



Animated. Educational. Enjoyable.

New Target

Parents/  
grandparents  
with young  
children/  
grandchildren

Objective

To create  
buzz about  
the newest  
short before it  
is released

Strategy

By showing  
teasers of the  
upcoming  
short

Proposition

Provide parents  
and grandparents  
with a tool to  
entertain and  
teach lessons to  
young children

Mandatories

Have classic  
logo graphic  
at the  
beginning

Competition

Disney  
Channel  
short  
content

Support

1. Shows with pro-social messages can have a positive effect on their behavior (AngelicaMD- bright hub education)
2. 28% of all TV watching is online as of June 2015 (Business Insider UK)
3. It is estimated that 80% of what we learn is through our vision (Fiona Baker-Kid Spot)
4. Use a child psychologist or other Disney stars as influencers

Media Requirements

Social Media  
(Facebook, Instagram,  
Twitter, YouTube)  
Interactive Outdoor  
Digital Transit

Desired Consumer  
Response

Feel: Emotionally  
connected to characters  
and be able to have a  
laugh at the situations

Other

Wants to bring joy  
to everyone