

### An Opportunity to Feed More Americans

- Generate Revenue
- Build Brand Awareness and Reputation
- Generate Leads









## #MickeyMeals

135%

#MickeyMeals is a social media campaign for donating money to Feeding America

Return on Investment





### **Target Audience**

Disney Dad Dan

Park Photography Pam



\*Audience personas are created to personify the ideal consumer or participant in the #MickeyMeals campaign









- 1. To increase Disney product sales by 25%
- 2. To build the Disney brand by tracking 200,000 uses of #MickeyMeals on social media and monitor for user sentiment
- 3. To increase Disney's social media followers across all platforms by 7%



# Campaign Outputs





- ☐ Social Media Content
- ☐ Blogs
- New Merchandise



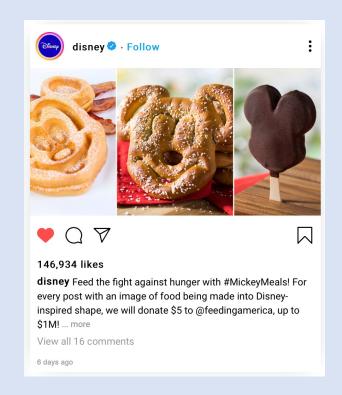


### Sample Social Media Posts

### **Twitter**



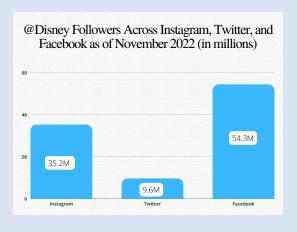
### Instagram



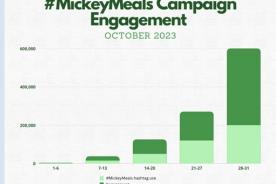


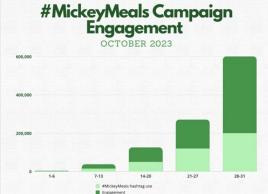


### **Metrics and KPIs**



- Social Media Follower Count
- Sentiment
- Engagement ➤ Increase in Product Sales
- Website Traffic







## Campaign Expenses

#### Tools:

- Sprout Social
- Google Analytics
- SurveyMonkey
- Meltwater

#### Employees:

3 Social Media Managers

#### **Donations:**

o \$1M

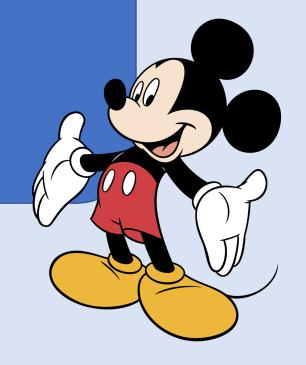
#### Merchandise:

Products sold in parks and shopDisney

#### Paid Media:

- Instagram Ads
- Twitter Ads
- Facebook Ads

\$3,639,741



## Projected Campaign Revenue

- #MickeyMeals Merchandise
- Disney Parks and Resorts
  Ticket Sales

\$8,550,000







### **Campaign Results**

**Merchandise Sales** 

10%

from #MickeyMeals uses

1%

from new followers

**Ticket Sales** 

5%

from #MickeyMeals uses

0.2%

from new followers



## Campaign Results

135%

ROI

- ✓ 200,000 uses of #MickeyMeals
- ✓ Increased merchandise and ticket sales
- ✓ Educating on food insecurity
- ✓ Increased follower count

\$1,000,000 donated



# Questions?





#MickeyMeals feed the fight against hunger

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