

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...



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

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



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

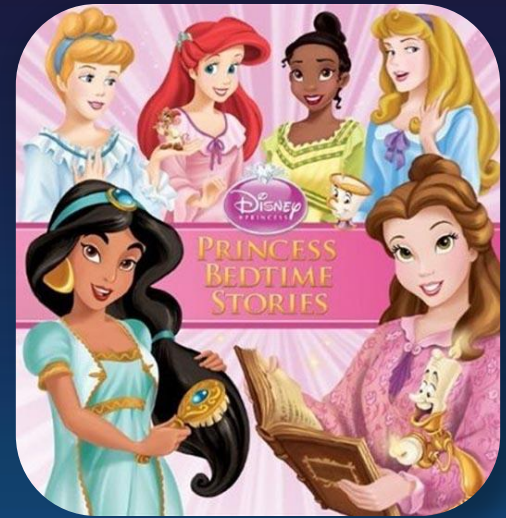


What happened later...

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

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

"Princess Diaries" films

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



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**

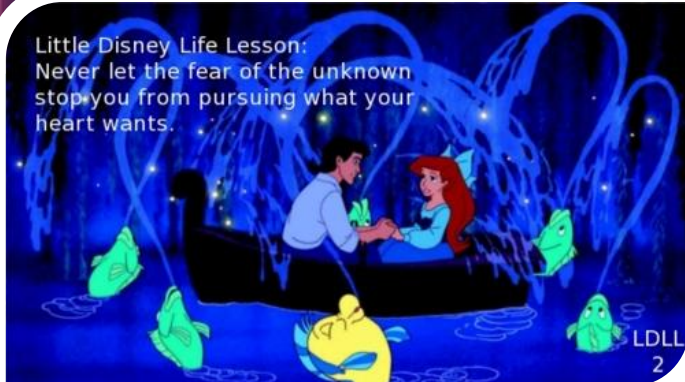
Little Disney Life Lesson:
Loving someone means doing what's best for them without expecting anything in return.



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.



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Thank you for your kind attention!

