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Agency Overview



KBM Communication is a communication agency dealing in corporate communication, public relations, and brand management. At KBM Communication, it is our mission to ensure that our brands are communicating properly with external stakeholders. We accomplish this by focusing on strategic messaging, brand conversations, and brand re-imaging. We have three major goals:

1. Increase brand value
2. Maintain proper lines of external communication
3. Build stakeholder trust

KBM Communication understands that companies may find it difficult to achieve success in these three goals on their own, so that is where we come in to help them succeed. Our firm establishes consulting sessions, brand kit creation, and full integrated marketing campaigns for our clients. Our firm fully believes in creating opportunities on every level of a brand's image for the company we are working with.

KBM Communication was founded in April of 2021 by Kevin Black, Kalista Mitrisin, and Leanna Koutsoumbis. KBM Communication professionals are experts in extracting value from a brand through strategic and deliberate communication methods for brands. KBM Communication's number one mission for our clients is to ensure we increase their brand value, and set them up for continued success.

KBM Communication focuses on unique and emerging trends in the marketplace, most notably in the digital avenue. Utilizing new-age digital media tactics is at the top of the creative board for KBM communication professionals, as we look to help guide our clients into the new world of digital advertising. This can include, but is not limited to, implementing a updated and efficient social media plan to utilize the ever growing list of relevant and important social media sites for our clients to be present on, crafting and launching updated and technology advanced websites, and creating new-age digital media videos that can be cross utilized throughout multiple platforms.

Executive Summary

In this integrated marketing campaign for Disney Cruise Line, there were several factors that led us to decide on specific SMART goals for this campaign. Starting with an overview of our communication firm, KBM Communication, we allow an inside look into our firm's mission, tactics, and expertise. In addition, we have a thorough description of our client, Disney Cruise Line and its position in the current marketplace. Following that is a S.W.O.T analysis, a marketing analysis, a competitive analysis, and a service analysis. Next, we elaborate on the problem Disney Cruise Line faces and the opportunities attached. The target market, audiences, goals & objectives, and campaign strategy follows to talk about our campaign fully. Lastly, the IMC will discuss the overview of the evaluation. Concluding the IMC campaign is the appendices and references used for information.

About Disney Cruise Line

Disney Cruise Line is a leader in the Cruise Line industry that is focused on providing a magical experience for every guest. The company is a subdivision of the Walt Disney Company. Disney Cruise Line, pre-pandemic, utilized seventeen different cruise routes for its fleet of four unique cruise ships. Disney Cruise Line utilizes a unique magical experience on all ships of its fleet to bring the Disney magic to each guest. This is utilized through specialized Disney experiences throughout all four ships that are ever changing to meet the demand of the guests.

Mission, Slogan & Values

Disney Cruise Line's mission is, "Disney Cruise Line gives families dreams to wake up excited about, because when you sail with us, we can experience magic together" (Disney Cruise Line, n.d.). Disney Cruise Line's existing slogan is, "Dreams Come True on a Disney Cruise". Disney Cruise Line's values are as followed,

- Honesty
- Integrity
- Fairness
- Eagerness
- Willingness
- Sincerity
- Professionalism
- Courtesy
- Cheerfulness
- Respect

Unique Value Proposition

A unique value proposition (UVP) relates to the epicenter of a brand story. To further explain, a UVP explains, "the big 'why' behind the brand, beyond its profit margin" (Signorelli, 2014, p. 183). Disney Cruise Line wants guests to experience magic with its cruise line, ensuring that every day with their brand is a wonderful experience. Disney Cruise Line wants its guests to feel that they are getting an experience that is only possible with the company, and won't look elsewhere in the future. Disney Cruise Line's UVP would be, "Enjoy unique experiences with us, with magic at every turn".

Historical Highlights

Disney Cruise Line set off on its first voyage in 1998 with the Disney Magic cruise ship. Disney Cruise Line followed this by introducing the Disney Wonder into their fleet in 1999, creating sister ships carrying 1,754 passengers and utilizing 875 staterooms (Chrusciel, n.d.). The company operated these two cruise ships to success and introduced two more in the early 2010's to expand its fleet to four ships. Disney Cruise Line plans on introducing three new ships in the coming years to expand its fleet to seven unique offerings (Chrusciel, n.d.). All three of these ships will include a much larger model to allow for more guests on the ship. Comparatively to the 875 staterooms that are available on the current ships, the new three will have roughly 1,250 cabins to utilize.

Situation Analysis

S.W.O.T Analysis

Due to the current state of the 2021 Covid-19 pandemic, a SWOT analysis was required to highlight all elements of Disney Cruise Line's strengths, weaknesses, opportunities, and threats. A SWOT analysis is an important stepping stone to ensure that our IMC campaign can be effective and efficient. (See Appendix G)

Strengths

When determining strengths for Disney Cruise Line, the first major strength that protrudes is the brand recognition. Disney Cruise Line has the ability to utilize the Disney brand name to properly advertise themselves to cater to certain stakeholder groups. The Disney brand is among the leading brands in the world in terms of recognition, which will be a key strength to utilize. Additionally, Disney Cruise Line has an extensive budget to tap into being associated with the Walt Disney Company. Another major strength for the brand is the already practiced Covid-19 guidelines that are put in place. Having a great building block to establish and enrich a Covid-19 plan will be crucial to the success of the brand. The final and most important strength that the brand has is a strong sense of employee loyalty. Being able to utilize this strong sense of employee loyalty will allow for strong motivation from employees to ensure everyone is safe and having a magical time.

Weaknesses

An apparent weakness that the brand possesses is the lack of full decision making power. As a subsidiary of the Walt Disney Company, the brand has to go through hurdles to make major decisions and key issues, which can lead to delayed progress. Disney Cruise Line also possesses a slightly segmented target market as well due to the nature of the brand of Disney. Disney

Cruise Line is much more likely to be appealing to families and a younger audience, which unfortunately segments a large portion of the cruise ship demographic. The last, and most glaring weakness, is the decreased sense of brand loyalty due to the time not active from Covid-19. Operations have been stalled for well over a year now, and that will instill a lesser value of brand loyalty on stakeholders.

Opportunities

There is no larger opportunity for the brand than the new areas to expand to in an open post-Covid-19 landscape. All cruise ships are on an even playing field with having to adhere to Covid-19 safety measures and guidelines from the ports they operate out of. Being able to enter back into the marketplace with a strong showing provides a great opportunity for success. Playing off that, Disney Cruise Line has an opportunity to be an industry leader in Covid-19 safety. Showcasing Disney Cruise Line's prowess in handling regulations surrounding the pandemic can open doors to an increased market share in the competitive arena. The last major opportunity ties back to the large budget. The available budget allows Disney Cruise Line to integrate digital technology into their brand image to not only allow more Covid-19 safe environments, but also showcase its cruise ship offerings at a higher level pre-cruise.

Threats

Covid-19 presents the largest threat for the brand, as it has a grip on society. The fear that Covid-19 has on the brand's target audience presents a considerable threat that has to be considered when operating the brand's image. Regulations are always changing regularly in the cruise ship industry, but due to Covid-19 regulations are changing more rapidly and without any warning. To follow up on the regulations, restrictions with entering and departing from different ports and countries are also in flux at the moment due to rising and falling cases in each country.

Market Analysis

The cruise line industry has always been incredibly relevant in the overarching travel industry, but has been affected the most out of any sub-division. Other sub-divisions in travel still allowed limited opportunities for travel, but with the cruise line industry, it was completely halted and shelved. Prior to Covid-19, the cruise line industry was reaching new heights and many companies were continuing to expand to different ports and routes, and expanding its cruise ship fleets. Now that most of the United States is beginning to open back, this allows an opportunity for the cruise line industry to re-enter the market place. Unfortunately international cruise ship travel is not back as of yet, the market allows for domestic and Caribbean style cruise routes to be utilized to service the guests.

Competitive Analysis

The cruise line industry is constantly evolving and is extremely competitive. More and more people have the desire to travel. There are a few competitors that Disney Cruise Line competes with including; the Royal Caribbean, Crystals Cruise, Princess Cruise Lines and Holland American Lines. All these competitors generate far less revenue than the Disney Cruise Line. As highlighted in our S.W.O.T analysis, Disney Cruise Line allows for a unique experience and an already established Covid-19 protocol in place. This is crucial to the success of a cruise line in a post-Covid-19 industry where consumers are fearful of the disease. This allows Disney Cruise Line to have a step up on its competitors in the marketplace.

Service Analysis

Disney Cruise Line offers a similar service to all guests of the cruise line, a magical experience. There are other cruise lines that claim similar services, but none offer the same style of magic that Disney Cruise Line possesses. In addition, no other cruise line is as prepared to utilize Covid-19 regulations due to the brand's budget and preparedness. Disney Cruise Line utilizes its pre-existing Covid guidelines that are established at the parks to ensure that the guests are safe. This includes utilizing a mask mandate at all times except for during dining and water activities. In addition, Disney Cruise Line would institute a halt on all buffet style meals on the ship, and instead substitute with plated meals to ensure that customers are not exposed to potential Covid-19 spreading. All food will be accessible through QR codes throughout the ship, to ensure that paper menus are not being cross-utilized by multiple guests. Disney Cruise Line's current policies surrounding cleanliness will allow for a smooth and efficient transition to ensuring proper cleaning guidelines to prevent Covid-19 spread.

Problem Statement

Due to the Covid-19 pandemic, the cruise ship industry has taken a huge hit from countries and ports implementing new and ever changing regulations on travel. Due to these restrictions, all companies within the industry have experienced a halting of its service for over a year. Uncertainty has plagued the entire industry when it comes to protocols, regulations, guest safety, and travel. When cruise lines are available for service once again, it is expected that consumers will be fearful of the disease still, and may not be ready to get back onto a ship that is very much unknown.

This prevents a problem for all in the industry, but Disney Cruise Line is in a perfect spot to emerge as the marketplace leader. By crafting unique and comprehensive Covid-19 communication with its stakeholders, the door is open to instill confidence in the brand, rather than the fear that is present with Covid-19. Disney Cruise Line has potential to offer a state of the

art Covid-19 safety platform to showcase its commitment to being a leader in the industry in taking care of its guests.

Target Market & Audiences

Disney Cruise Line's target market is primarily families who are looking to enter back into the cruise ship industry marketplace. The primary audience is the families of children between the ages of five and seventeen years old. The secondary audience of this campaign will be the non-family cruise ship demographic, who are looking to go on a cruise, rather than just looking at a Disney cruise. Disney Cruise Line will focus its efforts in large markets throughout the United States through different Paid, Earned, Shared, Owned (PESO) media. It is important for Disney Cruise Line to utilize these channels to insure the company can reach all stakeholders who are present in the primary and secondary audience selections.

Goals & Objectives

Disney Cruise Line has faced significant decline in stakeholder engagement since its temporary suspension of operation. However, with reopening approaching quickly, it's necessary to ensure strategic tactics are used to maximize opportunity. It is necessary that Disney Cruise Line focuses on implementing S.M.A.R.T. objectives to ensure that they are specific, measurable, attainable, realistic, and timely. Our first primary objective is to create a newly instilled sense of trust and guidance. By reconnecting with its stakeholder groups, Disney Cruise Line can maximize and market newly instated safety guidelines. Our firm suggests that this objective is measured from the time of the launch of deliverables, July 1, to the end of the calendar year. Initiating and maximizing efforts to keep shipmates safe while still enjoying the luxuries of Disney Cruise Line will provide the cruise line with an opportunity to drive market lead. The focus should be on the immediate market, families, in the United States. The outcome of this goal should be to ensure that we limit, or even nullify, the spread of Covid-19 on our ships, and ensure that every guest feels safe on board the ship.

In addition, our second primary goal is focused on ensuring that the Disney Cruise Line brand is still in place, and building off of it, rather than replace it. It is important that this campaign utilizes Disney Cruise Line tactics from previous campaigns to ensure that loyal guests do not view the brand changes as a changing of the company, but rather an elevation of the company. This objective should be measured specifically by customer survey and customer feedback throughout the planning, executing, and post cruise experience. This objective should also be measured during the same time frame of the first objective, July 1 through the end of the calendar year. Through all of the deliverables Disney Cruise Line will be able to reach its objectives of creating a newly instilled sense of trust and guidance, and remaining true to brand image.

Campaign Strategy & Tactics

In order to rebuild trust that Covid-19 has tarnished, KBM Communications has strategically constructed necessary structure and implication to utilize. Through the use of various media channels, Disney Cruise Line can set forth a new set of initiatives that will work towards creating a consistent message and value set. Ultimately, efforts put forth will help to further brand identity while recovering stakeholder relations to increase cruise line sales. The deliverables utilized through this campaign are as followed:

- Newly Created Website and Covid-19 Landing Page
- Press Release
- Multimedia Ad
- Two separate Social Media Campaigns

Creative Strategy

Through strategic messaging and visual appeal, Disney Cruise Line can leverage perception. Not only will capitalizing on safety work to rebuild trust among stakeholders, it will drive Disney Cruise Line as a market leader through proper initiatives and values. This strategic analysis works off of a consumer-oriented approach, capitalizing on molding stakeholder perception through ideologies that better build brand image. With one overarching statement to invoke: “Experience Magic Together”.

Our ultimate message will work to build perception into the idea that we still can experience magic together, and make dreams come true. This will be achieved through implementing proper safety guidelines to maximize health and prioritize guests.

Creative Briefs

We started by analyzing overall messaging scheme and strategy, which then was further executed and consistently branded through the unique set of deliverables constructed. We crafted a specific set of briefs to guide all of our deliverables:

Problem: Disney Cruise Line has been halted due to Covid-19 restrictions, stakeholders are scared to travel due to the fear of getting sick.

Target Audience: Our primary stakeholder group holds focus on family households with children ranging from ages 5-17. Our secondary scope of target reach is guests who are interested in the cruise line experience, but may not have a family.

Opportunities: Become the leader in the cruise ship industry by utilizing effective and efficient Covid-19 safety guidelines to instill confidence in our stakeholders.

Vision Board: Highlighted in Appendix B, this strategic vision board was created to capitalize efforts and maximize efficiency. By configuring a visual that better detailed circumstances of climate, as well as necessary actions, we were able to frame a unique story that stuck to pre-established brand identity, but implemented key visuals and messaging to recreate feelings of trust and drive to take part in a Disney Cruise.

Creative Executions

The Disney Cruise Line Logo (Appendix C) works to keep some consistency in brand image in order for pre-existing recognition to be made. The color scheme which allows for stakeholders to make instant connections. However, the change in design better signifies its strides towards changing and adapting for the better. The new logo has been designed and implemented throughout marketing efforts in order to capitalize on consistency.

After the unique rebrand of Disney Cruise's logo, the website (Appendix D) was redeveloped in order to maximize information sharing, and newly adapted protocol. Ultimately, the website works to create a solid foundation for the Company to utilize to maintain a solid foundation of information sharing to ensure that the guests always know what is going on with the protocols. Capitalizing on Covid circumstances, current travels plans, and safety implications will set way for the rest of the content which will be shared through a unique set of media channels, yet filtered through webpage to maximize cohesion. The website will be re-visioned on July 1, the same day as the rest of the campaign is implemented.

Following the website, a press release highlighting the strides in which Disney is taking in order to open safely is vital. Not only does this press release (Appendix E) highlight the fleet which will hit waters in reopening, but it capitalizes on direct messages from leadership themselves. By reinstating strides in safety while holding Disney Cruise Line name strong, the press release sets principle into Disney's strides to create the best experience possible for consumers.

Working cohesively with the campaign initiatives, our Multimedia Ad was configured by first creating a vision board that gives insight into the climate and current standing of the company after Covid hit. Next came a strategic script that was used to build and conform the story at hand. Through creative strategy, the Multimedia Ad was able to embody a bigger

message of safety and security, while creating a unique story element that highlights the opportunity and experience given when cruising with Disney.

A series of social media posts (Appendix F) is necessary in order to continuously and consistently reach target scopes. Through working to develop a series of social media posts, Disney Cruise can utilize unique and specific messaging that embodies new motive while reaching a public audience on channels such as Instagram and Facebook.

The first set of social media deliverables will be released on July 1, the same day as the beginning of the entire campaign. These posts will focus on letting Disney Cruise Line's target market know about the entry back into the marketplace, and give them an opportunity to win two free tickets to the opening voyage back. We decided to implement this to draw up attention around the re-opening and re-visioning to ensure we can gain traction through our social media. The second set of deliverables focus on our control over the Covid-19 pandemic. These posts will elaborate on where guests can find all of the information regarding Disney Cruise Line's response to the Covid-19 pandemic, so they can feel secure in booking a cruise with the company.

Media Strategy & Schedule

Starting July 1, the creative campaign will be launched throughout all of the mediums. The major keys of July 1 will be to implement the first of the social media campaigns showcasing that Disney Cruise Line is back, and showcase a chance to win a free trip via Disney Cruise Line social channels (Facebook, Twitter, Instagram, TikTok). In addition, the campaign's website will be launched, with all of the new relevant information being included, most notably the Covid-19 landing page. The press release will be launched through the earned media channels to hit the consumers who want a formal announcement on the plans of Disney Cruise Line. The last major part of the campaign that will be implemented on July 1 will be the launch of the multimedia ad. The multimedia ad will be featured throughout different paid and owned media channels such as Disney Plus, Hulu, YouTube, etc.

Using all different metrics of reach throughout the campaign's deliverable are crucial to have the outreach to the target market that is intended. Using social media will make it available for stakeholders to have direct communication through these networks to ask questions and receive answers. The website plays on this as well, as it will be utilized to be an information hub for guests to ensure that they know all the details surrounding Disney Cruise Line, and if not, have an avenue to ask through the contact us page. The last two, the press release and the multimedia ad, look to focus on ensuring guests through traditional media and written channels of the new updates for the cruise line. Through the media strategy, we aim to engage, educate, converse, and define what Disney Cruise Line is doing to be the leader in the field.

Evaluation

Monitor & Control

Disney Cruise Line will be able to monitor the success of this campaign through two different avenues, through cruise ship ticket sales, and the Covid-19 numbers on board. With the roll-out of the return of the brand, and the brand's Covid-19 safety messaging, Disney Cruise Line can expect to see a return to a sense of normalcy for the brand's sales metrics. The brand can track the effectiveness throughout multiple different metrics. Disney Cruise Line will be able to measure and monitor the effectiveness through how many hits the new website receives, how many new tickets are bought through the new website, and how many people are directed to these pages through their social media posts.

ROI & KPIs

In order to effectively determine the proper return on investment (ROI) for this IMC campaign, several factors need to be considered and evaluated. Disney Cruise Line can track the ticket sales for the first few weeks of the campaign, to see if guests are coming back in droves for the cruise line post-pandemic. Disney Cruise Line can compare the numbers of tickets sold throughout these few opening weeks, and compare them to a three-week period in 2019 to see how closely they align.

In addition, Disney Cruise Line should track and evaluate the three unique hashtags that were utilized throughout both spectrums of the campaign, to check how much its messaging is spreading through electronic word of mouth. These hashtags include, #Disney, #Cruises, and #ExperienceMagicTogether. The first two will be focused on the monitoring of how much Disney Cruise Line traffic is throughout these hashtags, while trying to lure guests in that may be looking at overarching hashtags. The last hashtag, #ExperienceMagicTogether, will be the focus of how much a conversation is building around Disney Cruise Line. The last major ROI that needs to be addressed is the amount of website usage by the guests. With the website implementing different guest feedback tactics, Disney Cruise Line should be able to utilize these to measure the ROI of its rebranding techniques.

Moving past ROIs, key performance indicators (KPI) need to be put into place to determine the success of the campaign moving forward. The first major KPI that will be instilled is determining the percentage of market share. One of the campaigns major goals is to increase the brand's market share in a wide open industry. Tracking the KPIs of Disney Cruise Line's market share in 2019 comparatively to 2021 will be crucial to determining the success of the campaign. Additionally, the amount of website clicks per week will be able to assess how the Disney Cruise Line potential and current guests feel about the changes being made. As long as the new website's views and clicks are growing past the previous website, and remaining constantly above it, the campaign can be successful at achieving its goal of increased market share and customer trust.

Conclusion

Disney Cruise Line is one of the premier options in the cruise line industry. The company is known for providing a magical experience for families, while still providing unique and fun experiences for all ages and demographics. Due to the Covid-19 pandemic, the cruise line industry has had to take a back seat and wait until the pandemic was weakening. Unfortunately for the company many of its stakeholders still hold concerns regarding utilizing an industry such as its during a time of trial. Disney Cruise Line has a clear path to construct Covid-19 regulations and precautions to ensure not only the success of its efforts negating Covid-19, but also to secure a bright future for the brand. Utilizing this IMC plan is crucial to ensuring the company's successful re-entry as a top brand in the marketplace.

Number (in millions)	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
All children	47.3	48.8	50.5	52.1	53.9	55.7	57.5	59.5	61.3	63.1	64.5	65.8	67.1	68.4	69.7	69.7	69.9	69.9	69.9	69.8
Age																				
Ages 0–5	19.1	20.0	21.0	21.1	21.5	22.0	22.6	23.2	23.7	24.1	24.3	24.5	24.6	24.5	24.3	23.9	23.4	22.6	21.9	21.3
Ages 6–11	15.3	15.8	16.2	17.5	18.4	18.9	19.6	20.4	21.4	21.4	21.8	22.3	22.8	23.4	23.8	24.2	24.4	24.7	24.8	24.7
Ages 12–17	12.9	13.1	13.3	13.6	14.0	14.8	15.4	15.9	16.3	17.6	18.4	19.0	19.7	20.6	21.6	21.6	22.1	22.6	23.2	23.7
Number (in millions)	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
All children	69.8	69.8	69.4	68.8	68.0	67.2	66.3	65.5	64.8	64.1	63.7	63.2	62.8	62.6	62.5	62.6	62.9	63.1	63.2	63.5
Age																				
Ages 0–5	20.9	20.8	20.6	20.2	19.9	19.7	19.3	18.9	18.9	19.2	19.6	20.0	20.5	20.8	21.1	21.4	21.5	21.7	21.8	22.1
Ages 6–11	24.6	24.3	23.9	23.2	22.6	22.1	21.7	21.5	21.3	21.0	20.8	20.4	19.9	19.5	19.4	19.6	20.0	20.4	20.9	21.3
Ages 12–17	24.3	24.7	25.0	25.3	25.5	25.4	25.3	25.0	24.6	23.9	23.3	22.8	22.4	22.2	22.0	21.6	21.3	21.0	20.5	20.1
Number (in millions)	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
All children	64.2	65.3	66.5	67.6	68.6	69.5	70.2	70.9	71.4	71.9	72.4	72.7	72.9	73.1	73.3	73.5	73.8	74.0	74.1	74.1
Age																				
Ages 0–5	22.5	22.9	23.3	23.5	23.7	23.7	23.5	23.3	23.2	23.1	23.1	23.2	23.3	23.4	23.6	23.8	24.0	24.1	24.3	24.3
Ages 6–11	21.6	22.0	22.2	22.5	22.7	23.0	23.6	24.0	24.5	24.8	25.0	24.9	24.6	24.3	24.0	23.8	23.8	23.9	24.1	24.3
Ages 12–17	20.1	20.4	21.0	21.6	22.2	22.7	23.1	23.5	23.8	24.0	24.3	24.6	25.1	25.4	25.7	25.9	26.0	26.0	25.8	25.5
Number (in millions)	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
All children	74.1	73.9	73.7	73.6	73.6	73.6	73.6	73.6	73.3	73.0	74.0	74.1	74.3	74.4	74.6	74.7	74.8	75.0	75.2	75.4
Age																				
Ages 0–5	24.3	24.2	24.1	24.0	23.9	23.9	24.0	23.9	23.8	23.6	24.5	24.6	24.8	24.9	25.0	25.0	25.1	25.1	25.2	25.2
Ages 6–11	24.6	24.6	24.5	24.6	24.7	24.7	24.7	24.7	24.6	24.4	24.3	24.3	24.3	24.4	24.6	24.7	24.9	25.0	25.2	25.3
Ages 12–17	25.3	25.1	25.1	25.2	25.0	25.0	25.0	25.0	25.0	25.0	25.2	25.2	25.1	25.1	25.0	24.9	24.8	24.8	24.8	24.9
Number (in millions)	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049
All children	75.7	75.9	76.1	76.3	76.5	76.7	76.8	76.9	77.0	77.1	77.1	77.2	77.3	77.4	77.5	77.6	77.7	77.8	77.9	78.1
Age																				
Ages 0–5	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.3	25.3	25.3	25.3	25.4	25.4	25.5	25.5	25.6	25.7	25.7	25.8	25.9
Ages 6–11	25.4	25.5	25.5	25.6	25.6	25.6	25.6	25.7	25.7	25.7	25.7	25.7	25.7	25.7	25.7	25.8	25.8	25.9	25.9	26.0
Ages 12–17	25.1	25.2	25.4	25.5	25.7	25.8	25.9	26.0	26.0	26.1	26.1	26.1	26.2	26.2	26.2	26.2	26.2	26.2	26.2	26.0

B. Multimedia Ad Vision Board

https://drive.google.com/file/d/1NeqzfN8KO_tAJ5tcYmp_T3ElwqbpmMS7/view?ts=6086db11



DISNEY CRUISE 2021

A COMEBACK SINCE COVID

65%- April 2020

58%- January 2021

35%- April 2021

<https://www.destinationanalysts.com/insights-updates/>

Cruise Lines have been shut down since the start of the pandemic. However, Disney Cruise will be setting sail in the near future.

These percentages highlights perceptions Americans have held about travel since the start of the pandemic.

There has been a significant decrease in travelers feeling unsafe due to guidelines and vaccines

OPPORTUNITY:

Market Disney Cruise Line in a way that revitalizes the brand while ensuring travelers will have a safe and magical experience- lead the industry with positive initiative.

EXECUTION PLAN:

30 Second Multi-Media Ad

Disney Cruise Line will launch a brief multi-media ad that will work to revitalize spirit, and relieve the Covid-19 fatigue we have all experienced.

Audience Scope:

Primary

Families in the United States

Secondary

Friend Groups in the United States

MESSAGE:

There is still so much magic that exists, let Disney Cruise take you on an experience that will make your dreams come true, and give you a positive story to tell that will be remembered for a lifetime.

TONE:

- Optimistic outlook on the future.

- Excited, high-energy and lighter tones to creating an inviting appeal.

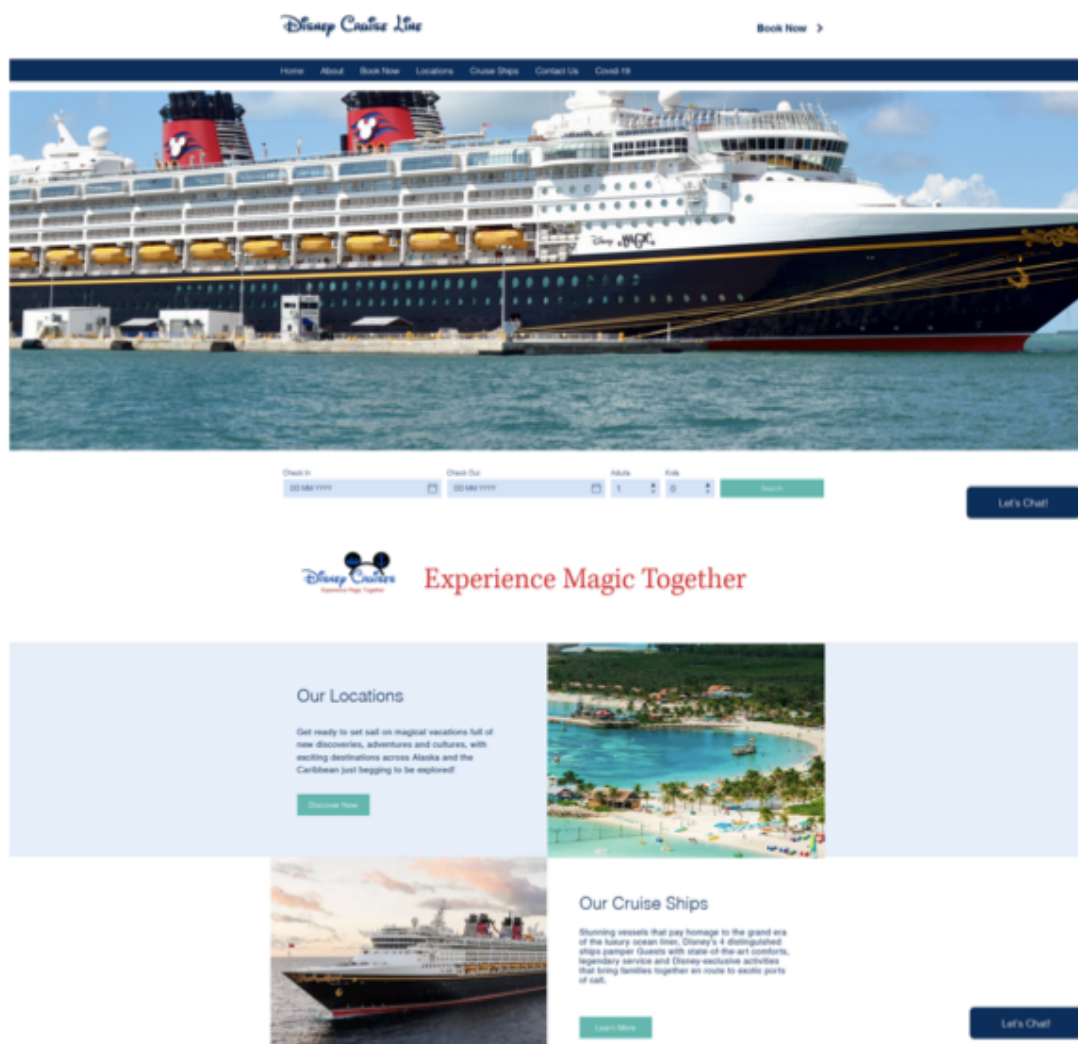
- Pronounced, capture attention through sensual speaking.

VO Track: Disney "Dreamland" RT: 00:04 *black screen fade to Mickey Mouse Cloud and cruise ship*	"There are still so many stories to be told"
RT: 00:05 *transition* Parent and child looking out of window Children sitting in ship window, looking out at water	"And with a little magic, dreams can turn into the best of stories."
RT: 00:11 *transition* Front of ship sailing through ocean *transition* Cinderella dancing in gown Family at dinner *transition* Daughter looking out window (with mask) Family at Disney's private island, overlooking ocean and ship *transition* Water slide shot Mickey Mouse in Captain's hat Wide shot of ship overlooking island Family overlooking sunset	"Let Disney Cruise Line take you there, with the chance to see all the magic that exists "We make sure every shipmate is cared for, and can wake up to a dream. "A dream with a story with a view, and with an unforgettable experience"
RT: 00:10 Shot of ocean Side of ship with sun setting throughout day *transition* Disney Cruise Line's outro clip, with ship and fireworks Track: Fadeout with black screen	"Let's dream together, to create a story that will last a lifetime." "Disney Cruise -where magic is made and dreams can come true"

C. Company Logo



D. Homepage Landing Site
<https://kb9kahne.wixsite.com/my-site>



E. Press Release



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FOR IMMEDIATE RELEASE

Disney Cruise Line transitions to Covid-19 Friendly Cruise Model

Celebration, Florida (July 1, 2021) - Disney Cruise Line is excited to announce its relaunch of its two ships Magic and Dream August 1, 2021. Disney Cruise Line has been closely monitoring and working with the Centers for Disease Control and the World Health Organization to ensure that the cruise ships are completely Covid-19 prepared.

Beginning on Monday, August 1, 2021, Disney Cruise Line will begin operation on the Disney Dream cruise ship. Disney Cruise Line understands that this will be a new experience for our guests, and will take every measure to combat the spread of Covid-19.

“We at Disney Cruise Line are focused on creating an environment where everyone can get back to experiencing magic together,” said President, Thomas Mazlou. “Our cast is completely committed to following and adapting to all Covid-19 guidelines to ensure everyone is safe to enjoy magic together.”

Guests arriving on the ship are required to produce a negative test before boarding the cruise. To ensure safety for all people on board, we will be providing Covid-19 rapid testing, masks, hand sanitizers, and will have a covid restricted area on board in the instance of potential cases.

Disney Cruise Line was founded in 1996 as an extension of the Disney company. It has four different cruise line fleets in its operation, Disney Magic, Disney Wonder, Disney Dream, and the Disney Fantasy, with The Disney Wish being implemented shortly. Disney Cruise Line is focused on providing a safe and magical experience for all guests.

To learn more about Disney Cruise Line or to book a vacation, visit disneycruise.com, call Disney Cruise Line at 888-325-2500 or contact a travel agent.

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F. Social Media Campaigns



G. SWOT Analysis

Strengths • Great brand recognition • Extensive budget • Already established Covid-19 protocol • Strong employee loyalty	Weaknesses • Lack of full control on brand decisions • Slightly segmented target market • Decreased brand loyalty due to time not active
Opportunities • New areas to expand in an open post-Covid-19 landscape • Potential to be brand leader in Covid-19 safety • Available funds to showcase new digital technology	Threats • Fear of Covid-19 in audience • Regulations changing constantly • Restrictions in certain countries for travel

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