



Campaign Project
Advertising & Promotions II
Spring 2018



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EXECUTIVE SUMMARY

The Walt Disney Company is a multinational mass media and entertainment conglomerate. It was founded in 1923 as the leader in the American animation industry and since then has expanded into live-action film production, television, and theme parks.

A cappella has been gaining popularity in the past 10 years and many singers cover classical Disney songs and upload their content onto YouTube. Disney's goal is to take ownership over the growing Disney a cappella cover market with their own a cappella group. The target audience are males and females between the ages of 18 and 24 years old. In order to reach this target market, we will reach them creatively ensuring they are engaged and interested in the information provided to them.

Our target audience frequently records and shares their enjoyable experiences on social media. We want to capitalize upon this behavior by providing immersive experiences which our target audience can share with their followers and peers via social media channels. We will have brand activation in select college campuses, reaching the target market. We will also have public relations tactics such as a flash mob and drone show to attract media attention. Advertisements will also be placed on various social media platforms including Facebook, Instagram, Snapchat, and Spotify.

There is a large pre-existing fanbase for a cappella music, which has been popularized by films such as Pitch Perfect, as well as YouTube covers of popular Disney classic songs from both a cappella groups and mainstream artists. By creating an official a cappella group, Disney can take ownership over this market and deliver the high quality, engaging and world renowned entertainment globally recognized by the Walt Disney Company.

COMPANY CHALLENGE

A cappella music has been growing in popularity over the past 10 years. Many people cover Disney songs and upload the videos on YouTube. Now Disney will release its first official a cappella group. Many people have a personal attachment and nostalgia toward the Disney brand due to watching Disney films and television growing up, as well as visits to Disney theme parks and resorts. The challenge is introducing Dcappella to their target audience of 18-24 year olds in an engaging and enticing way. We want the target market to be excited about Dcappella, listen to the music and purchase tickets to Dcappella concerts.

Connecting with the 18 to 24 year old audience can pose a challenge since their music taste typically lies in areas other than Disney music, such as hip-hop, pop, country and electronic music genres. While some parts of the target segment already connect with Disney and a cappella music, there is room for potential growth within the market. The pre-established a cappella audience also listens to trending songs and the latest chart-topping hits.

SITUATIONAL ANALYSIS



Description:

A new diverse group of 14 young a cappella singers. They are a part of Disney Music Group and will cover both classic and new Disney songs.

Strengths:

- Plenty of resources from Disney to create high quality music
- Diverse, edgy and inclusive talent and image
- Under an established company with high brand loyalty
- Disney a cappella covers are popular on Youtube

Weaknesses:

- New brand, which can be compared to Pitch Perfect and Pentatonix
- May be perceived as an exclusively a cappella cover group, without original songs.
- Not automatically in the target market's mainstream music taste (Hip-hop, R&B, rap, etc.)
- Large cast of 14 performers with seven performing per show, can cause confusion amongst audience, who may identify them as two separate Dcappella groups

Opportunities:

- People are increasingly interested in a cappella in the past 10 years
- There are many a cappella choirs in high schools and universities, offering a large audience reach
- Dcappella can explore other genres outside classic and pop music, with Disney covers
- Both nostalgic and modern: new covers of classic Disney songs can reengage previous childhood Disney fans through Dcappella music
- Audiences across the United States can experience a Disney performance in their major city, without traveling to a theme park

Threats

- Performances by groups such as Pentatonix and other competitors
- There are some popular artists that have already covered Disney songs and uploaded videos to YouTube, with millions of views
- These artists could potentially outperform Dcappella artists

COMPETITIVE ANALYSIS

PENTATONIX

Description:

Pentatonix is one of the first modern a cappella groups. After winning the 3rd season of NBC's 'The Sing Off!' in 2011, they have released eight albums and multiple singles. They began with song covers and in 2015 started releasing original music.

Strengths:

- Known to be one of the best a cappella groups
- Three time Grammy Award winning music group
- 1.6 million Instagram followers and 14 million YouTube subscribers
- High view count videos (over 3 billion views)
- Creates their own original music

Weaknesses:

- Since Pentatonix relies on 5 main members, any changes to the group may lose fanbase
- Smaller market reach, not tied to a major recognized brand

Opportunities:

- Continually growing view count and audience on YouTube
- Worldwide tours can account for an international fanbase

Threats

- New upcoming a cappella groups, including Dcappella may redirect some of their fan base
- Pentatonix style of a cappella singing may become outdated by bigger groups who sing different genres of a capella songs

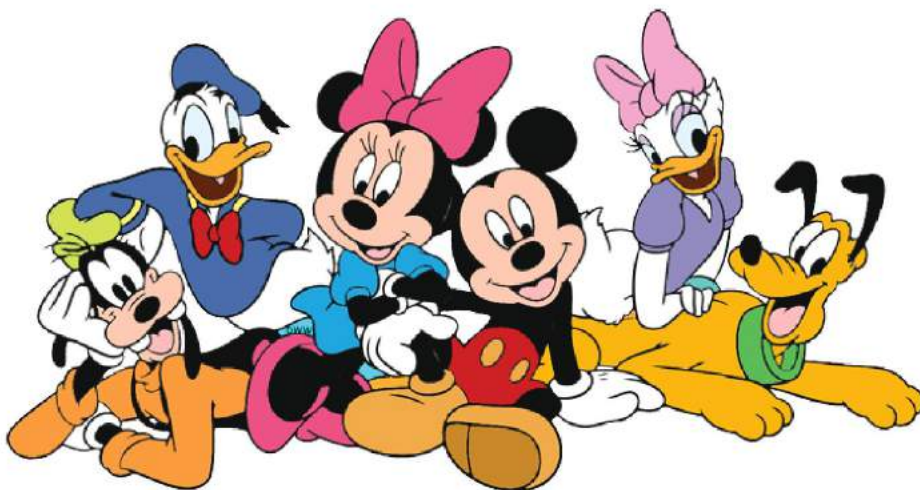
TARGET MARKET



The target market is the decision-making body. Disney Concerts' goal for the Dcappella tour and music is to target a primary audience within the age range of 18 to 24 years old. This age range consists of college aged adults and falls under a "millennial audience".

In addition, Dcapella has a secondary audience that includes families and children/teenagers aged 12-17. This audience is to be expected with many Disney branded products/entertainment, so Dcapella's main focus is on the primary audience.

Both primary and secondary markets are included and explained to give a clearer image of Dcapella's audience.



PRIMARY AUDIENCE

Demographics

Dcappella's primary audience are males and females of all ethnicities, between 18 and 24 years old. Most of this target audience is currently enrolled in an institution of higher education, or is newly graduated from college. In addition to college, many have part-time and full-time jobs and spend their disposable income on entertainment and experiences. On average, the income of this group is about \$16,000 to \$45,000. Most of this audience either lives on a college campus, rents an apartment or housing near college campuses, or lives with their parents.



Psychographics

The 18-24 year old demographic consists of young adults in high school, college and recent college graduates. This demographic is generally attracted to social media. They fit in by engaging with their peers in digital communities and seeking the next big buzz in social media. To show their level of engagement and inclusivity, they want to be the first to experience attractions or share news. They receive satisfaction from being trend-setters, engaging with social media influencers and place value upon follower-count on social media platforms.

Behaviors

The 18-24 year old demographic is highly impacted by visuals. Their decisions and purchasing power are influenced by social media, reviews and the opinions of their friends and peers. They are generally more responsive to integrated and experiential marketing than traditional interruption marketing tactics, and like to receive their information in a fast manner.



SECONDARY AUDIENCE

Demographics

The second target market consists of families which include parents and their children as well as teenagers ages 12 to 17. This group consists of full-time employees and full-time students. The median family income in 2016 was \$72,707 which means they can afford to take their families to Disney theme parks, as well as frequently purchase Disney products and entertainment.



Psychographics

Disney is associated with positivity, inclusivity and family values. Due to these associations, both parents and children will recognize and identify with many of the Dcappella covers of classic and new Disney songs.

Behaviors

Parents need family friendly entertainment that is also enjoyable for adults. Disney is already a globally trusted brand by families. Tweens and teens in the 12-17 year old age group value inclusivity, equality and brand authenticity, which means that they are able to identify with the diversity of Dcappella performers.



MARKET OBJECTIVES



1. Create a fanbase for Dcappella which consists of mainly 18 - 24 year olds
2. Position Dcappella to be an edgy, cool, and hip genre
3. Create engagement and brand awareness through experiential marketing
4. Cost efficiency: achieve high impressions with low cost



PROMOTIONAL STRATEGIES



BRAND PARTNERSHIPS

Intel

Intel is a renowned American technology company most commonly known for their semiconductor chips. However, the brand has since expanded to other technological devices and would work well as a Dcappella partner.

- **University brand activation sponsored by Intel. Eight universities will experience “Disney’s Tunnel of Harmony presents Dcappella” on their campuses.**
- **Disney California Adventure’s World of Color collaboration with Intel’s Drone Light Show.**
- **Disney will have access to Intel’s extensive marketing and production budget to bring the tunnels and drone show to life. In return, by working with Disney to promote Dcappella, our marketing tactics would bring awareness to what Intel’s technologies are capable of.**

Pepsi

Pepsi is a globally recognized brand which Dcappella can leverage to provide additional brand awareness. Pepsi products are widely available wherever beverages are sold.

- **We would use Bruno Mars to be the face of our Dcappella Pepsi promotion. Bruno Mars is popular among millennials for having a hip hop and R&B sound with a cappella flare. By having him sing with Dcappella, Disney would be able to use his star power to leverage Pepsi into spending their marketing and production budget on a commercial that would create millions of impressions across all media channels that would bring awareness and draw interest to Dcappella.**



Pepsi will create special edition bottles with scannable QR codes directing consumers to a Pepsi-Dcappella landing page. On the webpage, consumers can enter a unique code (located under the Pepsi cap) to be entered into the official Dcappella “Music in a Bottle” sweepstakes. One grand prize winner will be randomly selected for a chance to win an all-expense paid trip to a Dcappella concert in Los Angeles.

In turn, Pepsi will receive an increase in sales and brand awareness. Pepsi’s logo will be featured on Dcappella material for the concerts.

Live Nation

Live Nation Entertainment holds center stage as the world's largest ticket seller and promoter of live entertainment. The company significantly expanded its ticketing services with the purchase of Ticketmaster Entertainment. The firm owns and operates about 195 venues in North America. Annually, about 550 million people attend over 250,000 Live Nation events. Live Nation also owns House of Blues venues through HOB Entertainment and dozens of prestigious concert halls.

- **By partnering with Live Nation, Disney would have access to Live Nation's 195 venues across the United States.**
- **Since Live Nation already has a pre-established partnership with Pepsi, Live Nation events will exclusively feature Pepsi-Dcappella branded "Music in a Bottle" beverages.**

Live Nation has more first-party data on live entertainment fans than any of its competitors, including music, sports, family and theater events. Through Live Nation's media and channels of distribution, we will reach their 145 million customer database profiles and 530 million fans touched by their platform.

- **Live Nation would be able to promote ticket sales to Dcappella's shows through Live Nation fan presales and weekly newsletters emailed to their 145 million customer database profiles.**
- **Live Nation recently purchased Ticketmaster which has an average of 13 million monthly users who purchase tickets.**
- **The first 100 fans per venue to purchase tickets through Live Nation will receive a limited-edition Disney "Dcappella Collectors Pin". Fans will be able to trade pins with each other or with the cast members at Disney parks. Trading pins can aid in incentivizing Disney fans to purchase a ticket to a Dcappella show.**

"We look for partners who are interested in a mutually beneficial relationship and who are willing to push the boundaries of creativity. We always like to ask ourselves what hasn't been done, and how can it enhance the experience for the fan. "

- Russell Wallach, President of Media & Sponsorship, Live Nation

MARKET STRATEGIES



BRAND ACTIVATION

“Disney’s Tunnel of Harmony Presents Dcappella”

In order to reach the target audience, one of the primary strategies will go directly to the target market, on college campuses. For brand activation, it is essential to provide an interactive platform and bring it to the intended audience. As an experiential marketing tactic, an interactive tunnel powered by Intel’s technology will capture the attention of college students across the country.

By taking a walk through “Disney’s Tunnel of Harmony”, college students can immerse themselves in Dcappella music, experiencing the nostalgia, world renowned storytelling and positivity associated with the Disney brand.

Once students enter “Disney’s Tunnel of Harmony”, a montage of Disney classic films will play throughout the tunnel, with a series of lights, monitors and projections, powered by Intel. While the montage illuminates the path through the tunnel, Dcappella’s music will be playing throughout the experience. Students are encouraged to bring their phones into the tunnel and share their Dcappella experience on social media with their friends, family and followers.

Upon exiting the tunnel, participants will have the opportunity to recreate the iconic Disney “magic wand effect”, and draw the Mickey Mouse Ears commonly seen on Disney Channel throughout the 2000s. Once the participant is in front of this green screen, he/she will hold a “magic microphone” and stand in front of a video camera. The participant will then be able to wave the “magic microphone” in a Mickey outline and say, “Hi I’m [insert name]”. The video will be edited to play a Disney Dcappella song over the video.



Once this video has been created, students will move to the tablet section where they will enter their email address to receive their video. Students will also have the option of entering their email address and sharing the video directly to their Facebook, Twitter or Instagram. In the email, students will also be sent a link to the Live Nation website to purchase their early-bird tickets (presale) and links to a Spotify sponsored playlist featuring Dcappella music.

This brand activation will recapture the audience's nostalgia associated with Disney, in a fresh and engaging way. These emotions will cause the audience to connect with Dcappella music and provide simple and enticing ways for them to quickly purchase tickets for the tour.

In addition, Disney can build a Dcappella email database with members of their target audience. They can use this to send Dcappella tour information to those who have provided their email address.

See Appendix A for list of potential campuses for brand activation.

PUBLIC RELATIONS

Flash Mob

In order to attract media attention, a flash mob will be implemented at Walt Disney World during Disney's "The Incredibles 2" premiere weekend from June 15-17 2018. Dcappella cast members will be leading the flash mob, singing the Dcappella cover of the Incredibles theme song. Guests will be invited to join the flash mob.



Drone Show

The following week Dcappella will generate West Coast and national media attention through a stunning Dcappella drone show. Dcappella sponsor Intel will power the drone show using Intel's shooting star drones, which are capable of creating over four billion color combinations in the sky. Using Intel's latest technology, their drones can be programmed to perform a full show in a matter of days. This drone show will take place during the weekend of the grand opening of Pixar Pier at Disney California Adventure, June 23 through June 25. The drone show will take place at night during the World of Color.

There are two proposed options for the drone show presentation. For the first option, Dcappella music will play during an "opening show" for guests waiting to view the World of Color. A drone show will play out in the air, with Pixar characters, microphones and music notes being formed by brilliantly colored drones flying throughout the sky, in sync with Dcappella covers of Pixar songs. For a second option, Disney can forgo the pre-show, and integrate Dcappella into the World of Color show. For a brief period during the show, the faces of the Dcappella group will appear in the water show, and the group's music will to be playing in the background, while Intel's shooting star drones will be flying in sync above the water.



University Library Performance

In addition to reaching audiences and gaining national media coverage in Disney parks, we will utilize public relations activities to reach the target 18-24 year old audience throughout the United States.

Dcappella members will make “surprise” appearances at select university campus libraries leading up to and during the week of college finals. Dcappella members will be placed throughout the library floor, dressed as normal “studying” college students. Then, one member will begin making a beat and stand up. Next, another will stand up and begin to harmonize. Soon, all seven Dcappella members will be singing a Dcappella mashup. All members will be wearing normal street clothes and jackets, but will shed their jackets once they stand up and sing, to reveal matching “Dcappella” branded clothing, which will identify them as members of Dcappella music group.

These surprise events will generate both local and national media coverage. This will also generate viral social media content, reshared on a number of platforms.

See Appendix B for a proposed breakdown of the library performances by geographic region, with one major university listed for each region.

MEDIA AND SOCIAL MEDIA OUTREACH

Musical.ly

Musical.ly is a social media platform where users are able to record lip-syncing videos and share their creations with their audience. Users are able to browse music titles and remix them. The app also allows the user to create videos using a duet function option, where they are able to mix their videos with those of others on the app. Musical.ly currently has over 200 million users and a loyal following among teenagers.

On average there are about 13 million users uploading new videos per day. Currently there are about 50 million Musical.ly users who are under the age of 21. Although the target audience for Dcappella is 18 to 24 year olds, targeting younger Musical.ly users will cater to the secondary audience, as well as create a lasting relationship with these users. By targeting users who fall under the primary and secondary audience, we can create organic relationships, encouraging users attend both upcoming and future Dcappella tours.

Along with having the potential to grow with this audience there are also influencers who already have a large following on the platform. Influencers, known as “Musers” on the Musical.ly app will create videos featuring Dcappella songs, reaching the target audience.

See Appendix C for recommended Musical.ly influencers.

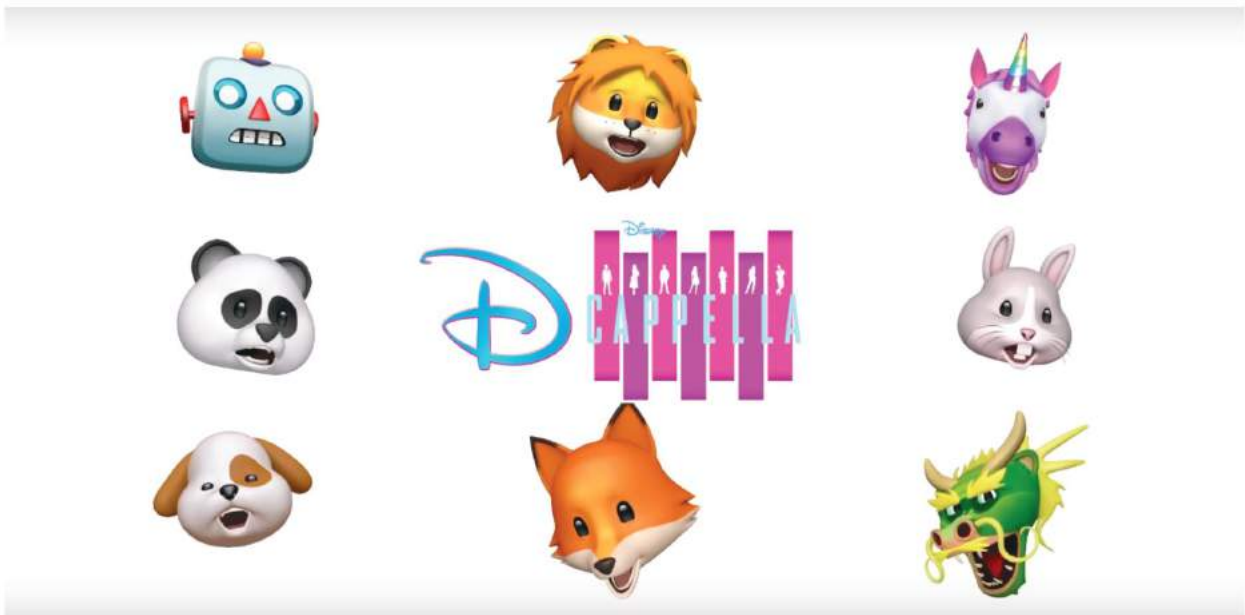
Radio

Radio is a traditional marketing tool that allows brands to reach a large audience. It is a leading media platform, with 93 percent of Americans listening to radio. Radio listeners have been growing every year with 67.8 million Millennials listening to radio each week. Dcappella's target market listens to the radio, making it an effective platform to encourage them to purchase tickets to a Dcappella show. Since Dcappella is planning to tour 35-40 cities it is important to spread awareness in the cities where they will be performing. As a way to gain awareness, Dcappella will provide complimentary tickets to the most popular local radio stations such as KIIS FM in Los Angeles, LITE FM in New York, and WVAZ FM in Chicago, so these stations can host on-air Dcappella ticket giveaways to listeners.

SHORT-TERM PARTNERSHIPS

Apple/Animoji

Apple released a new feature with the new iPhone X called Animoji which allows users to have their faces transformed into an emoji. Animoji videos are very popular among our target market and it will be a great opportunity to obtain their attention in fun and immersive way. We propose that Disney do a short-term partnership with Apple to be featured in Apple's Animoji advertisement. Apple will be given rights to use Dcappella's music in the Animoji advertisement. Animoji is a good way to show the facial movements of the singers while they harmonize together to create the music. The goal is to have an advertisement that is unique enough to be shared by our target market on social media.



ADVERTISING STRATEGIES



Social Media Advertisements

Dcappella will use advertisements on different social media platforms in order to reach the target market. YouTube is a great platform to place ads because many people listen to music on YouTube. The cost per view of YouTube advertisements is \$0.04/view. We will place the ads on a cappella or Disney related Youtube videos. The second form of online ads will be on Snapchat. Snapchat has ads on its “Discover” page, integrated into published posts. Fans can click on the ads to watch the content. Discover ads cost about \$50,000. Lastly, we will have sponsored ads on Instagram. These ads will be placed as sponsored ad posts that will appear on the audiences’ feed as well as integrate the ad onto users’ Instagram stories section.



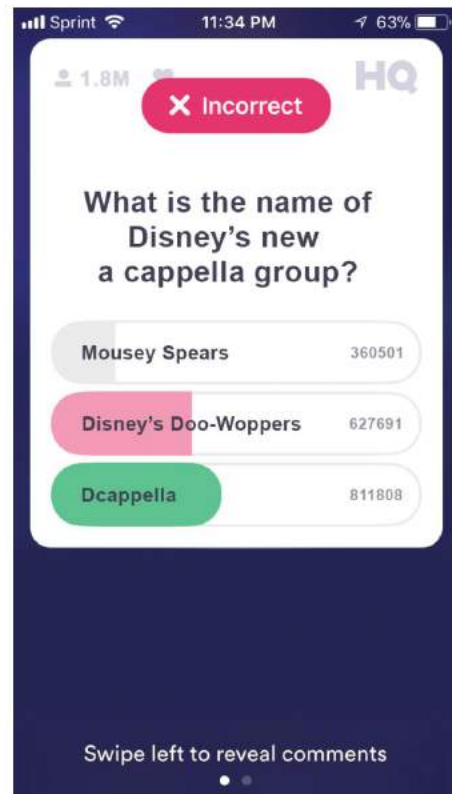
Spotify

Spotify is a music streaming service with approximately 140 million users with 70 million free users. The free version of Spotify is powered by ads, but there is an option for users to pay monthly and go ad-free. Dcappella will be promoted through Spotify in three methods. Spotify’s homepage will feature Dcappella for 24 hours. During this time, the homepage will feature a Dcappella branded background skin and interactive area. This content will be clickable, directing the user to a Dcappella playlist. Second we will create audio ads to promote their tours and familiarize the listener with Dcappella music. The audio ads will be 15-30 seconds long and will be played every 15 minutes. They will feature a clickable call-to-action taking listeners direct to the Live Nation website where they can purchase Dcappella tour tickets. Lastly, we will have a sponsored/branded playlist which will have Disney theme song covers. The custom playlist is created with the Dcappella logo and includes a link to the Live Nation ticketing page. We will optimize the ads toward users who are in our target demographics.

HQ Trivia Game

HQ is an app trivia game which is broadcast live as a real-time game show. Trivia games start twice daily at 3:00 p.m. and 9:00 p.m. EST. The objective of the game is to challenge players to answer 12 questions correctly, with each question answered within 10 seconds. As the game progresses, the questions increase in difficulty. If the player answers a question incorrectly he/she is disqualified from the game. The players who are able to answer all 12 questions correctly win and split a cash prize, ranging from \$2,500 to \$50,000. The amount each winner receives depends upon the number of players who make it through the final round. HQ trivia has over 2 million concurrent players on occasion.

Dcappella will partner with HQ to have a Disney sponsored HQ Trivia Game. The 12 trivia questions will be Disney themed, from questions about Disneyland parks, entertainment and obscure Disney history. A sample of the first question will be "What is the name of Disney's new a cappella group?" The answers can be outrageous which can result in user screenshots that could be shared across social media platforms such as Twitter and Instagram, creating millions of organic impressions of Dcappella.



TIMELINE IMPLEMENTATION

Quarter 2:

April 2018 - June

- Disney Corporate Synergy Meeting (Mid April)
- American Idol [Disney Night - Late April]
- **Musical.ly Influencers (Early May)**
Promote Dcappella through influencers on Musical.ly
 - Increase exposure of Dcappella to Influencers' fan base
- **Youtube/Spotify Ads/Radio (Early May)**
Place ads to increase exposure in preparation for Hollywood Bowl show.
- **University Library Performance (May)**
- Integration with Beauty and the Beast at Hollywood Bowl (May)
 - "Voted Best Major Outdoor Venue in the Country"
 - 17,500 capacity
- Licensing Show - Vegas (June)
- **Flashmob in Walt Disney World, Orlando (June)**
Flash mob during the day during the premier weekend of *The Incredibles 2*.
- **Intel Drone show (June 23)**
Drone show will take place during the World of Color spectacular, in concurrence with the Pixar Pier opening weekend at Disney California Adventure.



Quarter 3:

July 2018 - December 2018

- **Social Media Outreach - reshare flashmob/drone show**
 - Reshare flash mob videos and other previous events as a reminder of Dcappella in preparation for upcoming tour.

Quarter 4:

October 2018 - December 2018

- Dancing with the Stars [Disney Night - Fall]
- Good Morning America [Fall - Announce Tour]
- **Snapchat/Instagram ads (Fall)**
Snapchat discover ad along with Instagram stories/post ads
- **Pepsi - Magic in a Bottle**
Under the cap Pepsi contest
- **Live Nation (Fall)**
- **Disney Tunnel of Harmony on College Campuses (Fall)**
- **Pepsi - Bruno Mars**

BUDGET ESTIMATES



Advertising and Promotions

- Spotify Ad - \$250 - \$5,000
- Snapchat Ad - \$50,000
- YouTube Ads - \$0.04/view
- College Permit ~ \$1,800/Campus
 - UCLA - \$600 - \$1,600
 - UC Berkeley - \$350 - \$2,000
- Instagram - \$5 CPM
- HQ - \$2,500- \$50,000

Sponsorships

- Pepsi
- Intel
- Live Nation

Partnerships

- Apple
- Bruno Mars



APPENDIX A

List of brand activation campuses and their student populations

UCLA: 45,000 students
UC Berkely: 40,000 students
Arizona State University: 43,000 students
Texas A&M University: 50,000 students
Ohio State University: 62,000 students
Michigan State University: 40,000 students
University of Central Florida: 70,000 students
New York University: 57,000 students

APPENDIX B

List of schools for library performances split by regions

West:
University of Southern California
University of San Diego
Midwest:
University of Wisconsin - Madison
Southwest:
Brigham Young University-Provo
Southeast:
Western Kentucky University
Northeast:
Columbia University

APPENDIX C

List of Recommended Musical.ly influencers

Lisa and Lena Mantler @lisaandlena [27.1 million fans]
Loren Gray - @lorengray [23.6 million fans]
Kristen Hancher - @kristenhancher [20 million fans]

APPENDIX D

INTEL NEWS FACT SHEET



Intel® Shooting Star™ Drone - Designed for Arts, Entertainment and Light Shows

The Intel® Shooting Star™ drone is the company's first drone created specifically for entertainment light shows. The Intel Shooting Star drone is designed with safety and creativity in mind with a super light-weight structure and virtually limitless color combinations. The fleet is easily programmed, assembled and operated to create beautifully choreographed images in the nighttime sky for an amazing new entertainment experience.

Materials and Engineering

Weighing in at only 330 grams, the Intel Shooting Star drone is constructed with a soft frame made of flexible plastics and foam. The quadcopter's propellers are also protected by covered cages – all features designed to ensure the drone is safe to fly and is splash proof.

Type	Quadcopter with encased propellers
Size	382 x 382 x 83mm
Rotor Diameter	6" (~15cm)
Max Take Off Weight	330g
Flight Time	Up to 20 mins
Max Range	1.5 km
Max Tolerable Wind Speed	8 m/s
Max Light Show Speed	3 m/s

Animation and Operation

The Intel Shooting Star drone features built-in LED lights that can create over 4 billion color combinations based on RGBW (red, green, blue and white) LED. With the improved software and animation interface on the Intel Shooting Star drone, a light show can now be created in a matter of days instead of weeks or months. Intel's proprietary algorithms can automate the animation creation process by an image and quickly calculating the number of drones needed, determining where drones should be placed, and formulate the fastest path to create the image in the sky. Previously, it would take animators much longer to manually determine these calculations.

The light show software also runs a complete fleet check prior to each flight and is able to select the most optimized drones for each flight based on battery life, GPS reception and more. Additionally, the entire fleet of Intel Shooting Star drones can be easily controlled by one computer. The fleet size is dependent on the animation needed and can range from hundreds of Intel Shooting Star drones or even more in the future.

CONTACT: Natalie Cheung
natalie.cheung@intel.com

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