

Fighting Food Insecurity with #MickeyMeals

The Walt Disney Company

Benjamin Katz

University of Florida

Online Master's in Mass Communication

PUR6509: Public Relations Measurement and Evaluation

Professor Krueger

December 7, 2022

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## #MickeyMeals Executive Summary

#MickeyMeals is a proposed communications campaign designed to have Disney utilize social media as a way to reach and engage with its target audiences, with the goal to increase potential customers. The following is a proposal that lays out Disney and its operations as a major entertainment conglomerate in the world. As a corporation, the bottom-line goals of the company are detailed along with the specific campaign goals of #MickeyMeals.

A situational analysis is conducted to highlight how well Disney performs in comparison to its competitors and the opportunities that exist to allow the brand to continue growing.

In addition, the campaign proposes strategies and tactics that would assist in achieving the goals that #MickeyMeals will set and how they would bring Disney success. This proposal also includes an analysis of the target audience segmentations that the campaign would appeal to while recommending various media to connect to them and encourage participation and engagement. Appropriate tools are recommended for the brand to utilize to create content for the campaign and track its progress and how well it benefits the overall strategy. The specific metric and key performance indicators are outlined, which the campaign would develop a dashboard for to track success with. Finally, projected costs of the campaign and how results will be evaluated are discussed.

### *Client Overview*

Walt Disney started the Disney Brothers Cartoon Studio with his brother, Roy, back in 1923. His first creation was *Alice's Wonderland* (The Walt Disney Company, n.d.-a), which was a series about a girl in a cartoon world. A few years later, Walt decided to move into cartoon only series. He created the character, Oswald the Lucky Rabbit, but found out that he did not

own the rights to the character; his distributor did. From then, Disney wanted to own everything he created. After losing Oswald, he had to come up with a new character. That character went on to become the iconic character everyone knows, Mickey Mouse. From there, Disney went on to create *Snow White*, the brand's first animated full-feature film, *Treasure Island*, the company's first live-action film, and the *Mickey Mouse Club*, its popular children's series. Walt Disney eventually wanted to branch out into amusement parks, and that is where the idea of Disneyland came to be. The first Disney resort in Anaheim, California, was founded on July 17, 1955. The Walt Disney Company (Disney) continued to grow as an entertainment company ever since. The company now operates six resorts, including one in Tokyo and in Paris. It also owns various companies (The Walt Disney Company, n.d.-b) from Disney+ and Hulu, in the streaming industry of media distribution, to ESPN and ABC News, in the sports and news categories respectively. Through its mission statement, Disney seeks "to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company" (The Walt Disney Company, n.d.-c).

### *Disney's Bottom-Line Goals*

Companies have bottom-line objectives that drive their strategic decision making. Campaigns are built around these goals in mind because they are what the brands want to achieve overall from them. Three of Disney's bottom-line objectives are the following:

1. To generate revenue
2. To increase brand awareness and reputation
3. To generate leads of potential consumers.

Many companies have the goal of making money through selling goods and services. Disney is no different and does so as a leader of storytelling. As a large organization, Disney generates revenue through various means, including ticket sales to its parks and resorts and product sales of merchandise sold in-store and online at shopDisney.com.

Customers tend to do business with companies they trust. Disney has made a name as a highly reputable brand, but it must continue to build awareness to continue building relationships with its consumers in order to grow. The company is known for its work with Make-A-Wish, which began over 40 years ago. Disney has since granted over 145,000 wishes (The Walt Disney Company, 2021) for children all over the world. Not only does the brand do good by partnering with nonprofit organizations, but it also positions itself as a company with beliefs and values that align with its target audiences as a result. According to Edelman (n.d.), 58% of stakeholders buy or advocate for brands based on those ideals, so Disney must continue to lead by example as a brand that cares about its social responsibility.

An increase in brand awareness and reputation also directly impacts Disney's goal of generating leads of potential consumers. Through efforts of becoming a leader in the entertainment industry, the brand creates content to tell stories and content that appeals to its audiences. In 2021, the company launched its Reimagine Tomorrow initiative to amplify underrepresented voices and stories (The Walt Disney Company, n.d.-d). The diversity campaign was designed to appeal to people who were not always represented in film and television. Telling these stories allowed Disney to reach more consumers and convert them into customers of Disney content. Utilizing social media, Disney can reach even more people directly in ways that will encourage them to want to do business with the brand.

*#MickeyMeals Campaign Overview*

This year, Disney and Feeding America celebrated 10 years of their collaboration to provide produce for families struggling with food insecurity. The partnership secured more than 2.1B pounds of fruits and vegetables in the 2021 financial year (Feeding America, 2022). With 2023 being the 100<sup>th</sup> year of Disney, there is an opportunity to take advantage of the major milestone by doing more good for combating hunger in the United States. Through the utilization of social media and the power of user-generated content, the company can drive engagement and product purchases with a new communications campaign, called #MickeyMeals.

#MickeyMeals is a social media-focused initiative designed to encourage users to interact with Disney content across major platforms in exchange for donating money to Feeding America. Through various content and media, Disney will inspire users to share images and videos of themselves making brand-inspired shapes out of food. With the inclusion of #MickeyMeals in the social media posts, Disney will donate \$5 for every post, up to a total of \$1M to Feeding America. As the 100<sup>th</sup> anniversary of The Walt Disney Company is on October 16, 2023, the campaign will occur throughout the month of October 2023.

#MickeyMeals is inspired by a combination of two past campaigns from Disney: #ShareYourEars and #HealthilyEverAfter. #ShareYourEars started in 2015 to donate money to Make-A-Wish by encouraging users to share pictures of themselves wearing Mickey ears, the iconic Disney accessory. The social media strategy garnered 420 million social media impressions and yielded a 554% increase in engagement in 2015 (Disney, n.d.), and in 2018, Disney donated \$3 million to Make-A-Wish (Smith, 2018), when it ran alongside Mickey's 90<sup>th</sup> birthday. By running #MickeyMeals alongside the 100<sup>th</sup> anniversary of the founding of the company, Disney will attempt to replicate the success of #ShareYourEars while incorporating

the healthy eating theme of #HealthilyEverAfter to encourage people to purchase tickets and passes into Disney parks and resorts, as well as new merchandise created for the campaign, all while doing good and educating the brand's audiences on the importance of combating food insecurity.

## Disney Situational Analysis

### *Competitors and Market Share*

Disney is a major company that operates across multiple industries, between entertainment and media and theme parks. The brand also occupies the news and sports spaces. Disney's major competitors in the film and television industry are Comcast, Sony, Time Warner, and Paramount (previously ViacomCBS). In the theme park industry, Disney's competitors are Six Flags and Universal Studios. In the newer industry of streaming, its competitors are Netflix and Amazon (Segal, 2022).

Each competitor rivals Disney as it pertains to the content that is put out and the experiences that consumers get with each company. One major example would be children's television content. Paramount owns Nickelodeon, a tv channel that has long been a rival to Disney's Disney Channel.

Disney's market share was at about 4.31% after Q4 in 2021, compared to Apple Inc.'s 24.36% market share. With #MickeyMeals, Disney hopes to occupy a higher share in the market through better brand awareness and reputation. By impacting how audiences think about the brand and recognize the company's dedication and commitment to its stakeholders and social responsibility, Disney can encourage more people to purchase tickets into its theme parks and lead to more subscribers to its owned streaming services of Hulu and Disney+.

### *SWOT Analysis*

Disney has many strengths that help it stand out as a major business in the entertainment and theme park industries. It has become a household name over the years, even with Disneyland Resort in Anaheim, California, being dubbed the Happiest Place on Earth. The organization also



owns many subsidiaries, so Disney is present in various spaces in general entertainment media creation and distribution. Furthermore, Disney is known for its commitment to people and sharing the stories of underrepresented voices. They further demonstrated this with the Reimagine Tomorrow initiative. As a result, Disney is a frontrunner in diversity and inclusive storytelling (UC Annenberg, 2020).

As for weaknesses, many companies face challenges internally that can impact their performance. The brand gains negative publicity quite often, including recently when the former CEO, Bob Chapek's response to the Parental Rights to Education bill in Florida. This led to major backlash and questioning whether the brand cares about its consumers and employees. Disney also gains most of its revenue in the United States despite having operations in many countries worldwide. Furthermore, Disney has a limited number of theme parks, which limits the experience for people across the globe. Ticket prices are also too high for many consumers. On the social media side of communications, Disney only really markets newer releases and is lacking on promoting older content to its audience.

Disney, though having worked with Feeding America for years, has an opportunity to strengthen the relationship with the nonprofit and do more good. This would better position the brand as one that is more caring of those who are struggling to make ends meet and put food on the table. Also, 2023 marks the 100<sup>th</sup> anniversary of the founding of the company, which presents Disney with the opportunity to celebrate by having users engage with the brand on social media in exchange for making a difference. The event could garner a lot of conversation and lead in share of voice amongst Disney's competitors. As social media is a prevalent means to connect with target audiences, Disney could utilize it more as a tool of building relationships

with its consumers. People are online and companies can reach them more directly now with social media.

The covid 19 pandemic is still going on and already impacted Disney through the closure of its theme parks for a long period of time. It led to a loss of revenue because they couldn't operate. The increasing political polarization in the United States has also impacted audience perception of the brand. The current political climate has affected how people perceive the company. Furthermore, Disney faces a lot of competition in multiple industries in which it operates. Finally, climate change continues to be a threat for the theme park operations, such as when California suffers from a heat wave, which keeps residents and vacationers from visiting.

The following is a table outlining a SWOT analysis of Disney that is meant to break down the overall performance of the company:

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>Disney is one of the largest conglomerates in the world</li> <li>Disney is a household name</li> <li>Owns many subsidiaries, like ESPN and ABC</li> <li>Disney is the frontrunner in inclusive storytelling</li> </ul>	<ul style="list-style-type: none"> <li>Negative publicity, such as the company's response to the Parental Rights to Education bill in Florida.</li> <li>Most of Disney's revenue comes from the United States</li> <li>Limited number of theme parks</li> <li>Lack of marketing and promotion</li> </ul>	<ul style="list-style-type: none"> <li>Building a stronger relationship with Feeding America, with whom Disney has collaborated for many years</li> <li>100<sup>th</sup> anniversary of the founding of the company can lead the public conversation in 2023</li> </ul>	<ul style="list-style-type: none"> <li>The Covid 19 pandemic impacted operations of the theme parks greatly</li> <li>Political polarization led to bad publicity</li> <li>Major competitors, like Apple and Netflix in the streaming space</li> <li>Climate issues impact theme park operations</li> </ul>

<ul style="list-style-type: none"> <li>• Disney's Reimagine Tomorrow initiative, shares stories that appeal to many people outside the United States.</li> </ul>	<ul style="list-style-type: none"> <li>• Only really markets newer releases</li> <li>• High price of theme park tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Stronger social media presence to engage with audiences directly</li> </ul>	
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## #MickeyMeals Campaign Proposal

### *Strategies and Tactics*

#MickeyMeals will utilize three main campaign outputs. As the campaign is a social media-centric one, a lot of content will be created on the three major platforms: Instagram, Facebook, and Twitter. Content will include images and video of foods in various shapes that are relevant to the Disney brand, such as pretzels sold in the theme parks that are shaped like Mickey ears. Each post will include #MickeyMeals to encourage users to share with the hashtag. This will help to track how many people are utilizing it, which will directly impact how much money is donated from Disney to Feeding America. Posts about progress of the campaign will also be created to inform users of how much money is being donated as a way to inspire more users to want to help out with the simple task of posting an image to social media.

Blog posts will also be an integral part to #MickeyMeals. These blogs will educate people on the importance of eating healthy and the struggle that many face due to food insecurity. The idea is to influence how Disney's audience perceives hunger in the United States and position the brand as one that cares about doing good and helping those who struggle. Social

media content will include links to these blogs to increase engagement and traffic on Disney's website.

#MickeyMeals will also attempt to increase product sales through the creation of new campaign-exclusive merchandise. Shirts, hats, and other clothing and retail items will be designed and sold during the time the campaign runs. It will create a factor of limited-time products and take advantage of the exclusivity of the merchandise. Social media posts will include images of new products and links to new listings on shopDisney.com for the exclusive merchandise. The idea is to drive users to the online store to make purchases and show their support for the campaign, which is created to help people.

Below are a couple of sample social media posts that will be created to appeal to target audiences:

(Sample Instagram post)



(Sample Twitter post)



These posts are designed showcase popular snacks sold in Disney parks and resorts that are Mickey-shaped. This content will attempt to inspire users to share their own Disney shape

creations out of food with the promise to donate \$5 to Feeding America for each post, up to a total of \$1M.

### *Campaign Goals*

#MickeyMeals is created with three goals:

1. To increase Disney product sales by 25% by the end of October 2023
2. To build the Disney brand by tracking 200,000 uses of #MickeyMeals on social media by the end of October 2023, and monitor for user sentiment, aiming for at least 75% positivity rate
3. To increase Disney's social media followers across all platforms by 7% by the end of October 2023.

The proposed campaign's goals are designed to align with Disney's bottom-line objectives of generating revenue, increasing brand awareness and reputation, and generating leads, respectively. Increasing product sales directly aligns with generating revenue because Disney would make money from campaign-exclusive merchandise while helping a major nonprofit in its fight for ending hunger in the United States. By tracking the number of uses of #MickeyMeals and monitoring for sentiment, Disney can gain insight into how effective the social media strategy is and if changes need to be made regarding the messaging of the content. The company will also gain insight into how users perceive Disney and whether they can hit the goal of \$1M, which is directly impacted by how many users include the hashtag in their own content. Lastly, by increasing the follower count across Disney's social media accounts, the brand could reach more users when creating future content and potentially convert more people into customers of Disney products and visitors of the parks. Follower count has the potential to

measure the effectiveness of social media content and whether users trust the brand as a leader in social responsibility. These campaign goals are designed to achieve Disney's bottom-line objectives.

### *Relevant Public and Audiences*

While usually associated with children, Disney's main audience is actually people of all ages, with a focus on family (Start.io, 2022). The brand creates content that is ideal for families of all kinds between its general entertainment or parks and resorts experiences. As such, #MickeyMeals will target two audience segments: parents of young children and young adults who spend time on social media.

To personify the ideal consumer or participant in the #MickeyMeals campaign and easily remember and identify them, the following audience personas were created:

**Disney Dad Dan**—Dan is a married father of two children. He loves to spend time with his children by watching Disney general entertainment and content. He uses Facebook to connect with his family and friends and Twitter to stay up on news. With #MickeyMeals, Dan would share images of his children playing with their food to make Disney-inspired shapes, like Mickey ears.

**Park Photography Pam**—Pam is a young woman who enjoys spending time with her friends by visiting Disneyland Resort. She takes pictures of her meals and snacks at the park and shares them on Instagram to remember her trips and all the fun she has with her friends. She also believes in social causes and considers Disney a leader in social responsibility and diversity. As

the theme park is considered the most Instagrammed place in the world (Miller, 2019), #MickeyMeals will encourage her and her friends to share images of their Disney-shaped meals and snacks within the theme park, not only for fun but to contribute to a cause they believe in.

### *Recommendation of Media Choice*

As #MickeyMeals is a social media-centric campaign for Disney, we recommend utilizing blog posts to educate audiences on the importance of healthy eating and fighting against food insecurity. Those blog posts will be created for the campaign website and linked in social media posts from the brand with #MickeyMeals for users to engage with. This represents Disney's shared media. Posts to Twitter, Facebook, and Instagram will be created for the campaign with the goal of tracking 200,000 uses of the hashtag, which will directly impact how much money Disney donates to Feeding America. New content will be planned out a week prior to posting to Disney's accounts for a total of 2-4 social media posts per week that will include #MickeyMeals so that it is kept relevant to the campaign and accompanying links to the weekly blog post created or merchandise listings on shopDisney.com. By creating merchandise and blog posts, Disney would utilize its owned media to appeal to target audiences of the #MickeyMeals initiative. Finally, for paid media, Disney is expected to purchase social media advertising for the content created specifically for the campaign in order to reach more users that would encourage them to take action and converts those participants into consumers of the brand.

### *Recommendation of Communication Tools*

#MickeyMeals will utilize multiple social media tools to measure and track various metrics and determine whether the campaign is meeting its set goals.

Google Analytics would help track and monitor the website traffic, specifically for pages created for #MickeyMeals, such as blogs and merchandise shopping listings. With regards to the merchandise that would be created for the campaign, tracking the website traffic through Google Analytics would also give insight into how many people are clicking links on Disney's social media, or shared media, to Disney's owned media, or their website. Not only would this align with Disney's bottom-line objective of increased revenue, it would also align with their bottom-line goal of lead generation and conversion. This is because clicking the links demonstrates how engaged users are and then how they are impacted and influenced to visit a page and/or make a purchase.

Meltwater would help to track and monitor the social media content itself. This tool would track engagement and sentiment as it pertains to social media content created for #MickeyMeals. It would also help to track how many people are using the hashtag. High engagement rates are a focus of the campaign because of the fact that Disney donates money depending on how many people engage with the campaign by using #MickeyMeals. This will help build brand awareness and reputation based on the subject of the campaign, which is to support a great cause and get Disney's audiences to participate in an easy way. This aligns with Disney's bottom-line goals of building awareness and reputation of the brand.

SurveyMonkey would help track sentiment of audiences. Ideally, multiple surveys would be conducted in order to track the change in behavior and how people feel towards Disney. It is the whole purpose of outcomes; to change how people feel about a subject. In this case, Disney is attempting to change how people feel about the company and about the importance of combating food insecurity. SurveyMonkey can also provide insight into how well the social media content is working through creating surveys about whether people are engaging with it or



not. Furthermore, surveys allow companies to conduct quantitative research into audience behavior. So, it all ties back into quantitative vs. qualitative research as well as the different kinds of media laid out by the PESO model. SurveyMonkey would help Disney achieve its bottom-line objective of increased brand awareness.

Finally, Sprout Social would be utilized to manage social media content. It would help for creating the content for #MickeyMeals with the goal of appealing to the target audiences. This tool is helpful in managing any comments or other engagement that content created for the campaign receives, which helps to build stronger relationships with the target audiences of the brand. Through building a better relationship and reputation of the company amongst its consumers, #MickeyMeals will attempt to inspire users to take action in the fight against food insecurity.

Measurement tools are invaluable to companies because they are the key to analyzing whether campaigns are working or not with data.

### *Key Performance Indicators*

Key performance indicators (KPIs) are metrics that are meant to track and monitor progress of a campaign's tactics. The following are three main KPIs that are chosen to measure the success of #MickeyMeals throughout the month of October 2023, when the campaign would run:

1. Increase in product sales
2. Engagement
3. Social media followers
4. Sentiment

## 5. Website traffic

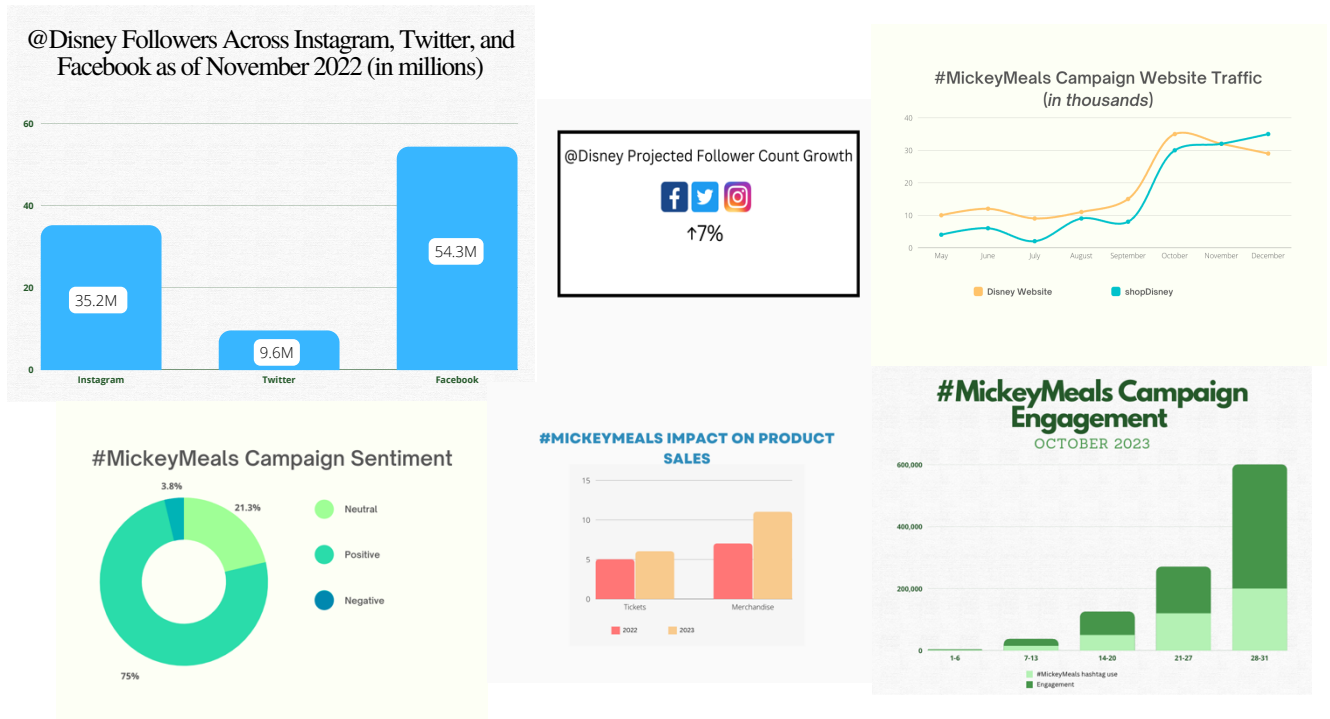
These KPIs are chosen to determine whether #MickeyMeals is achieving its goals or not for Disney. The brand would create new and exclusive merchandise that aligns with the message of the campaign. Thus, Disney would track the number of sales of the merchandise in-stores at Disney parks and resorts and online at shopDisney.com. The reason for this KPI is because it aligns with Disney's bottom-line goal of generating revenue. Simply put, most companies have the goal of generating money through the sale of goods and services that they offer. Tracking the increase in sales would demonstrate that the campaign is encouraging social media users to take action, particularly by purchasing merchandise or tickets to Disney parks and resorts. Along with product sales would be tracking website clicks because multiple posts on social media would include links to merchandise listing on Disney's online store. This would directly translate to the goal of an increase in product sales that #MickeyMeals has set.

#MickeyMeals is designed for Disney to donate money for every use of the hashtag in user content. The campaign's goal is to track 200,000 uses of the hashtag which would translate to \$1M donated. As such, tracking engagement is paramount to the success of the campaign because without knowing how many users are including the hashtag, Disney cannot know whether it has reached the goal set by the campaign. Furthermore, engagement also offers insight into whether the content created for encouraging users to participate in the campaign is effective or appealing to Disney's target audiences. Tracking engagement is also a way to achieve Disney's bottom-line goal of brand awareness. Then, defining positive engagement and then tracking the rate at which engagement is positive can provide insight into the sentiment towards the brand. In other words, by tracking sentiment, Disney can gain insight into how the company is perceived.

#MickeyMeals has the goal of tracking a positivity rate of at least 75% positive. It helps to determine whether the content is working.

With social media followers, the campaign projects a 7% increase in followers across Disney's Facebook, Instagram, and Twitter accounts. Not only does growing social media following help Disney to achieve its goal of building awareness and perception, but it also helps to generate leads, another of Disney's bottom-line goals. With an increase of followers, Disney can reach more and more users with its content, thus increasing the possibility of converting followers to consumers of Disney goods and services.

Below is a sample dashboard for what #MickeyMeals would be tracking for and monitoring throughout the month of October 2023 to determine whether the campaign is achieving its goals or requires changes:



*Benchmarks*

Measurement and evaluation of a public relations campaign is all about comparing results and success to different sources of information and success. Past campaigns and success create benchmarks for companies and brands to set as a reference point for where they want their level of success to be. Disney is no different; through the use of benchmarks, #MickeyMeals has a point of reference to compare its success and, thus, gains value for the company.

#MickeyMeals was inspired by Disney's #ShareYourEars campaign, which was designed to donate money to Make-A-Wish for every post that included images of people wearing Disney's iconic Mickey ear accessories. #MickeyMeals would then utilize #ShareYourEars as a benchmark for what it would want to achieve.

With regards to product sales, #MickeyMeals would utilize resources that speak to whether its goal of increasing product sales by 25% is attainable. One way would be to look at sales of unique merchandise in the past. One example that comes to mind are when Disney's California Adventure opened the Pixar Pier. The remodel of an area in the park brought the Pixar Fest, which saw a lot of new merchandise created specifically to celebrate it. Using this example and #ShareYourEars, Disney can determine where #MickeyMeals success should be and whether achieving its specific goals is possible.

For engagement, #MickeyMeals is trying to build off of the success that Disney had with #ShareYourEars. Due to the success of #ShareYourEars in 2018, Disney actually extended the campaign and donated a total of \$3M. As such, Disney has that benchmark to compare the efforts of its social media content for #MickeyMeals to. This includes the engagement level and the ability to track a total of 200,000 uses of the hashtag.

Lastly, social media followers as a KPI has a strong relationship with benchmarking. Followers are visible and allow companies insight into how well they are doing on social media compared to their competitors. With each social media campaign, Disney can look to its current follower count prior to the start of a campaign as a benchmark for how many followers the brand has been able to achieve. As increasing followers is a goal of #MickeyMeals, Disney has easy access to tracking the progress and impact of its social media content in converting social media users to Disney-specific followers. At the end of #MickeyMeals, the increase in followers—or decrease of followers if the campaign were hypothetically a failure—becomes the new benchmark, or point of reference for future campaigns to level against and compare to.

Overall, benchmarking allows Disney to compare the results and success of #MickeyMeals and future campaigns to determine how effective and impactful its efforts are. What's also important to note is that with new campaigns, Disney can set higher benchmarks and, thus, allows the brand to continue growing.

### *The Use of Data*

Big data points may include how many people make a purchase at Disney parks and resorts versus purchases made online. They all work towards the goal of increasing product sales for an overall increase of revenue, which is a bottom-line objective. It is a much more general point than the little data point of users who clicked a website link on a social media post that links to a product associated with #MickeyMeals. The difference is that tracking website clicks on social media is much more specific than overall product sales or gross sales.

Another big data point for #MickeyMeals could be how Disney conducts social listening. Since my campaign is social media-focused, it is important to monitor what people are posting

about Disney and saying about the campaign. A more specific, little data point could be positive versus negative sentiment posting. It is important for my campaign to identify what would be considered positive in order to properly measure whether my second goal was a success.

Monitoring for positive sentiment is paramount in tweaking any social media content put out for #MickeyMeals that is not receiving desired results of engagement and sentiment.

### *Cost of #MickeyMeals*

As #MickeyMeals is focused on donating money to Feeding America, the campaign plans to donate a total of \$1M, which aligns with a donation of \$5 for every post that includes the hashtag, capping at 200,000 uses. The campaign will also require social media managers to manage content and monitor engagement, so three employees will be hired at a rate of \$7,500 a month per employee for a total of \$22,500 for the month of October 2023. This aligns with a \$90,000 salary for social media managers working for Disney (Comparably, n.d.).

The tools that will be utilized for social media include Sprout Social, Google Analytics, Meltwater, and SurveyMonkey. The cost for Sprout Social is estimated at \$249 per month per user (SproutSocial, n.d.). The cost for Google Analytics 360 is estimated at \$150,000 for a year (FoundSM, n.d.). The cost of SurveyMonkey is estimated at \$75 per month per user (SurveyMonkey, n.d.). The cost of Meltwater is estimated at \$333 per month per user (Donda, 2022). The total cost of these tools is \$151,768.

Unique merchandise will be created for #MickeyMeals. \$2M will be allotted for the creation of various pieces of merchandise, such as shirts, hats, and other clothing and retail items to be sold in-stores at Disney parks and resorts and online on shopDisney.

As the campaign will take place during the month of October 2023, we project that advertising will cost Disney about \$5,000 per day between Instagram, Facebook, and Twitter.

The total cost of advertising #MickeyMeals on social media is estimated at \$465,000.

The campaign's expenses are estimated at a total cost of \$3,649,741 and are broken down in the table below:

### Projected Campaign Expenses — #MickeyMeals

CAMPAIGN EXPENSES		
Tools:		
	Sprout Social - 1 month, 3 users @\$249/month/user	\$747
	Google Analytics 360 - 1 year	\$150,000
	SurveyMonkey - 1 month, 3 users @\$75/month/user	\$225
	Meltwater - 1 month, 3 users @\$333/month/user	\$999
Employees:	3 Social Media Managers - \$7,500 per month per user	\$22,500
Donations:	\$5 per social media post with #MickeyMeals, up to 200,000 uses	\$1,000,000
Merchandise	various products to be sold in parks and resorts and on shopDisney	\$2,000,000
Paid Media:		
	Disney Instagram Ads (\$5,000 per day)	\$155,000
	Disney Twitter Ads (\$5,000 per day)	\$155,000
	Disney Facebook Ads (\$5,000 per day)	\$155,000
	<b><u>TOTAL EXPENSES</u></b>	<b>\$3,639,471</b>

The total cost of #MickeyMeals is offset by the projected revenue of the campaign. The total revenue is estimated at \$8,550,000 and is further outlined in the accompanying ROI report for #MickeyMeals. As a result, the campaign presents a total return on investment (ROI) of 135%, which translates to a profit for Disney.

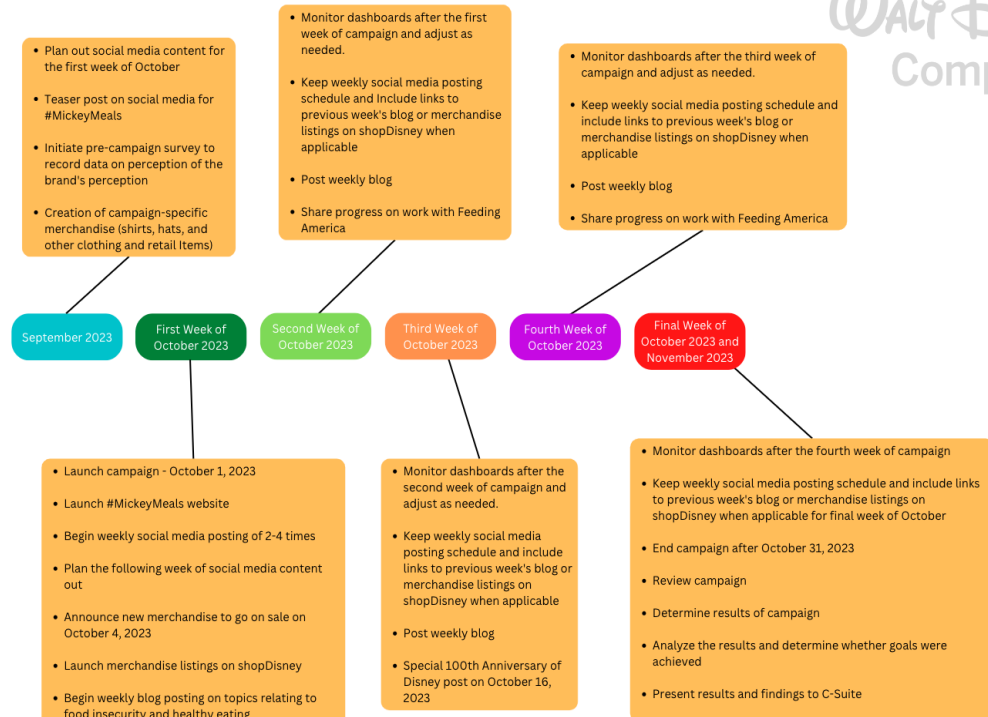
### *Timeline of #MickeyMeals*

The #MickeyMeals campaign is set to launch on October 1, 2023. Preparation for the social media strategy will begin in September 2023, when content will be planned out, including

a teaser post to Disney accounts for the campaign prior to its launch. Social media content will be created for a schedule of 2-4 times per week along with one blog post on the campaign's website per week, which would be about hunger and food insecurity in the United States. New merchandise for the campaign would be created prior to the month of October 2023 but will go on sale starting October 4, 2023. Furthermore, in the third week of October, a special post about #MickeyMeals will be created to coincide with Disney's 100<sup>th</sup> anniversary on October 16, which Disney expects will garner a lot of social media attention. Each week, we will monitor dashboards for metrics and KPIs to track progress of the campaign. In the fourth week of October, a post will be created to share the progress of the campaign and whether the \$1M donation goal was met. The campaign is set to end on October 31, and the month of November will have us shifting into analyzing results and reviewing the campaign for success and implications on the future of campaigns for Disney. As such, the results will be presented to the C-suite. The timeline is broken down below:

## #MICKEYMEALS CAMPAIGN

### Campaign Timeline





*Evaluation Process*

#MickeyMeals will attempt to achieve the three following campaign goals:

1. To increase Disney product sales by 25% by the end of October 2023
2. To build the Disney brand by tracking 200,000 uses of #MickeyMeals on social media by the end of October 2023, and monitor for user sentiment, aiming for at least 75% positivity rate
3. To increase Disney's social media followers across all platforms by 7% by the end of October 2023.

To evaluate whether the campaign is a success, Disney would analyze the results of its tactics and communication efforts. The projected revenue for #MickeyMeals is estimated at approximately \$8,550,000 total. Revenue related to the campaign is expected to be gained from four main outlets: merchandise sales amongst those who participate in the campaign, merchandise sales amongst new followers of Disney Instagram, Facebook, and Twitter accounts as a result of the campaign, ticket sales into parks and resorts amongst those who participate, and finally ticket sales amongst new followers.

The campaign projects that Disney will see a 7% growth of social media followers across its accounts and that 1% of those followers are projected to about \$25 on merchandise created. This comes from the average price of a shirt, which is a popular merchandise item, being estimated at about \$25 (Oliveros, 2021). Of the 200,000 hashtag use goal, the campaign projects 10% will spend an average of \$100 on merchandise. As for ticket sales, #MickeyMeals projects that 5% of those who engage with the hashtag and 0.2% of new followers will spend an average of \$200. This comes from an estimated \$200 price for a 1-day ticket to the parks and resorts (Disneyland, n.d.).

The plan to evaluate these results would be to measure the change in number of followers to determine whether #MickeyMeals met the goal of an overall increase of 7% across all three major social media platforms. For product sales, the company would measure the change in sales between September 2023 and October 2023 while also determining whether the projected revenue of about \$8,550,000 total was met, which is broken down in the accompanying ROI report. This will give Disney insight into how effective the campaign messaging and purpose was in appealing to the brand's target audiences. Furthermore, after defining positive sentiment of comments and engagement, Disney would measure how many of the 200,000 social media posts that use the hashtag were positive. Of course, the company would determine whether the goal of 200,000 uses of #MickeyMeals was met because it directly translates to how much Disney will donate to Feeding America. The result of how much money the company donates will be announced publicly as a way to share that user engagement led to meeting the goal. Finally, a final survey would be sent out to users asking them questions relating to how they perceive the brand after the campaign to determine whether their perception and awareness of the company changed as a result.

## Conclusion

#MickeyMeals is a campaign with the opportunity to build a stronger partnership between Disney and Feeding America. It is also a way for the brand to directly engage with its target audiences by utilizing social media. The initiative's projected ROI will translate to a profit for Disney through increased product sales, increased brand awareness and reputation, and increased follower count that will contribute to a larger reach for potential leads. By committing to helping support a cause that many care about in the United States, Disney has the ability to

position itself as a brand that cares about its social responsibility and takes action to prove its efforts. Disney is a major corporation with a lot of influence on its audiences, and it is the hope of #MickeyMeals to inspire people to contribute to the company's mission of sharing the voices and stories of the underrepresented. The actions consumers will take to learn about food insecurity and help Disney make a change in the country represent the impact that #MickeyMeals will have.

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