

# *Disney Princesses*



*Strategic marketing*

# Mission and idea

*Disney targets its consumers when they are very young, and hooks them for life*

Target market

*"We want women to have a little bit of princess every day"*  
*Jim Calhoun, head of Disney's clothing line*

## Life lessons

- Don't let fear stop you
- Have a kind heart
- You never grow out of fun!

- Don't judge the book by its cover
- Don't settle
- Believe in love and miracles!

# How did it all begin...



In 2000 he visited the "Disney on Ice" show and saw the huge audience of little girls wearing costumes of their favorite princesses



*Andrey Mooney, the former chairman of Disney Consumer Products, the founder of "Disney Princess" brand*

*So let's create a team!*



Little Disney Life Lesson:  
"All our dreams can come true, if we have the courage to pursue them."  
--Walt Disney

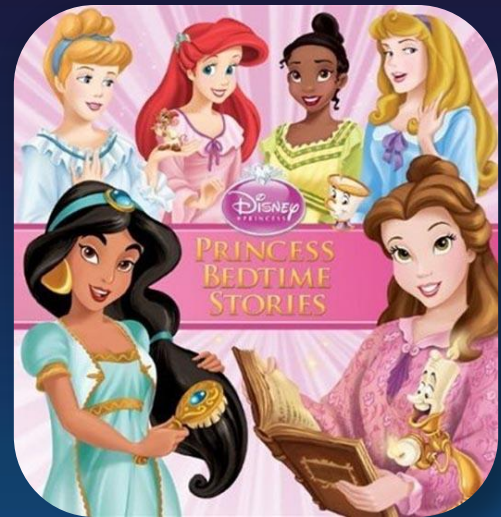


# What happened later...

First came Princess-group DVDs and books

Then came the imitators

Barbie



The series has sold 38 million units—compared with only 9 million for the non-princess titles

“Princess Diaries” films



Little Disney Life Lesson:  
"The flower that blooms in adversity is the most rare and beautiful of all."  
--The Emperor

# Chasing after women

Enter of the **Ariel Visa credit card**, with which you'll soon be able to buy princess sheets and towels targeted just to adults



*Goal is to saturate the market!*

- **Apparel,**
- **home decor,**
- **toys,**
- **books,**
- **television specials,**
- **games,**
- **dolls,**
- **dance clothes,**
- **dinnerware**
- **wedding dresses**

Little Disney Life Lesson:  
Some loves are worth  
risking everything for.



# Wedding dresses

*"It's no accident that the princesses in fairy tales usually come from humble beginnings"*

Jack Zipes, editor of "The Oxford Companion to Fairy Tales"

Little  
Disney Life  
Lesson:  
Cinderella is  
proof that a  
new pair of  
shoes can  
change your  
life.



**"The fairy tale appeals because everyone wants to move up in class. The wedding dresses speak to that. Starting at \$1,100, a Disney Princess bridal gown is designed to appeal to the working- and middle-class woman"**



# *The connection is as much psychological as it is material*



**Belle**  
"stylish sophistication"



**Jasmine**  
"bohemian chic and adventurous"



**Cinderella**  
"classic glamour"



**Snow White**  
"sweet elegance"



**Ariel**  
"sultry, sexier bride"

# Results

## Revenue of the Disney Consumer Products

**\$300 million**  
**2001**



**\$3 billion**  
**2012**

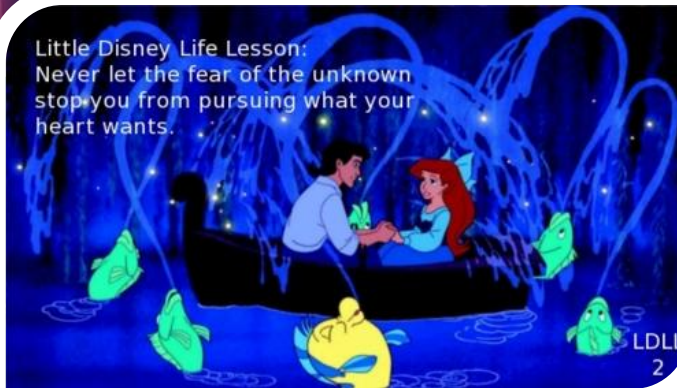
Little Disney Life Lesson:  
Loving someone means doing what's best for them without expecting anything in return.



Little Disney Life Lesson:  
Fate can bring people together that were a world apart.



Little Disney Life Lesson:  
Never let the fear of the unknown stop you from pursuing what your heart wants.





*Thank you for your kind attention!*

