

## Disney

### 1. What does Disney do best to connect with its core consumers?

Disney connects with its customers on many levels and thoroughly through every single detail, for example at Disney World cast members or employees are trained to be “assertively friendly” by greeting visitors using large Mickey Mouse hands, handing maps out to adults and stickers to kids, and diligently cleaning up the park to upkeep the hygiene and look of the park. Every detail matters to Disney, down to the behavior and attitude of the custodial workers who are trained by Disney’s animators to use their broom and a bucket of water to quietly “paint” a Goofy or Mickey Mouse in water on the pavement. This becomes a moment of magic for the guests and lasts only for a short minute or two before it is evaporated in the sun. The broad variety and range of business allows Disney to connect to its audiences in multiple ways and level, efficiently and economically. An example of this was Hannah Montana, where Disney took a tween targeted television show and utilized it in several divisions which then became a significant franchise for Disney. The franchise produced millions of CD sales, video games, consumer products, box office movies, concerts around the world, and live performances at international Disneyland resorts. Disney is always pursuing to expand its market and business by creating and providing diverse entertainment in order to connect to consumers of all backgrounds and ages, so that everyone can find something they like and no one is left out. Also with advancing technology, Disney has been making sure that they are in line with the newer trends and incorporating new technology into their business to create even more amazing shows and entertainment.

### 1. What are the risks and benefits of expanding the Disney brand in new ways, such as video games or superheroes?

There are both risks and benefits of Disney expanding its brand into new ways such as video games or superheroes. Some of the benefits of Disney expanding into these new ways is that it will increase and enhance its brand image and its visibility. Branching out its brand will also increase its coverage in the market and be able to integrate into a large market that has potential for successful business. Having Disney’s brand expand into video games and superheroes will also incorporate new consumers into the franchise that are interested in that industry of games and heroes. The last benefit in expanding its market into superheroes and video games is that the creation and introduction of new product will be easily received due to its relevance in the market.

Some of the risks that Disney will have in expanding is that there will definitely be high and tough competition, especially in the video game industry. Another risk is that since video games and superheroes is such a large market, if there is a product that Disney launches that unexpectedly fails, there is a chance that it can backlash onto Disney’s image and reputation.

And these products that Disney releases needs to have a high perceived value and be well designed and thought through, otherwise there is a higher chance the product will fail. Expanding and focusing its brand into a new market and industry can potentially cause the risk of alienating its core customers if too much is invested into expanding. Even though brand expansion does have high risks and a lot of caution it is still worth a try, especially since Disney has been successful for many years.