

# *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

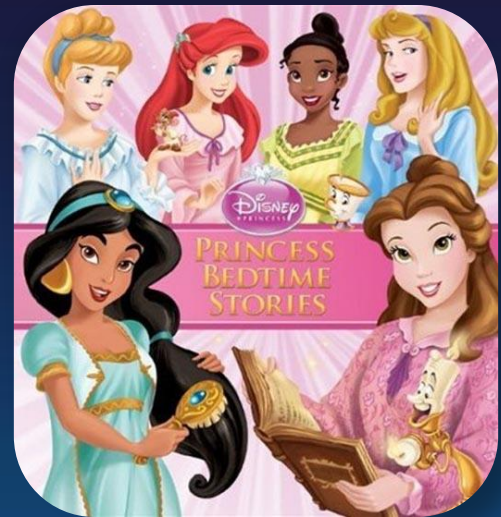


# What happened later...

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**

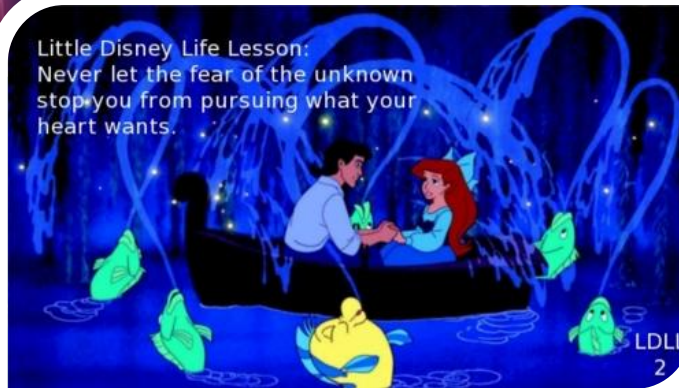
Little Disney Life Lesson:  
Loving someone means doing what's best for them without expecting anything in return.



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!*

