

Title : THE WALT DISNEY COMPANY CASE STUDY

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1.0 Introduction

The Walt Disney Company, more commonly known as Disney is a global media and entertainment corporation. Walt Disney's career started in 1920 in animation with the Kansas City Film Ad Company. The corporation's headquarters is located in Burbank, California. Since the demise of Walt Disney and his brother Roy, the Walt Disney productions has some difficulties and narrow takeover attempts by the corporate raiders took place. Not to forget, one of the biggest decisions took to restructure this corporation was when Walt Disney Productions were split into The Walt Disney Company and Walt Disney Feature Animation.

As very well known, Walt Disney is one of the best known for the productions by their film studio which is the Walt Disney Motion Pictures Group. An animator called Disney and Ub werks came up with the Laugh-O-gram Films studio which was located in the city of Kansas. The Walt Disney corporation produced a series of cartoons eventually after that. The Walt Disney Company formed in the year 1929 until 1986 was placed as Walt Disney Productions afterwards.

During the period of 1980s and 1990s, the Disney Walt revitalized. Their cartoon series was mostly based on fables and also fairy tales. It starts with Who Framed Roger Rabbit in the year 1988 and to The Little Mermaid in the year 1989. This flagship animation studio enjoyed their series of commercials in their Walt Disney corporation. This corporation also owns and operates the ABC broadcast television network such as the Disney Channel, ESPN, A&E and Freeform.

This production becomes one of the well-known corporations in the 20th and 21st centuries and they own around 14 theme parks globally. The Walt Disney Corporation is a main enhanced worldwide entertainment company. It is a family amusement and this company operates in four

different business segments which are Media networks, Parks Experiences and Products, Studio Entertainment and Direct-To-Consumer and International. Different business segments include different subsegment. For instance, the media networks segments consist of cable and broadcast television networks, television production and distribution operations and radio networks. Not to forget, Alice in Cartoonland by the Walt Disney is one of the superhit that brought the corporation to another level of success. Their main success is when the Kansas City team joined the Disney and they together produced many Alice films for almost four years. Adding on, The Walt Disney also develops and creates many games for mobile platforms, books, magazines and also comic books.

During the 1927, Disney started the series of animated films which became an immediate sensation in the animated markets for years and it was none other than the Mickey Mouse cartoon. Adding on, The Silly Symphonies was the first cartoon produced in three-colour Technicolor process by them and the most famous cartoon from it was The Three Little Pigs that won an Oscar Award in the year 1933. From then, the Walt Disney comes up with new animations and cartoons that never fail to amaze the people.

2.0 Walt Disney's Vision and Mission

2.1 Vision

The vision of Walt Disney is to be the prime leader of the entertainment industry in providing entertainment and information to the public. Which means from this particular statement, we can deduce that Disney does not only want to serve the high-quality entertainment materials but to also produce materials that can educate the public. Disney also aims to have the best quality in terms of their leadership skills. Even though there are many competitors in the entertainment industry, Walt Disney have managed to establish a well-built image and reputation amongst the public and their clients. Which means, Disney had already built a solid foundation in the entertainment scene, allowing their brand to grow bigger and bigger day by day.

2.2 Mission

As stated in Disney's website, their mission is "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."

From the first part of the statement, "To entertain, inform and inspire", we can see that Disney's existence is not only to only produce materials that people can enjoy, but also the ones that people can gain knowledge and inspirations from. For example, from the Disney Princess movie Pocahontas, the audience can learn the history of the Native American culture and about the real-life hero that the character of Pocahontas was based on. Also, they will gain inspiration from the movie, since Pocahontas is a character that portrays bravery and leadership traits.

Meanwhile, from the rest of the mission statement, we can deduce that Disney aims to spread its positivity worldwide. This means that Disney are using their entertainment platform in attempt to improve lives around the world, both the human's lives and also the nature. Such efforts can be seen through initiatives that Disney had come up with, such as the Disney Conservation Fund that had been established since the year 1995 and the Corporate Social Responsibilities' (CSR) activities that they had been doing ever since.

3.0 Walt Disney Company's Strategies in Communicating Their Vision and Mission to The Public

A vision and mission statement are the most vital tool that every company needs as a guide to achieve goals and objectives which also serves as the rules for the organization of the company. It is also the first step in managing strategic planning. Taiwo et al. (2018) described that vision and mission statements are considered as an important part of the strategic management process for the organization. It applies to all types of organizations such as public, private, profit or non-profit making, multinational as well as small and medium scale enterprises. A well-prepared vision and mission statements would distinguish one organization from another by showing unique characteristic that differentiates it from others. Walt Disney Company's vision and mission can be considered well prepared and suited for the entertainment industry which means that the company has effective strategic management.

Since the Walt Disney Company's main theme is for the entertainment industry, it is crucial for them to always be at the centre of the public's attention. Therefore, they are obliged to always keeping in touch with the public not only for the sake of the image and popularity of the company

but also for gaining information and opinion from the public to improve their products and services in the future. One of the company's approaches or strategies in this particular situation is by communicating its vision and mission to the public. Disney's corporate mission official statement is actually "to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services, and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.". Williams (2019) stated that this corporate statement is actually a combination of Disney's mission statement and vision statement. Technical conventions on writing missions and visions indicate that a corporate mission statement presents what the business does, and the corporate vision statement is a future-oriented business target. Hence, the company's strategies in communicating its vision and mission are by presenting its content, services, and products to the public by developing the most creative, innovative, and profitable entertainment experiences and related products in the world.

According to Waltdisneycomp.weebly.com, the Walt Disney Company includes four main business segments which are the media networks, parks and resorts, studio entertainment, and consumer products. However, in 2018 the company announced a strategic reorganization for the company's business segments. The segments were reorganized into the new segments Direct-to-Consumer and International, the combined Parks, Experiences and Consumer Products; Media Networks; and Studio Entertainment. The four segments mean the strategies to communicate the company's vision and mission to the public are differed according to each segment.

3.1 Direct-to-Consumer and International (DTCI)

Walt Disney Direct-to-Consumer and International consists of Disney streaming services, overseas media businesses, global advertising sales for ESPN, ABC, and other channels, and syndicated television sales. This segment focuses on expanding and maximizing Disney opportunities in international media markets. The Direct-to-Consumer and International segment of Walt Disney were introduced in 2018 to the public as one of their aim to achieve the company's mission. This business segment helps to achieve the company mission statement which is to be one of the world's leading producers ergo the company introduces streaming services such as Disney+, ESPN+, Hotstar, and Hulu to the public.

In June 2020, The Walt Disney Direct-to-Consumer and International (DTCI) Technology which is a group that responsible for driving technology across all linear, streaming, and digital advertising for the company introduced a new team which is Advertising Platform. Spangler (2020) described that the group brings together the existing Hulu and DTCI Advertising Product and Technology teams to develop strategies, technologies, tools, and products for linear TV, streaming, and digital advertising across the media conglomerate. This advertisement strategy is one of the ways to communicate their mission to the public globally.

3.2 Parks, Experiences and Consumer Products Inc. (DPEP)

According to Disney.com, Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises including Disney, Pixar, Marvel, Star Wars, ESPN, Twentieth Century Studios, and National Geographic — into the daily lives of families and fans around the world to create magical memories that last a lifetime. Disney also has

provided resorts and parks for family travel and leisure experiences around the world. These segments were also one of the strategies for the company to implement its vision and mission.

This segment manages six theme parks which are Disneyland, California Adventure, Magic Kingdom, EPCOT, Disney's Hollywood Studios, Disney's Animal Kingdom, Disneyland Paris, and Walt Disney Studios Park. It also serves as the retailing and licensing arm of the Walt Disney Company. This is one of the magical approaches for their customer's experiences as well as one of the company strategies to forward their vision and mission to the public.

The company theme parks and resorts created immersive experiences for the customer as a way to communicate the company vision and mission to the public. The theme parks and resorts are very detailed from their looks, sounds, smell, and services and it's like entering a different world. It is also environmental as they provided colorful trash cans every 30 feet away in every street to send a message to the public that they prioritize cleanliness and their environmental situation. In order to achieve the most detailed experiences, the Walt Disney Company provided regular training for all its employees. This is to make sure that their employees especially all employees who focus on customer services know their role and model. This segment communicates the company vision and mission to the public by introducing the My Disney Experience App that provided the segment's information includes park events, ride wait times, and even mobile food ordering.

Other than that, Consumer Products, Games and Publishing (CPCP) the division in Disney Parks, Experiences and Products (DPEP) also plays a role in communicating the company vision and mission to the public. The company provided all information about their products and services such as retail stores and gaming products to the public through this division. CPCP brings Disney

stories and characters through more than 100 categories, from apparel, jewelry, and toys to game technology.

3.3 Media Networks

According to Disney.com, the media networks division oversees Disney's television networks including ABC, Disney Channel, ESPN, FreeForm, FX, and the National Geography network. It is a multinational television network, cable channels, and production and distribution companies. The company usually uses this segment as a medium to communicate its vision and mission to the public by providing TV shows and advertisements related to the information of the company.

3.4 Studio Entertainment

Pelts (2015) described that The Walt Disney Company's (DIS) Studio Entertainment segment produces and acquires live-action and animated motion pictures, video content, musical recordings, and live stage plays. It distributes films under The Walt Disney Studios, which includes primarily Walt Disney Pictures, Pixar, Marvel, Touchstone, and Lucasfilm. Disney also produces and distributes Indian movies through the UTV banner. This company presented this segment to the public not only by producing video and musical content but also provided studio services that provided sets and stages for recording or shooting video and pictures.

Moreover, the segments provide digital studio services with a mission to help the company colleagues and filmmakers master the challenges and complexities of today's digital production,

post-production, marketing, and distribution workflows. These services are applicable to the company's mission which is to inspire people around the globe ergo the company communicate the vision to the public by providing these services for all people around the globe.

All these segments are the subdivisions of Walt Disney Company's main business, thus the company vision and mission are pertinent to be implemented in all of the four segments. Hence, the company communicates their vision and mission through these four segments. All business production, advertisement, and information are presented to the public differ for each segment. Since the company is among the largest companies in the world, surely, they have thousands of strategies in communicating their vision and mission to the public as they rank 4th on Fortune's 2021 List of "World's Most Admired Companies".

4.0. How the Corporation Utilize Both Mass Media & Digital Media in Developing the Corporate Identity of the Corporation

Since the Walt Disney Company is one of the biggest entertainment giants in the world, it's no surprise they would use both mass media and digital media to their full extent just to fulfill their mission and vision of bringing happiness, joy and laughter to consumers of all ages around the globe, especially kids.

4.1. Utilization of Mass Media

According to Study.com, mass media is defined as technology intended to reach a mass audience, with some examples include newspapers, magazines, radio, television and the Internet. Disney's marketing strategies include designing and printing posters to be put on cinemas and various shops, recording and putting trailers and TV spots on all television channels, and publishing print advertisements on newspapers and magazines. Before the Covid-19 pandemic, Disney mostly used

the mass media to present themselves and promote their products and services so people all around the globe can gather to watch their films and buy their assorted merchandise.

4.1.1. Promotion of the Re-release of the Frozen Movie

Frozen is an Academy-award winning 3D animated fantasy movie featuring two sisters who are princesses of a kingdom named Arendelle, with one of them born with cryokinetic powers. Not only it was popular because of the story, direction and humour, but also because of the song Let It Go, sung by Elsa's voice actress Idina Menzel, which broke a lot of music record charts the moment the movie was released in theaters and cinemas along with various pop singers singing the song in 25 different languages. Due to the overwhelming popularity of the movie, Disney decided to promote the re-release of the movie via television, radio broadcasts and newspapers. This particular re-release was in all theaters and cinemas worldwide, this time with the lyrics embedded on the sing-a-long parts, so that all the moviegoers who loved the songs can sing together with their beloved characters. At the same time, they even created promotional material for the movie's re-release on YouTube and karaoke apps just to keep the Frozen hype train going on and on.

4.1.2. Promotion of Marvel Studios' Avengers: Infinity War Movie

Marvel Studios' Avengers: Infinity War is a blockbuster superhero movie set in the Marvel Cinematic Universe (MCU) where it was considered as the culmination of everything Marvel Studios had done since the first live-action Iron Man movie back in 2008. Due to the intense hype surrounding the film because of the numerous superheroes from various MCU movies appearing together for the first time, Marvel Studios and Disney started the marketing all the way back to Disney's D23 Expo in 2017 where they shared some early footage of the film highlighting some important details about the story and characters. Several months later, various physical interviews were conducted toward the actors, actresses, and film crew for more information about this film and their experiences working on it, along with some official film screenshots from Marvel Studios themselves to level up the hype. At the same time, Disney teamed up with various companies such as Petron and Hasbro to create various toys and merchandise for the film, where fans could get a

close-up look on the old and new movie heroes and villains before buying them prior to the release of the movie.

4.2. Utilization of Digital Media

As for digital media, according to Copypress, it is defined as technology or content that's consumed or encrypted through a machine-readable platform, with some examples include social media, television, videos, MP3 songs, websites, and smartphone apps. There's a lot Disney uses ranging from Instagram, Facebook and online press releases to YouTube and the currently-popular streaming website and app Disney+ or Disney+ Hotstar in Malaysia in order to promote their never-ending portfolio of franchises like Disney live-action and animated films, Pixar, Marvel, Lucasfilm's Star Wars and National Geographic.

4.2.1. Promotion of Marvel Studios' WandaVision Disney+ Series

Marvel Studios' WandaVision is the recent multiple award-winning online live-action superhero miniseries set in the Marvel Cinematic Universe (MCU) featuring Wanda Maximoff aka Scarlet Witch and Vision. This was Marvel Studios' first live-action miniseries specially created for Disney+ in an attempt to not only expand the world of the MCU after the events of Marvel Studios' Avengers: Endgame, but also provide more emphasis and focus on the side characters seen in various MCU movies. To promote the series, Marvel Studios and Disney released official trailers and posters on their accounts on various social media platforms and YouTube, garnering numerous praises for their distinctively unique tone while still having the usual Marvel Cinematic Universe action and storytelling. In addition to that, Marvel Studios and Disney even created animated emojis featuring the characters like Scarlet Witch, Vision, Agnes aka Agatha Harkness and many others on Instagram to further promote the Disney+ series to a huge success.

4.2.2. Promotion of the Disney+ Hotstar Streaming Service in Malaysia

The Disney+ streaming website and app is officially announced by the Walt Disney company to arrive to Malaysia in the form of Disney+ Hotstar. Unlike the original Disney+, Disney+ Hotstar includes numerous local and multicultural content other than Disney-owned franchises as a result of their multi-year content supply agreements with local studios. For example, Malaysian movies and series like J2: Retribusi and Single Terlalu Lama, Chinese films like Infernal Affairs and Ip Man 4, along with Hindi and Tamil movies like Dil Bechara and Thuppakki can all be watched on Disney+ Hotstar without needing to subscribe to other streaming platforms separately. To promote the arrival of the streaming service, the official Disney+ Hotstar Facebook and Instagram pages posted several posts promoting the types of movies and TV series to watch on Disney+ Hotstar according to genre such as horror, action and adventure. At the same time, they also organized a few online events on their pages such as Marvel Live Trivia Quiz and Disney+ Hotstar Singalong just to hype up their customers.

5.0 Conclusion

As a conclusion, the Walt Disney Company, like any other companies' journey, from where they began up till now was not all rainbows and butterflies. It's safe to say, they hit several rough patches throughout their time getting to where they envision themselves to be, but what separates them, a global juggernaut, to their competitors were, by sticking true to their mission and vision. However, by doing just that wasn't enough as they continue to make sure to use whatever available resources they have in their disposal to share and communicate said mission and vision to the rest of the world.

A strong foundation combined with a solid mission and vision, a proper planning and strategic communication, including an amazing utilization of modern technology, Disney has indeed provided us an amazing recipe to a great success that anyone could replicate if they play their cards right.

Do not expect this corporation well-known for a certain iconic mouse to go anywhere anytime soon. As more and more opportunities arise, Disney's ongoing success will continue on to grow in the years to come.

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ATTACHMENT

PRESENTATION VIDEO LINK: <https://youtu.be/rOSyRGFFxV8>