

WALT DISNEY

Consumer Research Report October 2016

Disney Princess Animation Diversity



THE SECOND STAR TO THE RIGHT

RESEARCH OVERVIEW Executive Summary

What, when & how

Tuesday October 11, 2016 and
Wednesday October 12, 2016

What do people think about Disney trying to diversify the princesses?

The aim of this research is to see what people think and how they feel about certain kinds of diversity. Specifically I want to know how people feel about diversity within the princesses.

What was the essential finding?

Both male and female participants were open to ethnic diversity, however the female skewed more conservative on sexual orientation diversity.

How did you do the research?

The research I did was with a British male and Italian female millennial. The one with the male was an email interview while the other with the female was a one-to-one interview.

USP

ESP

Perceived Differentiation

Leader in Animation
Unique Style of Animation
Famous Characters
Had First Feature Length Animation
Winning Many Different Movie Awards
Walt Disney has the most Nominations and wins for Academy Awards of an individual

Nostalgia
Magical
Wonder
Excitement
Happiest Place
Fun
Love
Joy

There is nothing quite like Disney
A Magical Experience
One of a Kind

RESEARCH OVERVIEW Detailed Observations

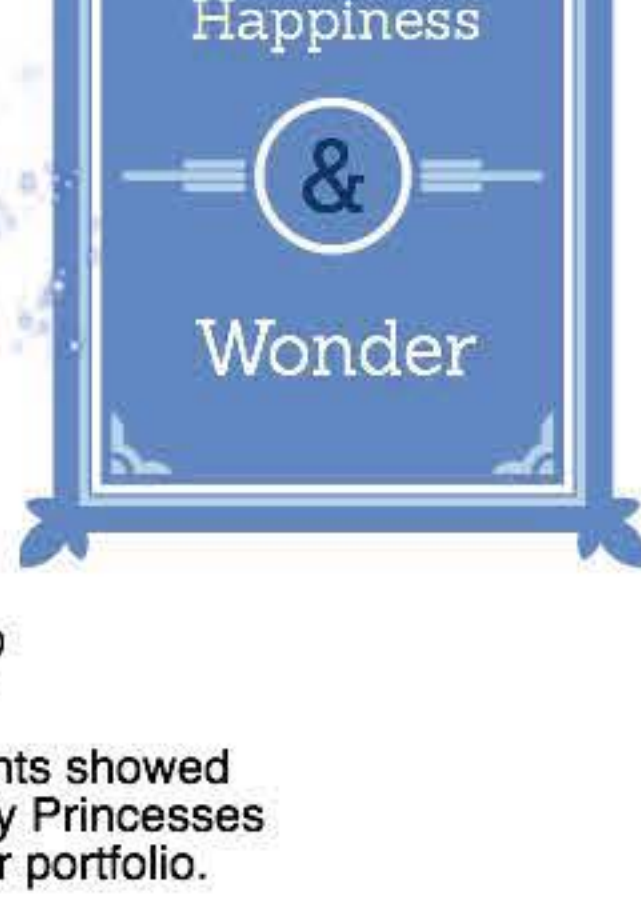
Male vs. Female Millennials

"I would prefer Disney to stop making anymore Disney princess stories and focus more on films which made Disney into who they are today."

"I love the concept of princesses...I love these idealizations and ... I love a bit of that glamorous touch that princesses have."



How does the Walt Disney Company make you feel or what does it remind you of?



Disney Princesses?

With the interviews participants showed their true feelings about Disney Princesses and Disney diversifying their portfolio.



Totally against Disney Princesses personally prefers Classics or stories with animals
Favorite: 101 Dalmations



Feels like they are corrupting children's minds by creating this false sense of where kids are supposed to get everything they ask for



Whole princess identity seems to force female kids to dress and act in a certain way in order to make their dreams come true (carries on to adulthood)



The fact that Disney is deciding that their portfolio is a good way to increase their awareness and tap into new markets



Probably would like to see more Asians next, however he believes it might be because he is Asian



Gay/Lesbian Characters: Does not know how he feels about it, it depends on the storyline. It would be more okay in countries that are more open.



Prefers hero and heroine movies because they target both males and females as well as showing a better storyline



Wants lead characters to be more even, skewing towards more female



Loves Princesses Animations because she is girly
Favorites: Beauty and the Beast, Cinderella, and Tangled



Feels like they portray a dream, an idealistic and they are always good and perfect. Thinks that they bring positive values.



Like to see classic pryncess storylines with a bit of glamour Where their dreams came true (happy endings).



Thinks it is good that Disney is being more diverse, however she prefers ones that look more like her. (believes little kids think the same)



Probably would like to see Asian because there was only Mulan



Gay/Lesbian Characters: Does not like it, does not think it should be shown to young children, however would tolerate it if it was done very subtly (for children, doesn't mind for her as much).



Being a woman she prefers heroines, but she like both her and heroine stories/pryncess animations.



"I would love to see some bad ass females."

Key Insight



The female interviewee loved Disney princesses and all they encompass.

The male contributor believed that the Disney Princess Series should be discontinued.

Both wanted to see another Disney Asian story.



Recommendations

MAKE A MOVIE WHERE IT "BRINGS DIFFERENT ETHNICITIES TOGETHER IN ONE FILM".

IF YOU ADD DIFFERENT SEXUAL ORIENTATIONS INTO AN ANIMATION MAKE IT SUBTLE OR ONLY SCREEN IT IN CERTAIN COUNTRIES.(TREAD LIGHTLY)

TARGET MORE YOUNG BOYS FOR ANIMATIONS. POSSIBLY MAKE A SERIES LIKE THE PRINCESSES, BUT FOR BOYS.

DO ANOTHER ASIAN THEMED ANIMATION.

