

The *WALT DISNEY* Company

How Disney is changing its strategy to keep up with consumers: knowing your brand, understanding our audience and expanding through diversification

- Graham Burridge, Managing Director, Disney Stores Europe -





STUDIOS ENTERTAINMEN

T Disney

WALT DISNEY
ANIMATION STUDIOS

PIXAR
ANIMATION STUDIOS

LUCASFILM
Ltd

MARVEL STUDIOS

Disney
THEATRICAL
PRODUCTIONS LTD.

Disney
Music Group

MEDIA NETWORKS





DISNEY PARKS, EXPERIENCES & PRODUCTS







FOCUS
ON
THE
CORE

TENTPOLE MOVIES



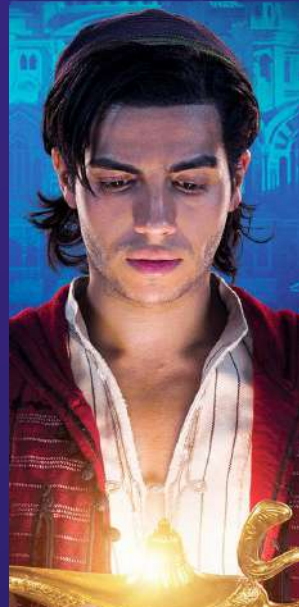
MARVEL STUDIOS
**CAPTAIN
MARVEL**



Disney
DUMBO



MARVEL STUDIOS
**AVENGERS
ENDGAME**



Disney
Aladdin



Disney · PIXAR
**TOY
STORY
4**



Disney
*THE
LION KING*

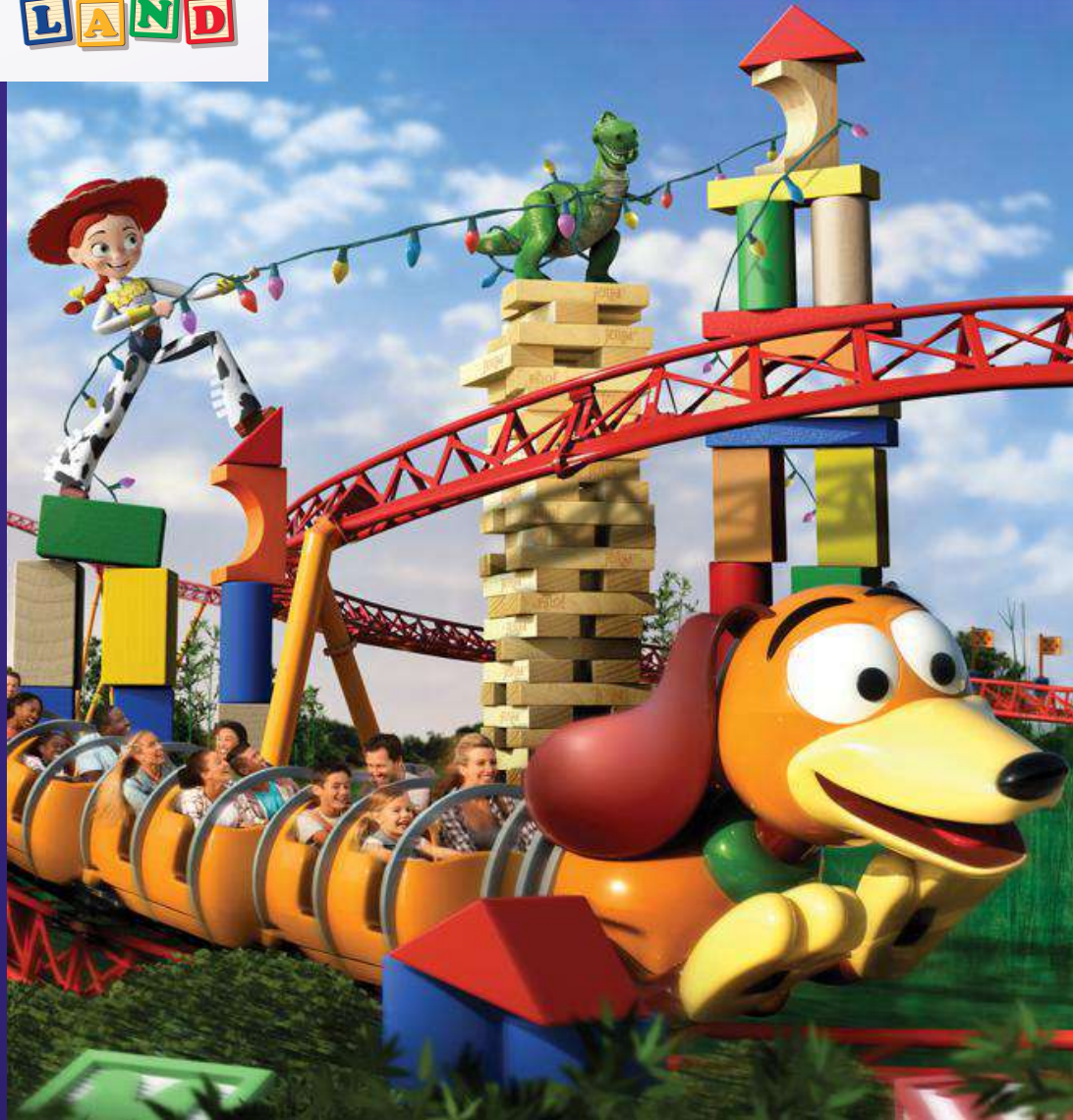


Disney
FROZEN II



**STAR
WARS**
EPISODE IX

TOY
STORY
LAND



STAR WARS
GALAXY'S EDGE



DISNEY STORE HAS
FOCUSED ON ITS CORE TOO:
BEST DISNEY PRODUCTS – STORYTELLING AND QUALITY



DISNEY STORE HAS FOCUSED ON ITS CORE TOO:

SERVICE – LIQUID GOLD
BRAND KNOWLEDGE &
EVENTS



TRUST & COMMUNITY AT THE HEART OF WHAT WE DO



Product giving
for social good



Great
Ormond
Street
Hospital
Charity



BRAND
STRETCHING



Disney



PIXAR



MARVEL



STAR
WARS



STUDIOS



PARKS & RESORTS



CHANNELS



PRODUCTS



THEATRICAL



RETAIL



DIGITAL



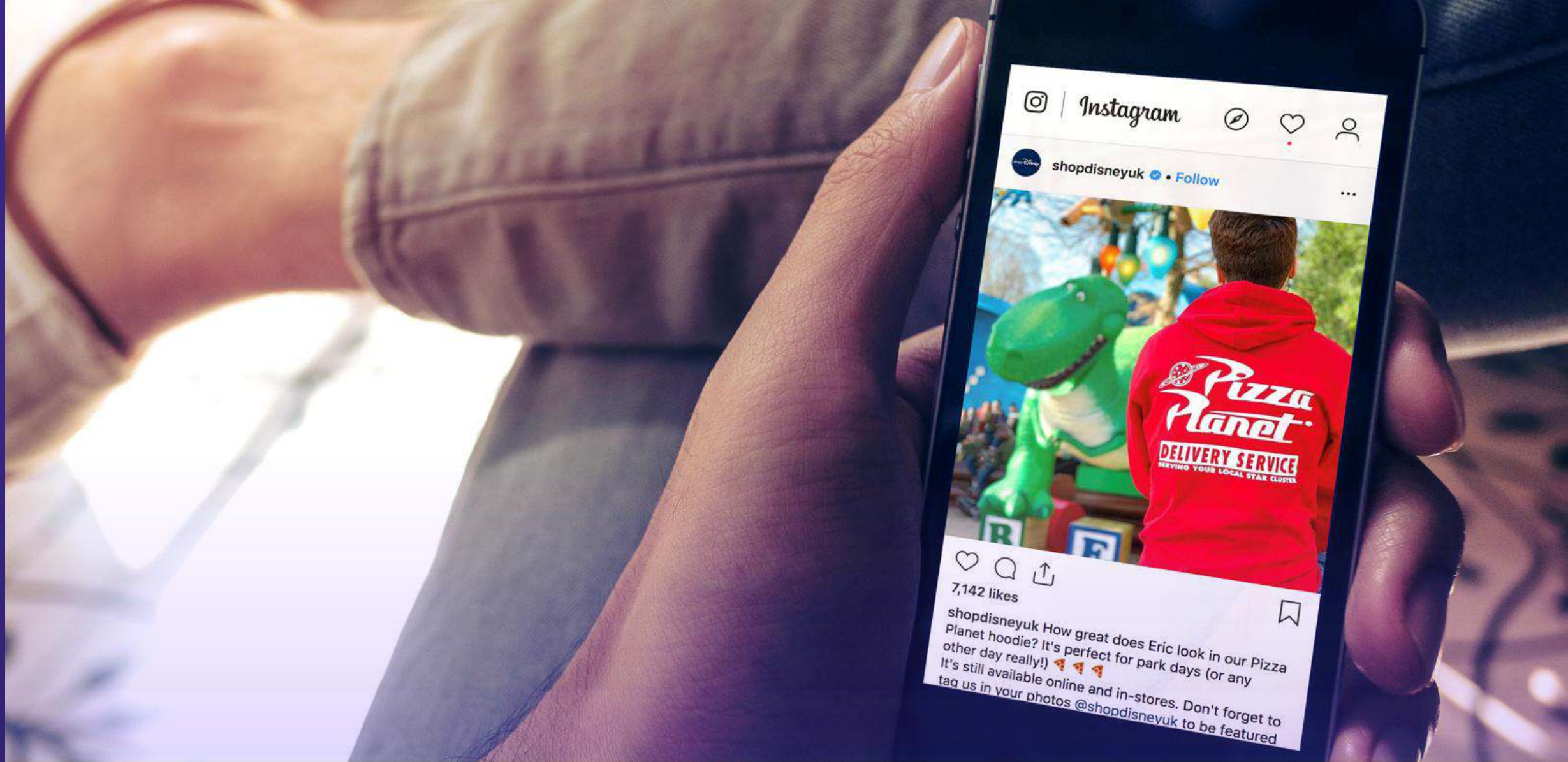
PUBLISHING

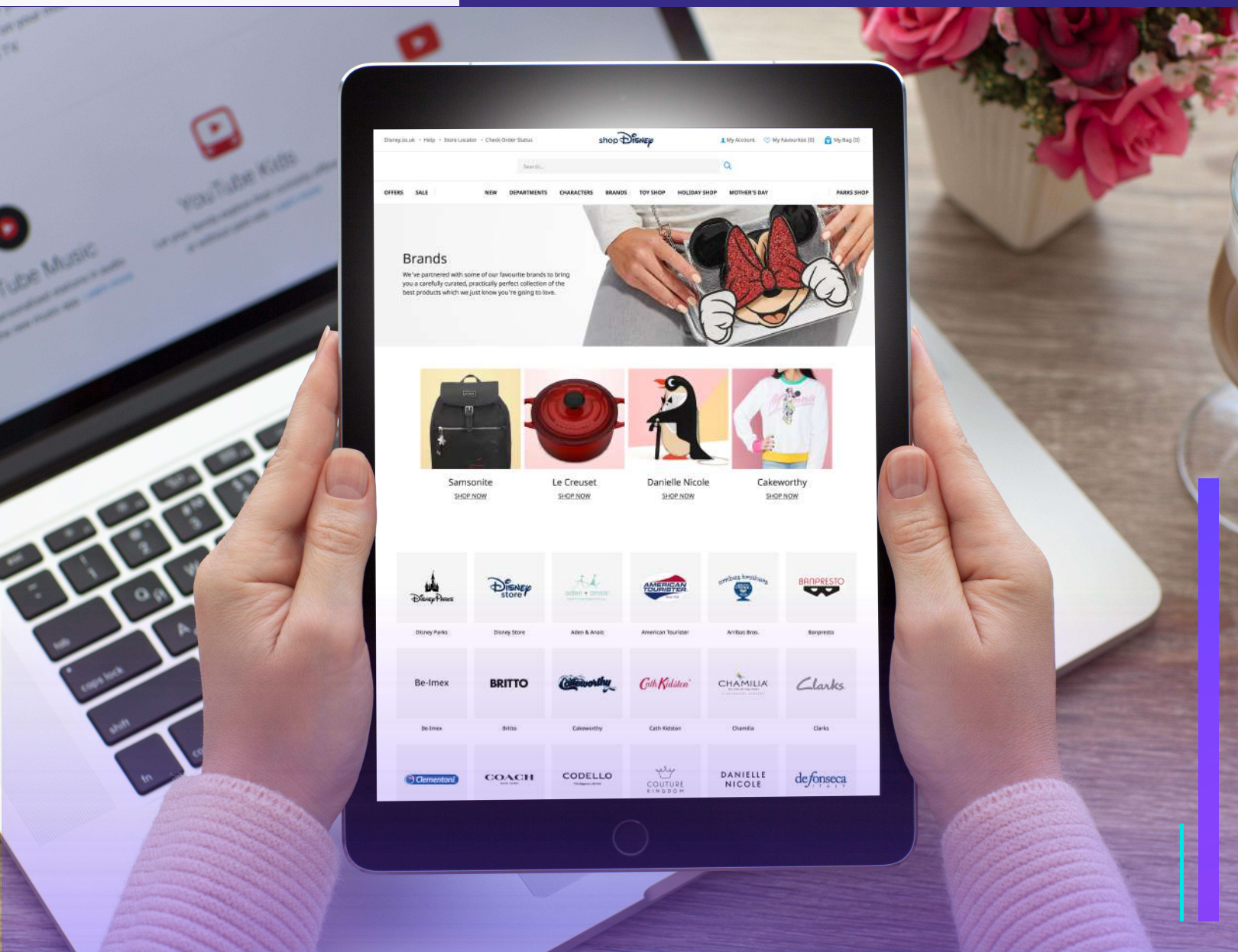
MARVEL



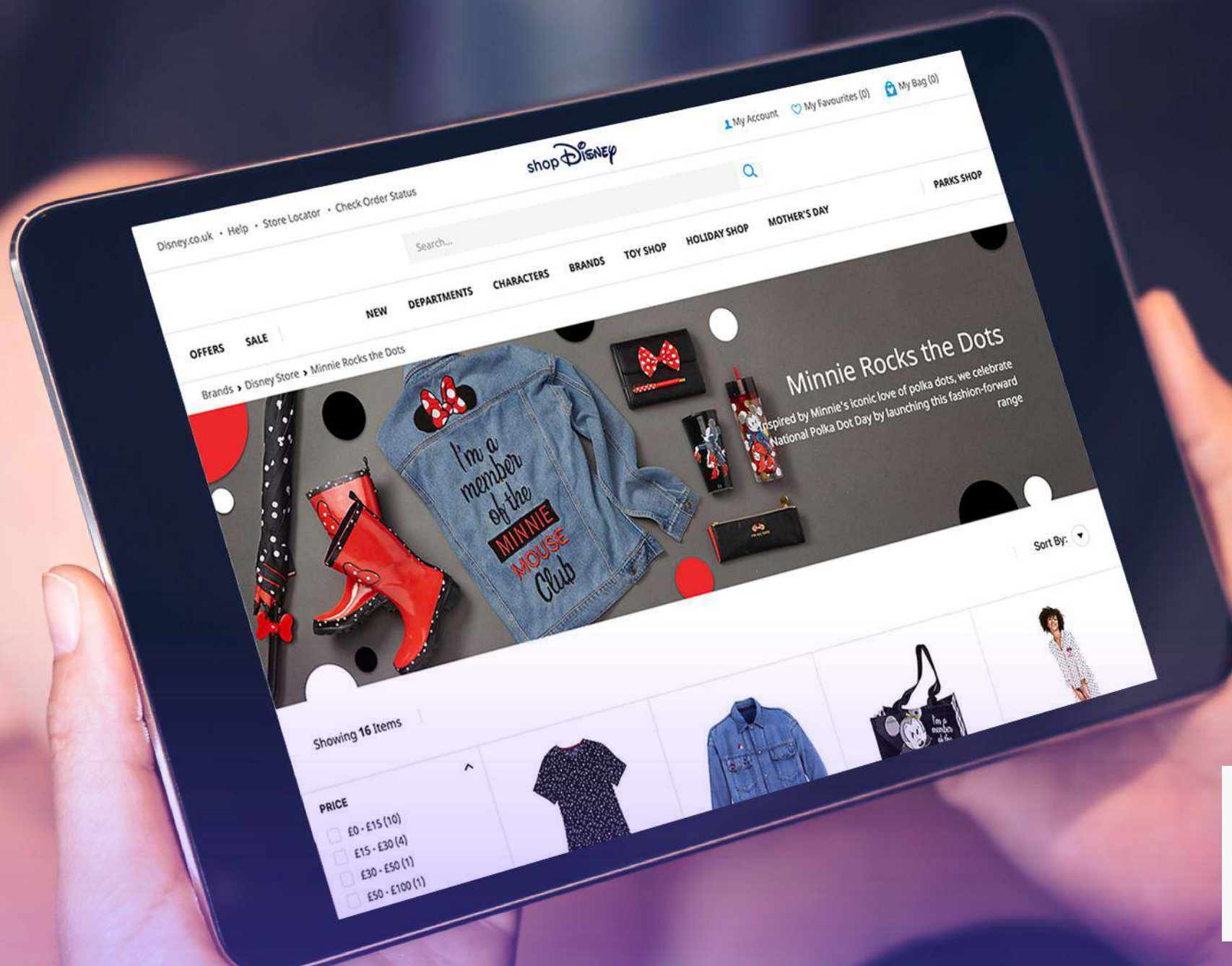
DISNEY STORE
HAS STRETCHED
TOO







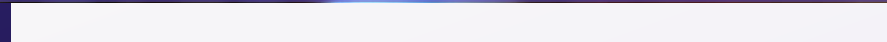
SHOP
DISNEY
CATEGORY
AND
BRANDS

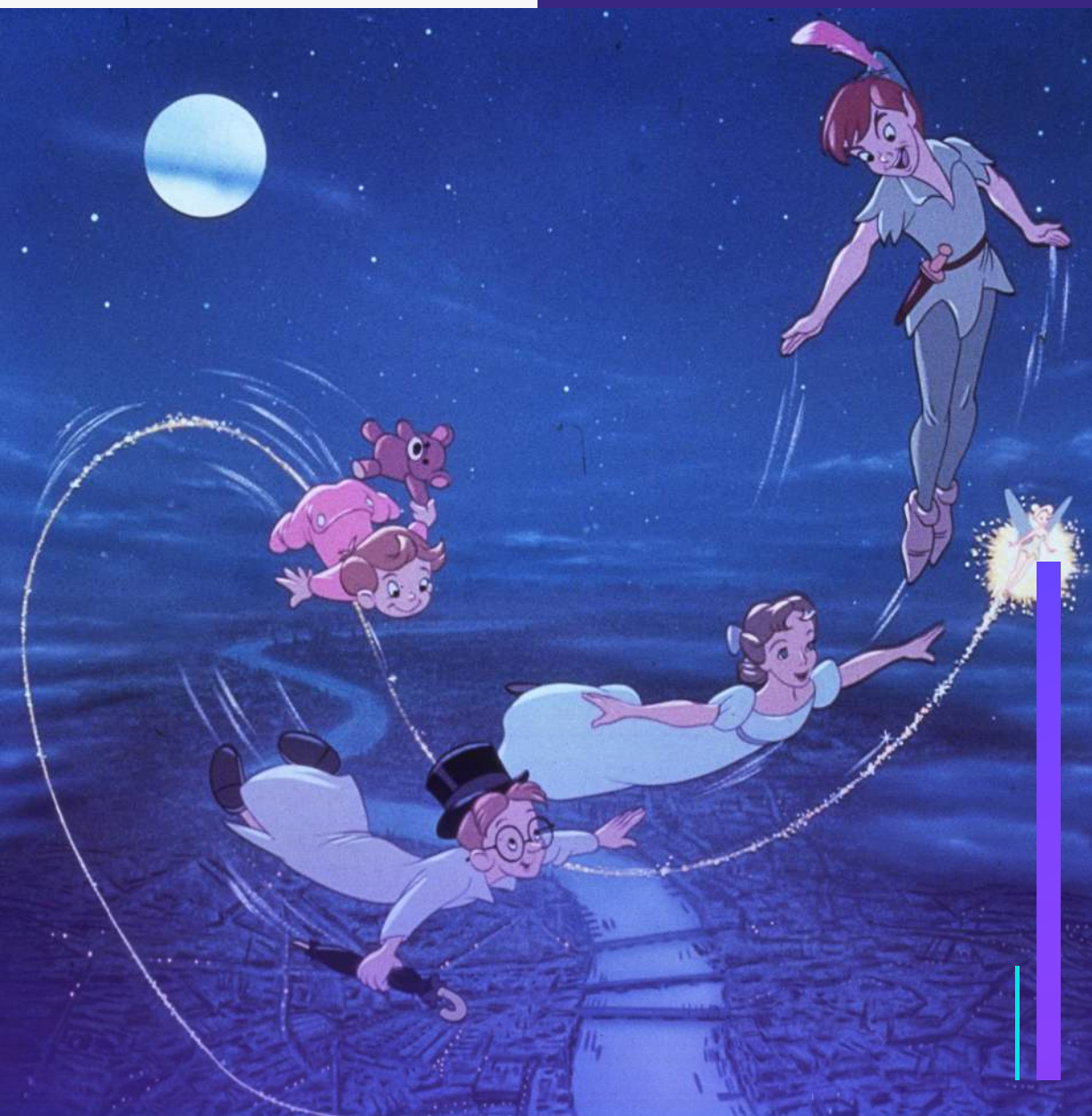


shop
Disney



DON'T STRETCH
TOO FAR





DON'T
STAND
STILL



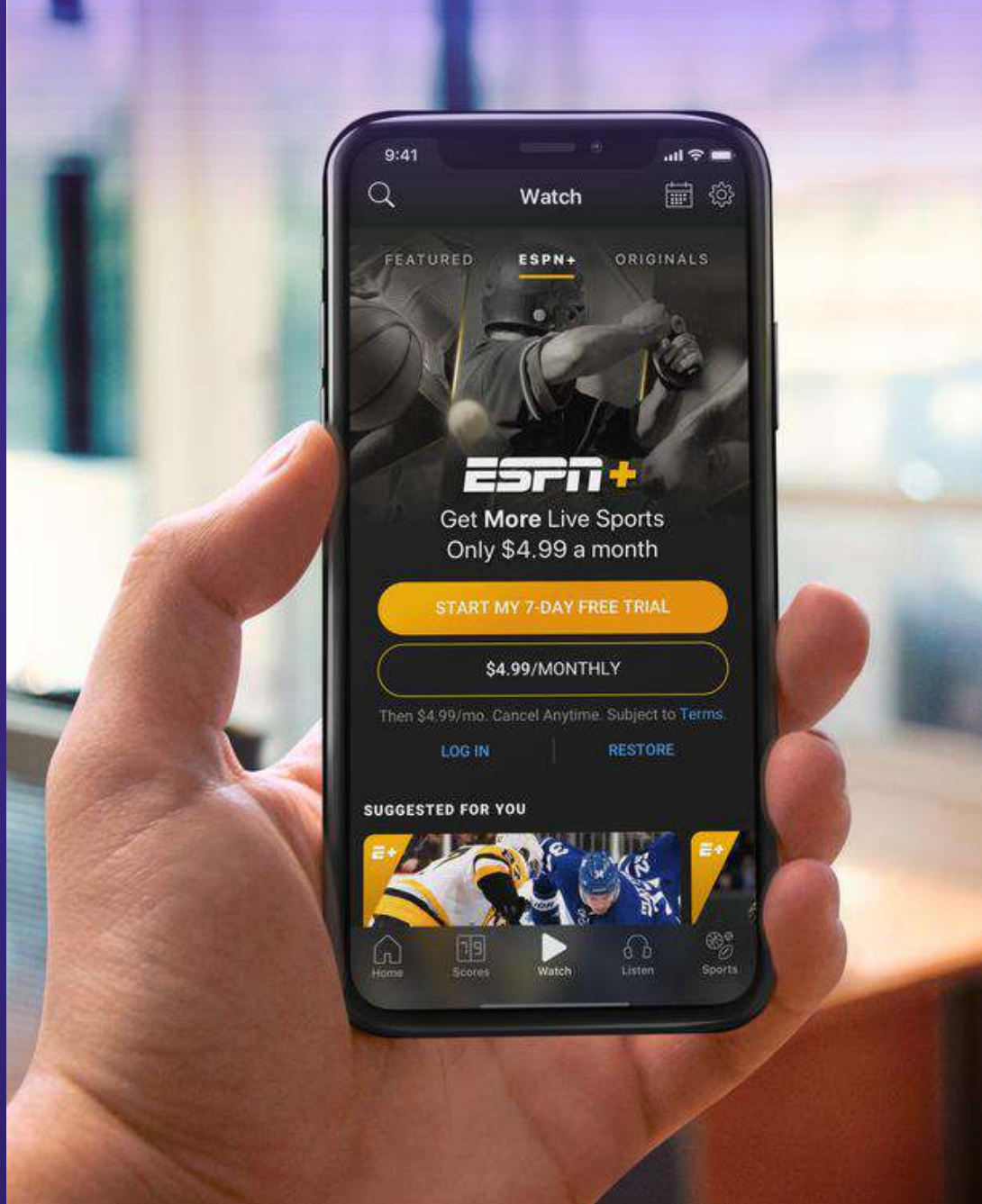
“ The pace of change has never been this fast,
YET IT WILL NEVER BE THIS SLOW ”

- Justin Trudeau -
AGAIN



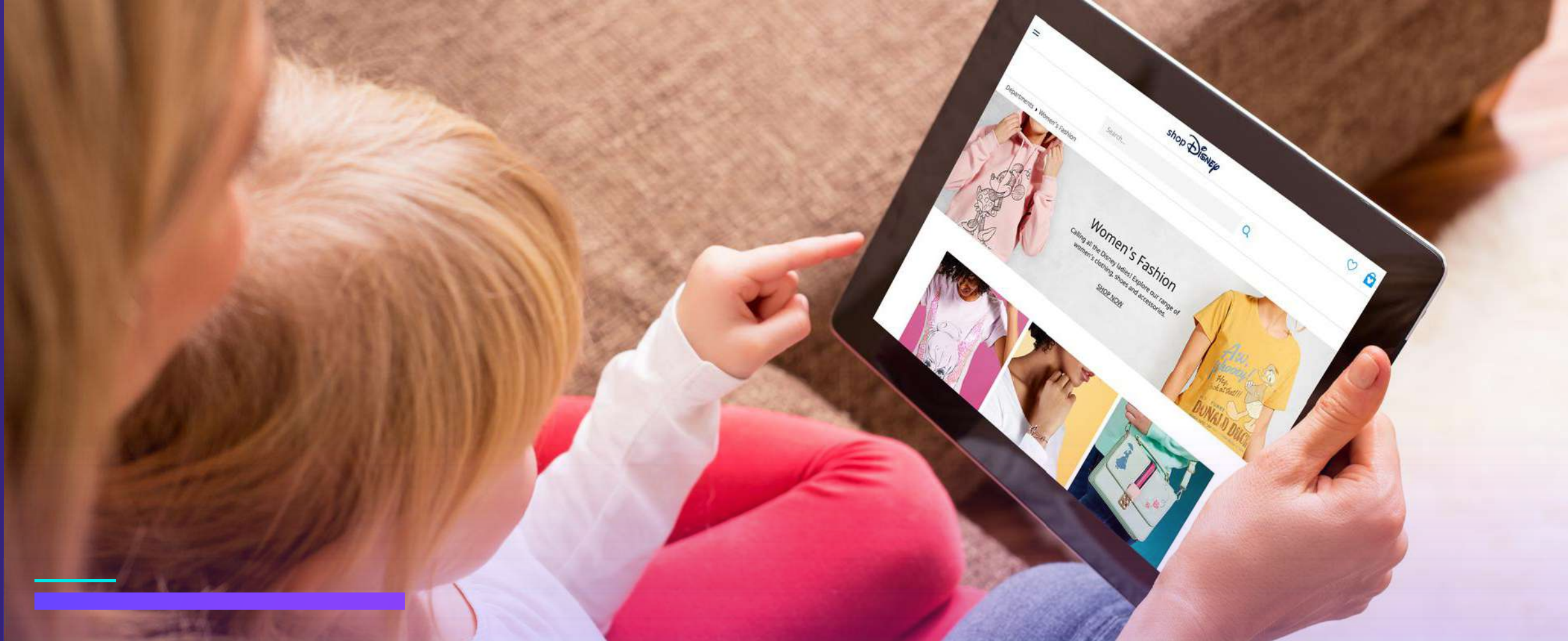
“It is better to disrupt ourselves
THAN WAIT
TO BE DISRUPTED

- Bob Iger -

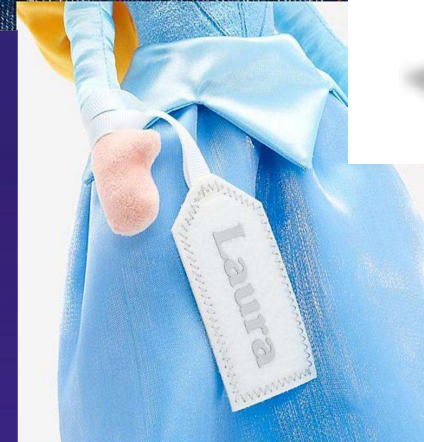
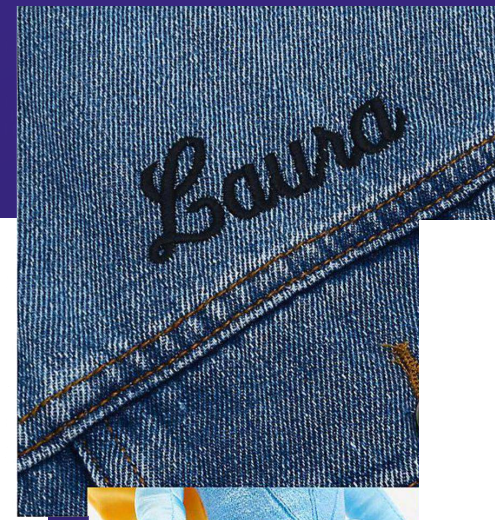




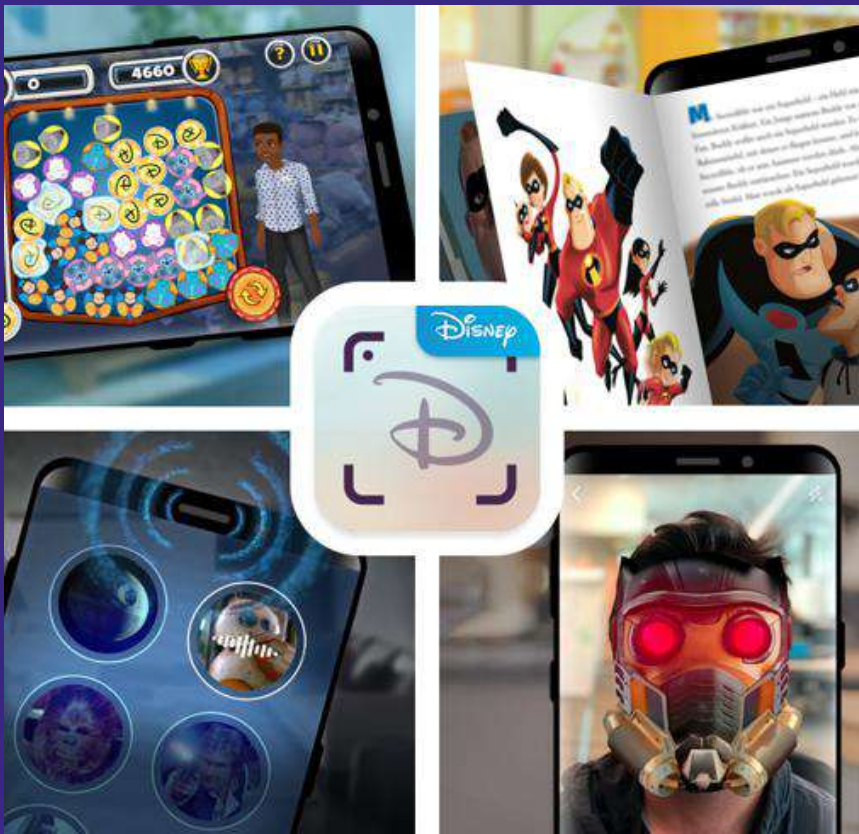
Disney
MICKEY
THE TRUE ORIGINAL




TDS HASN'T STOOD
STILL EITHER




PERSONALISATION

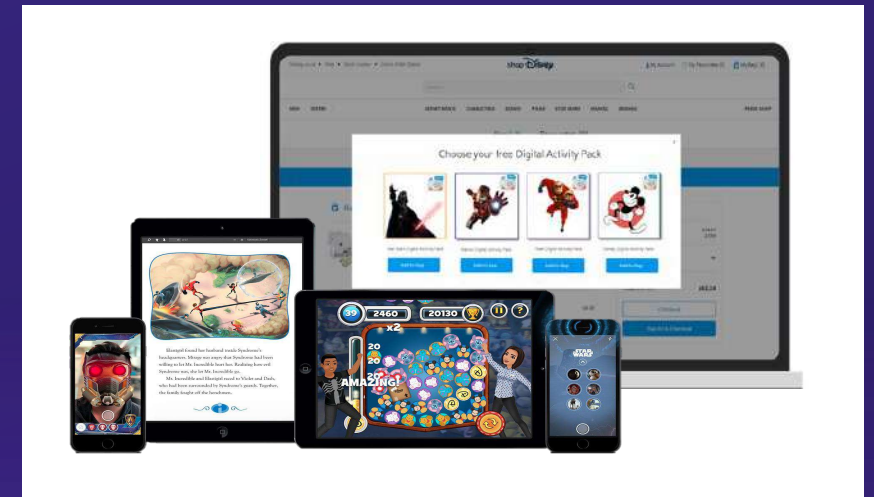




Receive a **free birthday call**
from Mickey & Minnie Mouse when you purchase any
Product



[Find out more](#)



DIGITAL REWARDS



CHANGE IN MARKETING STRATEGY: FOCUS ON SOCIAL AND INFLUENCERS





FOCUS ON THE CORE



BRAND STRETCHING



DON'T STAND STILL



A woman with dark hair, wearing a red hat with a feather and a blue coat with a red polka-dot scarf, is looking into a large, ornate mirror. The mirror reflects her face and upper body. The background shows a room with patterned wallpaper and a framed picture.

BRING THE
MAGIC



The *WALT DISNEY* Company

THANK YOU

