

Disney +’s “Feels Like Home” Campaign

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Background on Disney + & the “Feels Like Home” Campaign

- The “Feels Like Home” campaign was targeted to the third anniversary of the launch of the Disney + streaming service
- Disney+ is a streaming service that provides movies and shows that the Disney company has released.
- Shows and movies that are on Disney+ are
 - Star Wars, Marvel, Pixar, and even National Geographic
- The app offers various prices of \$9.99 and \$12.99 per month and depending on the option there are special perks attached (such as ESPN and Hulu)

Key Objectives

Awareness

Generating Interest to Disney +

Brand awareness is crucial to being a successful company. Disney's goal is to build more brand awareness with this campaign, aiding in its future growth.

Consideration

Social Media Engagement

Using social media as an outlet for this campaign will not only add to their engagement, but will allow new and loyal consumers to consider the differences between Disney and other competitors (& why Disney is better for them).

Conversion

Advertisements & Increase Sales

Having an idea of what content works for their brand will help increase engagement, drive sales in memberships, and improve customer loyalty. Overall, the advertisements they choose to put out during this campaign ultimately controls the future of Disney (whether it helps grows, or does nothing to help).

Target Audience



According to research, the current target demographic of Disney + is

- *23% of subscribers are aged 18-34, 32% are 35+*
- *Appealing to families through diverse content, and fun vacation/attraction destinations (making families disney's largest spenders).*

Advertising: Strategies & Tactics



Advertisement Examples:

A Place Unlike Any Other

One Place Always Feels Like Home

Moments That Last Forever

Strategies

1. Advertisement Schedule (Product Positioning)

Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors and different from the concept of brand awareness

Disney + has created a series of videos to release throughout the "Feels Like Home" campaign

- *Moments That Last Forever*
- *Growing Together*
- *A Place Unlike Any Other*

1. SWOT Analysis

SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning.

- *Strengths: Strong loyal customer base*
- *Weaknesses: Specific demographic (hasn't really reached out of it)*
- *Opportunities: New movies/TV releases to announce*
- *Threats: Other streaming services*

Tactics

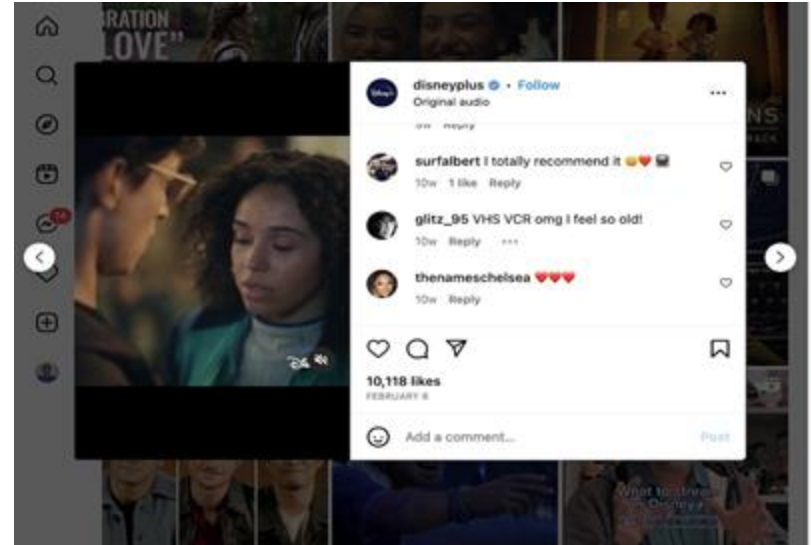
1. Principles of Design

- Balance
- Theme
- Logo & Slogan

1. Local Vs National Advertising

Local advertising is ads applied to customers depending on their location versus national advertising is more on a global scale.

- Competitive Upper Hand



*Public
Relations:
Strategies
& Tactics*

Strategies

- *Know the target audience: In this case the audience was any fan of the Disney company, especially those who are subscribed to Disney+*
- *They know their strengths and weaknesses: They are at the top of whatever market they are appealing to but they receive a lot of criticism when a show or a movie does not turn out to be “good”*
 - *(Book of Boba Fett, Marvel Eternals, etc...)*

Tactics

- Feels like home press release
- Feels like home social media post
(media materials)
- News release

Effectiveness of Campaign

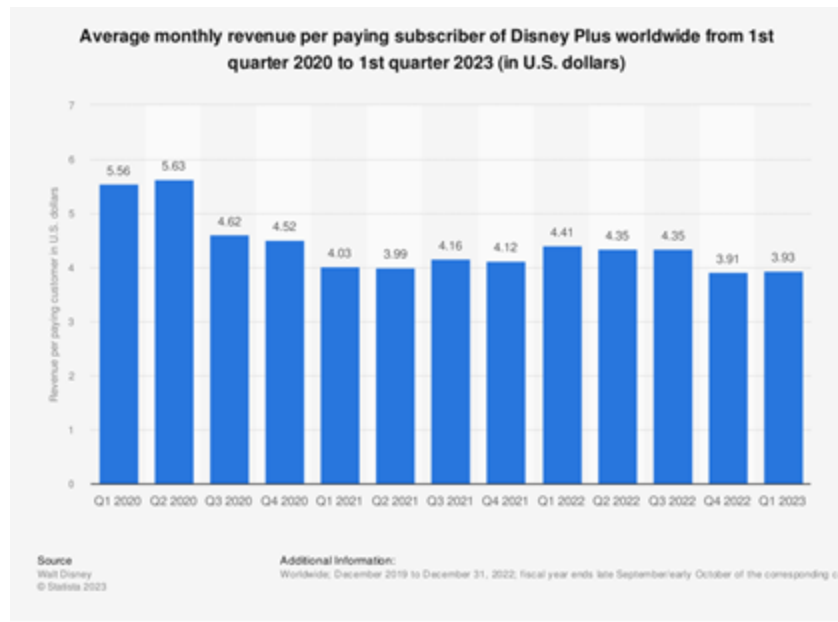
While although Disney + had their most growth from 2020-2022: the 2022 stats (pre-campaign)

- \$7.4 billion in revenue
- 137.7 million subscribers

The current stats (post-campaign)

- \$23.51 billion in revenue now (16.11 billion in the time between the campaign and today)
- 161.8 million subscribers

Overall, it is clear Disney is growing as a company, although I did see some decrease in the current revenue, but this could be because it is only Q1.



References

1. <https://distract.co.uk/resources/choose-perfect-campaign-objective/#~:text=The%20Campaign%20Objectives%20are%20broken,in%20your%20product%20or%20service.>
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