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BLOG POST PORTFOLIO

LCBB 4004 Marketing Fundamentals

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Assignment 1

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WALT DISNEY

Walt Disney was born in 1901, in a middle-class family of 7. His father was a farmer and his mother a teacher.

The life his parents provided for him and his 3 brothers and sister was full of constant struggles, especially financial ones, which led to 2 of his brothers running away, and soon after his brother ran away as well.

As the oldest sibling left in the family Walt had to take unbearable responsibilities, like working 2 jobs, in addition, to getting his father's approval to attend art lessons.

Blog Post 1 – The Life before success

Because of the size of the Disney family, all Disney kids had to work, to support the family. Walt started working when he was at the age of 11.

At the age of 14, after multiple struggles to keep up at school, and constantly being mocked for sleeping through classes and drooling, Walt decided that his vocation in life is to become a cartoonist.

At the age of 16, Walt Disney was working as an ambulance driver for the red cross, lying about his age, using the opportunity provided by the need of soldiers due to WWII, and security. He dropped out of High School after the war. The initial idea to work so hard was to support his family and receive their support in becoming a cartoonist, by attending art



“All our dreams can come true if we have the courage to pursue them. “

Walt Disney



lessons.

In the next couple of years, Walt Disney moved through the cities of Kansas and Missouri, applying for various jobs in the area of cartoon production, however, he was rejected on every occasion.

After various applications, he never gave up and signed a contract with Universal Pictures. (J. Warner, 2014)

Figure 1 King, S. (2022) Oscars flashback to 90 years ago: Walt Disney begins his record run, 'Grand Hotel' makes history, GoldDerby. GoldDerby. Available at: <https://www.goldderby.com/article/2022/oscars-walt-disney/> (Accessed: November 17, 2022).



During his job search to become a cartoonist Walt Disney, got rejected multiple times, before actually landing a job placement at a small studio, and meeting his future partner – Ub Iwerks.

THE DISNEY-IWERKS STUDIO EXISTED FOR A MONTH IN 1920. WALT WAS OFFERED A JOB AS AN ARTIST IN AN ESTABLISHED STUDIO WHICH BOTH HE AND IWERKS CONSIDERED ONCE IN A LIFETIME OPPORTUNITY.

AFTER WALT STARTED HIS JOB THERE, IWERKS HAD TO TAKE CARE OF THEIR MUTUAL BUSINESS ALONE, WHICH LED TO BANKRUPTCY.



Figure 2 Esberg, D. (2018) It's about time Ub Iwerks got his credit, Medium. Medium. Available at: <https://medium.com/@digimane/its-about-time-ub-iwerks-got-his-credit-d0a5048696d8> (Accessed: November 16, 2022).

After the initial unsuccessful launch of Disney-Iwerks Studio, Walt convinced his boss to hire Iwerks at the company, and their shared work continued.

At the studio, Walt was introduced to the animation process of animated moving parts of human and animal figures. He was so fond of the innovation, that he decided to befriend a cameraman who can teach him how to do it.

The innovative process brought to Walt's mind the creative idea to use hand-drawn animation figures instead of cut-outs.

Soon after Walt brought to the world Laugh-O-Grams – His own animation studio producing animations to feature, which gained popularity by the day. He was hired by Universal Studios to create an animation character, to be specifically featured by them, and by signing the deal Walt had the perspective thoughts of a successful future.

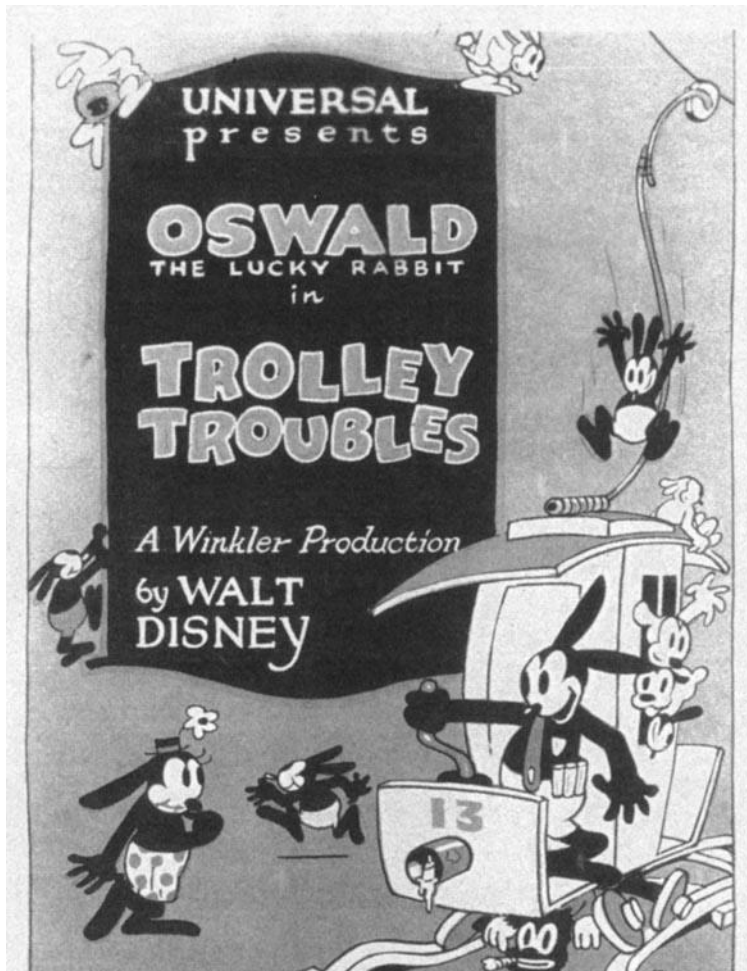


Figure 3Oswald the lucky rabbit filmography (2022) Wikipedia. Wikimedia Foundation. Available at: https://en.wikipedia.org/wiki/Oswald_the_Lucky_Rabbit_filmography (Accessed: November 16, 2022).

After long years of rejection and unsuccessful tries to join the animation world and contribute to it, Walt didn't give up. He turned to his brother with the following motivational letter after losing all their artists to other studios after the unfair deal with Universal Pictures:

Ub started working on sketches of different animals until he landed on the idea of an animated mouse. The character which was developed was a caricature of a mouse, presenting the character with more efficiency suitable for the wonderworld of animation. The outcome was a small skinny mouse with a round belly and two buttoned pants.

The underpayment scheme

Most resources state that Walt has developed the character of Oswald the Lucky rabbit. Others argue that it was Up Iwerks' creation.

However, the major issue for Disney and the development of the character was the consecutive offer, and the drastic underpayment for the work process.

Disney was offered 1850\$ instead of 2250\$ as promised. Most likely the initial idea was to pressure Disney to cave in signing a lower deal, by threatening him with poverty.

Because he wasn't capable to pay his artists, most of them went to work for different studios, and he was left behind without any rights for his own creation.

Universal Pictures has claimed the rights for the Oswald the Lucky Rabbit animation completely.



Dear Roy,

Keep your chin up. We will be able to laugh last – that's the best laugh of all.

Walt

The animation Steamboat Willie featuring Mickey Mouse was released in theatres by the idea of Harry Reichenbach. The short movie was a complete success, and Mickey Mouse became the sign of unseen invention – the first animated character in a cartoon movie with synchronized sound.

All investors contacting Disney to make investments in his character were requiring full ownership of the rights for Mickey Mouse. This deal was unbearable for Walt after the case of Oswald the Lucky Rabbit, and that brought uncertainty to his dedicated mind.

He shared his issues with Pat Powers, who owns the sound system used to add the sound to the Mickey Mouse animation making it so unique and successful. Powers offered him a great deal which included keeping the rights over Mickey Mouse.

The deal was accepted and Walt took his new continuous path to the future of success, however, the euphoria didn't last long. Pat Powers tried to deceive Disney and underpay him, or not pay him at all. The path was long and full of troubles, leading to the moment when Walt Disney managed to become independent and build on his most successful entertainment business in the world.



Figure 4 Admin (2021) The sensational PR legend - bold PR, Catalyst PR. Available at: <https://catalystpr.in/blog/the-sensational-pr-legend-bold-pr/> (Accessed: November 18, 2022).

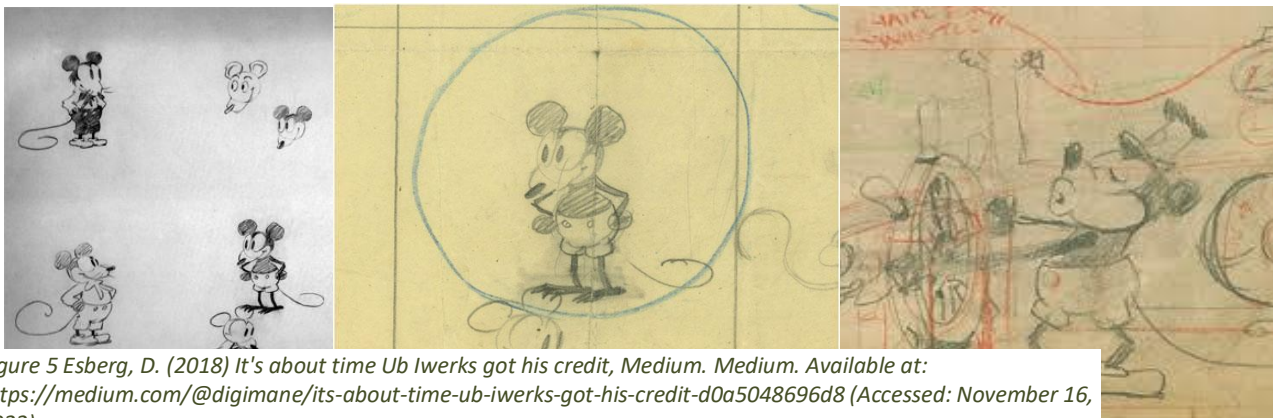


Figure 5 Esberg, D. (2018) It's about time Ub Iwerks got his credit, Medium. Medium. Available at: <https://medium.com/@digimane/its-about-time-ub-iwerks-got-his-credit-d0a5048696d8> (Accessed: November 16, 2022).



Disney realized that the character he had his hands on was worth much more than what he was paid, and left choosing the uncertainty and taking the risk to overachieve in the future.

Author comment





Blog post 4 – How Walt Disney Did it?

The answer to that question is – marketing. Walt Disney, by using his previous experience and realising how the business world works, he has implemented marketing strategies, to boost the fame of his characters and increase the sales of the merchandise.

Before analysing the major marketing strategies used by Disney, an examination of their marketing mix is required. Disney's marketing mix analysis contains the 4Ps of marketing – product, price, place, and promotion.

Figure 6 author

Marketing Mix

Product

When thinking about Disney people's minds appear the thought about the movies and entertainment series of fictional characters, entertaining the viewers. At first, started with Mickey Mouse and Snow White and the 7 dwarfs which was the major product Disney offered. Since then, however, the product range has expanded, including consumer products, entertainment locations, and media networks.

Price

The pricing applied to products developed by Disney is both market-oriented and value-based. Meaning that the pricing responds to the value of the products including the cost of the actual branding and considers the consumer purchase power stability.

Place

The entire variety of products is sold in Disney stores, movie theatres, official (authorised) websites, mobile apps, licensees and outside parties.

Promotion

The methods of promotion Disney uses, are a diverse combination of international, regional, and local promotions. This combination is required because of the wide spread of locations within which the business operates, and the success requires different approaches to different situations. The methods used are: advertising, direct selling, sponsorship, sales promotion, and PR.

Blog Post 5 – The marketing strategies

Disney Tells stories which are inspiring and resonate.

Despite the fact, that Disney stories are part of the wonderworld, the set of examples shown through storytelling and implemented as character experience, are easily relatable, to real life and the life experience people have, whether they are children or grownups. This strategy reassures success of the company, because its range is broad and relatable to various demographics.

Implementing beloved characters, in every new movie they create, brings wide range of customers, interested in meeting their favourite character again. For instance – taking over the Star Wars movies and merchandise – Loyal fans, of the turned-into-brand movie are ecstatic to watch follow-up movies and purchase related products. Because of the relativeness of customers to the movie characters, the level of nostalgia is increased and boosts the sales of the company.

The Nostalgia Card

The Multi-Channel Strategy

The multi-channel strategy supports the tendency of reaching multiple age groups and demographics. Different channels and reaches to consumers allow the company to connect on a personal level with each consumer.

The popularity of the entertainment parks and shows is that the persona of the brand is constantly visible, relatable, and reachable. For example in Disneyland, the rollercoasters and attractions aren't the main reason to visit, but the movie characters, running around the park and making their personal reachable to take picture and have fun with.

The Core Themes and Brand Persona are constantly evident



When you're curious, you find
lots of interesting things to do.

Walt Disney

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