



Research on the Marketing Strategy Under the Castle—Taking Disney as an Example

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Abstract. The research background of this article is based on the development of Disney from 1956 to 2022. In this essay, The research will mainly analyze Disney’s successful marketing strategy from four aspects: trigger, action, variable reward, and investment. In this process, this paper also enumerates many examples and analyses, and explanations in real life. The main data sources are collected through two books which are *Hooked* and *What Money Can’t Buy*, China HowNet, and Google academic. Finally, this paper will analyze why Disney’s marketing is so successful and Disney’s potential market boundary through the above methods.

Keywords: Trigger · Action · variable reward · Investment · Disney

1 Introduction

Disneyland is currently the largest park with the highest turnover in the world. It has successively acquired Pixar studio, Marvel comics, Lucas film, and other famous animation or film companies in recent decades. It has a large number of IP resources. Walt Disney, the founder of Disneyland, is committed to creating a dream scene, fairy tale atmosphere, and unique experience in real life. In 1965, when he was in Disney’s 10th anniversary celebration he toasted and said “it’s just a beginning!” For now, it is still not anosmia [1]. Disney successively innovates characters, for example, when the new character LinaBell was first introduced to the public in 2021, she was a smash hit [2]. Surprises like that, Disney has a lot. In this way, what are the reasons to help Disneyland keeps young and attract people generation after generation? About the purpose of this article, on the one hand, the research wants the analysis of the marketing strategy of Disney is to reflect the international marketing concept, reflected in the marketing area, taking care of different parts of the customer’s demand is very important, at the same time, the research also wants to emphasize the importance of marketing, especially when we are in rapid economic development, the era of information explosion. On the other hand, I also want to emphasize that markets have boundaries, that marketing is ethical and that it’s based on theory.

2 Trigger

Based on what Nir Eyal and Ryan Hoover said, the efficient marketing strategy should include four different parts: trigger, action, variable reward, and investment. Disneyland has also followed these four points in marketing [3]. And Disney also blends their specialties and characteristics into those strategies, consequently, they create a profitable and in a class by itself. In the following paper, I will use specific examples to illustrate how Disney uses the methods and achieve a marketing triumph.

There are two types the trigger which is the external trigger and the internal trigger. An external trigger is to guide people to take the next step by infiltrating information into all aspects of life. In daily life, common external triggers are paid triggers, like advertisements, and relationship triggers. The paid triggers, like advertisements, are a good way to attract people's attention, but it is unpractical to be used for a long time because they cost a lot. About the relationship trigger, it is the recommendation between friends or some stars' advertisements on social media. For example, Disney is also very popular on the Internet. We can often see many stars or well-known people in society. They all go to Disneyland to take photos and "punch in" some famous scenic spot. The place they pass has become the place that people like and pursue.

In this way, compared with the paid trigger that many parks will also adopt, what Disney does more excellent is that it adopts a very clever internal trigger. The internal trigger manifests automatically in your mind. In other words, we form a relatively stable connection and emotion with this product. That kind of emotion may be due to the relationship between this product and our relatives and friends, or this emotion has been stored in our memory long ago, and this product recalls this memory. Disney has a lot of IP resources, some of these IP parts have been famous and popular in society for a long time, and others are developed every year [4]. Disney has adapted fairy tales and folklores that have become public intellectual property for a long time, which can save a lot of costs. For example, they adapted the lion king in 2019, Aladdin in 2019, and Snow White and the Seven Dwarfs in 19. They have long become legends and fairy tales of public intellectual property. On the one hand, they can help Disney save some costs of developing IP. On the other hand, these characters have long been impressed in people's minds. When watching their remake of the plot, people will feel very familiar, so they have a good impression of the film. Therefore, Disney uses a large number of these remarkable fairy tales that can be enchanted people and bring people a paradise-like fairy tale experience. In this way, Disney built a Disneyland through people's love for new films and wanting to experience the feeling of the films, which attracted a large number of loyal fans of the films.

3 Action

The Fogg Behavior Model is represented in the formula $B = MAT$ [3]. In other words, if a company wants people to take action or behavior, it must have the above three elements-motivation, ability, and a trigger. And he also mentioned that people's motivations are to seek pleasure and avoid pain; to seek hope and avoid fear; and finally, to seek social acceptance and avoid rejection. Disney can do the first two points very well, because

the essence of Disneyland is to let tourists experience the plot in the film, and Disney's very good staff ensures that. So that tourists can stay away from the noise and immerse themselves in Disney's story and atmosphere at the moment of entering the amusement park. Disneyland always adheres to the idea that "employee experience is a tourist experience", so the management team of their company will attach great importance to it. Every employee performing in Disneyland will send blessings and surprises at each milestone in the actor's life or the anniversary of their birthday, which seems to be very trivial. It is the point for the management team to establish contact with personnel. In this way, employees will feel that they also live in a very sunny, positive environment, so they will also convey the energy of sunshine and happiness during the performance, and then convey a positive value to tourists.

In addition to the positive enthusiasm brought by employees, which can attract guests to take action, many localization marketing strategies are also adopted, because many of Disney's films are very localized. Many aspects show this echo with the local culture. The first is from the landscape design of the park. For example, in Grimm's fairy tales Snow White and the Seven Dwarfs, Cinderella is a French fairy tale, The lion king, which is from English. Then Mulan is in China, so they have regional characteristics. Then Disney uses the characters and scenes of that country in different countries. For example, the newly-built Shanghai Disney in China has "12 friends park" [2]. Then it compares the Chinese Zodiac with the traditional Disney characters and then creates a Disney with Chinese characteristics. And tourists can also see a lot of elements of the Chinese style there. For example, there will be a very energetic color like red and gold for the Chinese New Year and things like that. The second is from the diet. For example, the proportion of Chinese food in Shanghai, raw and park has reached more than 70% and covers a lot of traditional Chinese cuisine. Then there is a lot of traditional Chinese food, such as steamed stuffed buns and dumplings and so on.

4 Variable Reward

After Disney has met the first two, they need to provide the following variable rewards, like some social currency. In daily life people have to accept some new information and communicate with other people. Then people can get some information from others at this time. For example, some celebrities on social networks will always send photos of Disney or buy Disney-related products. In this way, they will have traffic, and then drive their fans or other people who want to become them. Well, buying this product or going to Disneyland, in fact, also imperceptibly drives the development of Disneyland. Another direction is that through economic exchanges with friends, Kim and friends feel that this thing is good, and they recommend it to this person, who will probably go, so the impact of these two social currencies on Disney's personal development [5].

The third step is to establish a very effective variable return. In other words, it is to give our customers some "sweets" or some "benefits" from time to time to give them the motivation to continue to use our products or our parks. For example, when people go to buy lottery tickets, what inspires people to continue to buy lottery tickets is that they are eager to plant a sum of money, or they are willing to continue to buy lottery tickets because they have received some sweets before. At present, many game companies set

up free games at the beginning, in order to let customers taste some sweets and get some benefits, realize how fun the game is, and then start charging them after they become addicted. In this way, the probability of their customers paying will be relatively high. So how does this variable return reflect in Disneyland? First of all, there are many free souvenirs in Disneyland. The first advantage of giving these souvenirs is to make people happy and let them get something that can be kept as a souvenir. On the other hand, it also makes people feel that they have received some benefits, especially when these free, stickers and medals are very expensive in the park, and, Cartoon characters will have a great effect when compared with souvenirs, but in fact, the cost of these stickers and medals is very small. I can often hear a lot of people around me. They are collecting these stickers and think it is a very commemorative thing, which has brought them a lot of positive and happy emotions. This may also attract them to spend and play more at Disneyland. In addition, Disney will have wonderful fireworks performances every night, and these fireworks performances are also free. But it has a different effect from the sticker medal, because it is a visual experience, a feeling, and will become a memory. This kind of recollection is also a kind of benefit to people, which makes people have an impulse to come back and consume.

5 Investment

Then my last step is to invest in Disneyland. When facing the increasingly saturated domestic market, he must choose to expand outward to the international market. He said that he had begun to establish Disneyland in Tokyo, Paris, and other places very early, and in recent years, he has established Disneyland in Hong Kong and Shanghai, China. If he set up around the site, we can see its competitive advantages in investment. For example, take China's Shanghai Disneyland and Hong Kong Disneyland for comparison. Shanghai Disneyland accounts for more land area than Hong Kong, and Shanghai has a relatively large population base. At the time of trial operation, it reached 90000 people on that day, er, with a large number of people. On the one hand, it can provide a considerable turnover, On the other hand, their shopping and catering in the park will also increase sales, and in the management of the company [6], Shanghai Disney, and, Meifang, and Walt Disney have a shareholding ratio of 37 points in the management company. So, they jointly participate in the investment, construction, operation, and management of supporting facilities in Shanghai Disneyland Park, and China can also get a considerable benefit.

6 Moral Issue

Now Disney is still selling something called an express pass, which means that people can buy it at a higher price so that they don't need to queue up when playing. But I think this change reflects a big problem that it allows more and more intrusion of money and the market. Previously, all areas of life were regulated by nonmarket norms. Here, he shows a kind of moral limitation brought by the market [5]. On the one hand, it also reflects the failure of the market here. Some people pay more money, but the production efficiency and output of this society have not increased. This research thinks fast-track tickets are evidence that Disney encourages and expands the boundary of money.

7 Conclusion

In terms of marketing, Disney is still very successful, because it is the first company to make outstanding achievements in theme parks, and it also has many surrounding industries to help the development of the park. The park also helps these surrounding industries, which makes the whole Disney company better and better. We can analyze that Disney has used a very complete set of marketing methods, which are also very mature, but they are still inevitable. There are some mistakes in the use of money. If he can avoid these mistakes, he should become better.

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