ticket programs and boost awareness of the 60th Anniversary Diamond Celebration. Budgeting had allowed us to develop a program that concentrated on our key markets.

The *Disneyland*® Resort has a very broad, robust audience. Our challenge is to continue to increase scale while targeting families to promote *Disneyland*® Resort's great attractions in order to drive awareness for consumers entering their vacation planning. These top attractions include guests experiencing the rush by taking the "plunge" down Splash Mountain to "blasting off" on Space Mountain, or enjoying some California Screaming. Guests can explore Hollywood Land and receive a "royal welcome" from Ana & Elsa or posing with the princess at Royal Hall. Other attraction must-do's include "taking a spin @ The Mad Tea Party, playing @ Toy Story Midway Mania, "go under the sea" with the Little Mermaid, to dining at Disneyland's great full-service restaurants, and tasting some delightful treats.

2. **Objective.** What was the campaign objective?

In order to heighten awareness during the *Disneyland*® Resort Diamond Celebration, Native Social Media Celebrities, Keith Lapinig and Albert Lawrence were featured through a series of four, 30-second vignettes, filmed on location at the *Disneyland*® Resort. These spots were aimed at highlighting these "Can't Miss" offerings/activities, urging guests to take advantage of them before the 60th Anniversary, Diamond Celebration comes to a close.

3. **Plan.** Why did you plan local broadcast TV?

Local Broadcast TV was utilized as an extension to *the* National TV campaign based upon Walt Disney Parks & Resorts messaging between 5/2-5/15. Local Broadcast TV remained on air through 5/28. Los Angeles, San Francisco, and Phoenix DMAs were chosen based on established top markets.

4. **Platforms.** Which TV station ad platforms did you buy?

- On-air: The Local TV buys included 4x:30 "60 Things To Do" vignettes that aired May 2nd to May 28th in the Los Angeles, San Francisco, and Phoenix DMA's. Each of these vignettes were running in separate weeks. Based on these elements, the schedules tactically focused on Early Morning programming with high frequency in order to promote engagement in *Disneyland*® Resort's key markets within the abbreviated flight.
- Social: ABC produced custom content: 30 vignettes using popular YouTube hosts and Disney fanatics, Albert Lawrence and Keith Lapinig in counting down the "60 Things To Do" at *Disneyland*® Resort. These spots were aimed at describing key attractions and celebratory treats available only during the festivities. Engagement was promoted through Paid, Owned, and Earned media through LA and SF social channels - Facebook, Twitter, and Instagram.

- Online: Online video was incorporated into this marketing strategy in the form of short-form video on YouTube, which included relevant search keywords in order to further promote engagement and awareness.
- Mobile: N/A

5. **Results.** Please share results. How did the campaign make the register ring?

This campaign along with other marketing tactics helped lead to increased resort utilization, ad awareness and visitation YOY. Social was largely influential with continued conversations through summer, driven largely by visitors urging friends and family to attend the celebration before its end. The success of this campaign also saw an overall increase of intent of consumers planning to visit the parks.

6. **Scale.** Do you have plans to scale this campaign to more markets?

Incremental budgeting has allowed additional campaign planning which includes broadcast TV as a priority focus on future campaigns.

7. **Tell Us More.** What else is there to know?

Vignette 1: <https://twitter.com/ABC7/status/727904441773400064>

Vignette 2: <https://twitter.com/ABC7/status/730504842486013952>

Vignette 3: <https://twitter.com/ABC7/statuses/732990691823865856>

Vignette 4: <https://twitter.com/ABC7/status/735606725345050624>

8. **Bonus.** Client testimonial:

With the 60th Annual Diamond Celebration coming to an end, we were able to team up with our Activation Team at Carat along with the partnership of ABC's O&O Group to create a campaign that would boost overall excitement, awareness, and virality of the *Disneyland*[®] Resort. We were happy to see the "ABC *Disneyland*[®] Resort 60 Things" spot launch on broadcast TV in such a big way. Additionally, our content living on digital platforms provided our brand with incremental exposure as well as expanding our audience outside of the traditional ecosystem.

It has been a great experience to work with the Carat Team on this effort and we are very pleased with the results. We look forward to working on our next opportunity. - Kerri Farrell, Customer Engagement Director - Planning - Walt Disney Parks and Resorts