

OVERVIEW

The Walt Disney Company will begin a new diversity initiative, called Magic Mirror, that will create experiences that will connect people more to the content we create moving forward.

KEY MESSAGE AND AUDIENCES:

The story of new campaign will be communicated as a need for people to see their lives and cultures **REFLECTED** in the stories Disney tells. Through this initiative, we hope to show that Disney is a company of inclusion and truly cares about the unique stories of people all around the world.

SPECIFIC AUDIENCES

- The Walt Disney Company social media followers
- Media (local, national, and international)
- Employees all across The Walt Disney Company
- Families of all kinds
 - Parents of children
 - Children
- Underrepresented families
 - African American families
 - Asian American families
 - Hispanic families
 - Families from backgrounds explored through this initiative

GOALS

- Increase Brand Awareness
- Drive Content Engagement
- Educate Users and Employees on Cultures around the world
- Demonstrate Brand's Commitment to Diversity
- Build User Loyalty and Brand Reputation

MEASURABLE OBJECTIVES

- Increase interest in the company from media and social followers through storytelling content
- Track User Engagement of Social Media content.
 - Likes across all social media platforms
 - Reposts or retweets across social media platforms
 - Number of replies to original social media content
 - Followers to new campaign-specific social media accounts
- Measure video performance on YouTube.
- Engage with employees via internal communication pieces

KEY DATES

- Early May – Blogposts will be sent out to The Walt Disney Company employees as a preemptive introduction to Magic Mirror
- Late July – Disney sends out a press release to the media with a teaser of the campaign and the announcement of CEO Bob Chapek’s appearance at D23 Expo 2022
 - Note: In any event where Chapek cannot or should not make an appearance, Latondra Newton, Chief Diversity Officer, should take his place.
- September 9 – Launch Video shown at D23 Expo 2022
- Beginning January 2023 – Park events to celebrate cultures around the world

ACTIVATION

- The Walt Disney Company creates a press release to announce the start of Magic Mirror.
- The Walt Disney Company creates new social media accounts across all platforms related to Magic Mirror.

SENTIMENT ANALYSIS

- Last year, The Walt Disney Company announced Reimagine Tomorrow, an initiative which promises that by this year, 2022, 50% of scripted characters across Disney General Entertainment content will come from underrepresented groups.
 - This initiative also included an expansion of the Disney Parks cast member training to include a fifth key of inclusion.
- Last year, the Disney Launchpad Shorts Incubator began to give directors and writers from underrepresented groups the opportunity to be mentored by Disney creative executives and learn about the process of working and collaborating with studio partners to create short films.
 - A select number of shorts were given the opportunity to live on Disney+ for the first season of Launchpad
 - A second season is currently in the works
- Last year, *Encanto* was released which resonated with children who saw themselves on their screen through the characters

BUDGET

- \$20,000 for content creation across all social media platforms
- \$25,000 for events that will celebrate the various cultures around the world with guests at The Disneyland Resort
- \$50,000 for culturally appropriate costumes that will expose guests to the cultures of the world
- \$100,000 for methods to increase the representation of characters in Disney content, both in film and on television

STORYTELLING

Employee Blogposts

- Disney first creates and sends out a preemptive blogpost from CEO Bob Chapek to introduce the initiative to employees all across the Walt Disney Company.
- Disney then creates a blogpost to reiterate the initiative to employees all across the Walt Disney Company and shares information on how to get involved as an employee.

Employee E-Mail

- Disney sends out an e-mail to all cast members asking them to get involved with Magic Mirror by taking the time to share their story and culture with the option for it to be shared on social media.

Press Release

- Disney introduces the new initiative by creating a press release that details the plan to expand on diversity efforts.

Launch Video

- This video will act as the introduction video to the external audiences. The goal of this video is to demonstrate how Disney has been more inclusive and to reiterate the promise for more diversity and inclusion while calling for the help from the viewer to help us further understand their stories. In other words, we will tell our consumers that they have a voice in how their lives can be better reflected in our films and other forms of media.

Overview Video

- This video will explain the plans of the initiative and what everyone can expect moving forward.
- The video will emphasize the cultural relevance of inclusive films with *Encanto* as an example.

Social Media Efforts

- TikTok content to resonate with the younger social media audience will be created.
 - TikTok videos will showcase children sharing their stories and information about their culture and traditions
 - Other videos will showcase the joy parents find their children displaying when seeing characters they relate to
- YouTube videos will be created as a longer version to TikTok content
- LinkedIn blogposts will be created to highlight the experiences of our Disney Parks cast members working for the Walt Disney Company
 - These blogposts will attempt to show diversity in the workplace while simultaneously attracting potential job applicants for future employment
- Twitter, Facebook, Instagram, and LinkedIn will also be utilized as a mode of sharing important information and news regarding the campaign
 - New accounts will be created with the handle @TWDCMagicMirror for relevant information and content pertaining to the initiative
 - Existing accounts will be utilized to direct social media users and followers to the new accounts via retweets, likes, reposts.
 - Instagram posts will be created to emphasize common symbols associated with different cultures. This includes food that wasn't previously available at all Disney Theme Parks.

See Yourself Reflected in the Magic Mirror

Benjamin Katz, author



Here, at the Walt Disney Company, we believe inclusion is the key to success. In 2020, we proved that belief by [expanding our Four Keys](#) cast member training to include the key of Inclusion. This fifth key works alongside Safety, Courtesy, Show, and Efficiency to allow not only our guests, but all of you the opportunity to see yourselves in the stories we tell and the culture and environment we strive to create for everyone. I believe it is important to continue our work for a more inclusive and diverse future, and I am pleased to announce the Magic Mirror initiative. Magic Mirror will be an extension of our commitment to diversity and promises that nobody's story will be left untold.

Everyone Has a Voice

Last year, we launched our new program, [Reimagine Tomorrow](#), to inspire and spark change to ensure that the stories we tell reflect the diverse world we all live in. We want everyone from all backgrounds to feel heard, feel seen, and, most importantly, know that their lives and cultures matter. Storytelling is powerful and we have an obligation to share the stories that impact how people see themselves and others. With this program came the promise that 50% of regular and recurring characters from Disney content will come from underrepresented groups. To achieve this, we want to be able to learn more about the stories that have yet to be told, which is why I want you to take a look in the Magic Mirror and share with me your story. Your stories will be brought to life and reflect the many backgrounds

and cultures we have yet to see on our screens. The goal of Magic Mirror is to allow anyone to tell their stories in a new and much more interactive way. We want to include everybody in every facet of the Walt Disney Company and that starts with expanding our knowledge and understanding of cultures around the world. We are giving everyone a voice in the creation of future Disney content.

The Magic of Storytelling

Films have the power to inspire change. We created the [Disney Launchpad: Shorts Incubator](#) program to allow writers and directors from underrepresented backgrounds the opportunity to produce short films. These creators get the chance to serve as mentors to Disney executives and learn about the entire process of short film production. We have already released our first season of Disney Launchpad short films on Disney+ for everyone to experience the unique stories that need to be told. I am very excited for season 2 with a whole new set of shorts that I know will resonate with many of you. With Magic Mirror, we plan to open that door to everyone. We hope to pair people from all walks of life with experienced screenwriters to bring their stories to life, so that they, too, can put their words to paper with a sprinkle of Disney magic. I look forward to working with every one of you to further contribute to The Walt Disney Company's legacy, and I hope you will join me in creating an even more diverse and inclusive future that we all deserve!

Bob Chapek
CEO, The Walt Disney Company

Magic Mirror: You Have a Voice in a More Diverse Future

Benjamin Katz, author



Last week, Bob Chapek, CEO of The Walt Disney Company, introduced Disney employees to the Magic Mirror initiative, a campaign that will act as an extension to [Reimagine Tomorrow](#) and the company's commitment to creating a more diverse future where everyone is included. Chapek explained a few ways that cast members will be able to personally get involved by sharing their own unique stories and what makes them who they are.

Take Some Time to Share Your Story

First, Chapek wrote about the importance of actually learning about the cultures and the groups of people around the world who have been underrepresented in media. He is calling on the diversity of Disney itself and all of us to write and talk about who we are and how we have not seen ourselves on the screen. Our stories will influence future Disney general content and incorporate what is learned to make us feel more seen. We should expect an e-mail with the proper channel to do so in the coming days. That channel will most likely be one within Disney Hub, the cast member portal, so make sure you do not miss this e-mail! This is a massive campaign for giving us a voice and a hand in creating characters that resonate with us in ways we have not seen before.

Social Media Impact

The Walt Disney Company plans to create a new account, @TWDCMagicMirror, across all social media platforms to share the stories of cast members across the

company. Disney wants to highlight the level of diversity that exists within the company to resonate with users and inspire them to join a new trend of speaking out about what they want to see in future media to truly feel seen. Seeing yourself in a movie, or a tv show, is the main goal of this campaign and all efforts of inclusion because Disney wants everyone's lives to be reflected on the big screen in ways that have never been done before. We are going to give children the experience of seeing themselves in the characters that are made, an experience that many parents did not have growing up. This is the start of a brand new world where we all fit in and feel seen and heard.

Employee E-mail

Subject: Leaving No Story Left Untold with Magic Mirror

Everyone,

Last week, CEO of The Walt Disney Company, Bob Chapek, introduced us to the Magic Mirror campaign. Our goal with this campaign is to expand on our mission and commitment to diversity and inclusion all across the Walt Disney Company brand.

Last year, Reimagine Tomorrow began with a promise to create more underrepresented characters. We want to ensure this goal comes to fruition, which is why we want *you* to get involved! Have you ever felt that there were no characters that really resonate with who you are and the magic that makes you who you are? Share your story with us!

We plan to launch @TWDCMagicMirror across all of our social media channels and would love to share your stories. Your culture will influence the future of our content moving forward for a more inclusive Disney future.

Attached is a link you can use to write a short description of your culture and the traditions that come with it. Please let us know if you would like to have a hand in creating more diverse content inspired by your own lives that could connect with a large audience!

Join us in seeing your lives reflected in the Magic Mirror,

The Walt Disney Company

Social Media Post Samples

A tweet from @Disney introducing a new Twitter account @TWDCMagicMirror:

Magic Mirror on the wall... share your stories, culture and all. See yourself on the big screen like never before with new media and content inspired by YOU. Follow @TWDCMagicMirror across all social media platforms for content pertaining to our mission for a more inclusive future

A tweet from @TWDCMagicMirror:

Welcome to Magic Mirror, The Walt Disney Company's new initiative designed to learn about underrepresented people and culture as inspiration for future Disney content. Ever felt connected to a character who looks like you? Tell us about it using #MyLifeReflected and #MagicMirror!

A LinkedIn post from the Magic Mirror account:

Over the next few months, we will be sharing stories with all of you from many cast members and other employees all across The Walt Disney Company. They have all chosen to get involved and REFLECT on their experiences working for the company. Stay tuned!

Press Release

FOR IMMEDIATE RELEASE

The Walt Disney Company Launces ‘Magic Mirror’ Diversity Initiative

Thursday, July 9, 2022 11:00 pm

BURBANK, Calif.-The Walt Disney Company (NYSE: DIS) announced ‘Magic Mirror,’ a new diversity initiative, today on Twitter. The initiative is designed to be a more interactive campaign that is promised to influence the way future Disney content is created with the viewer in mind.

“We want to give more of a voice to the viewers, the ones who truly connect to our shows and films, in the creation of future content,” said Bob Chapek, Chief Executive Officer, The Walt Disney Company. “We all deserve to be seen and recognized and given the ability to see characters that look like us. We have seen before the power and the responsibility we have in giving that experience to our younger generation, an experience their parents did not have growing up but want their children to have.”

Chapek revealed the plan for a launch video to be presented at this year’s D23 Expo, the Disney fan event that is being held at the Anaheim Convention Center this year from September 9-11. He also hinted at his appearance at the event.

The goal of this campaign is for Disney to connect with its audiences in ways like never before to demonstrate their willingness to listen and learn from consumers about stories that have not been told. ‘Magic Mirror’ comes as an extension to various diversity efforts from the global media giant, including last year’s launch of ‘Reimagine Tomorrow,’ an initiative with the promise that 50% of regular and recurring characters across Disney General Entertainment scripted content will come from underrepresented groups. At this point, Disney is tripling down on their commitment to diversity and proving that they are the frontrunner to inclusive representation in media and entertainment.

For more information on ‘Magic Mirror,’ be sure to follow the new social media account, @TWDCMagicMirror across all social media channels.