



Brief set by
The Walt Disney Company

Celebrate 100 years of the imagination of Disney

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Deadline
23 March 2021, 5pm GMT

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The backstory

On 16 October 1923, Walt and Roy Disney signed a contract to sell a series of short films. This marked the start of the Disney Brothers Cartoon Studio, today known as The Walt Disney Company.

In 2023 Disney celebrates their 100th anniversary as the world's leading entertainment company, combining imagination with innovation to create its unique storytelling that brings people together across generations and cultures.

And 100 years of change means Disney have come a long way from their humble beginnings, offering everything from movies to stage shows to theme parks to streaming to superheroes. There's something for everyone to enjoy.

What's the challenge?

It's time to celebrate. Create an evocative, hyper-relevant brand building campaign around the 100th Anniversary that will make young adults into lifelong Disney fans. The challenge: turn well-loved 90s and 00s nostalgia into hyper relevancy for 2023.

Nostalgia is a pretty powerful tool, but Disney want to strengthen their position as a relevant brand to young adults across Europe, the Middle East and Africa to make them the brand of choice, not just yesterday and today, but throughout the rest of their lives.

By building long-lasting brand sentiment, they want to appeal to a generation with increased spending power for everything from cinema tickets to see Disney movies, to Disney lifestyle and fashion products, and more.

Who are we talking to?

Your campaign needs to speak to 16-30 year olds (with a sweet spot of 18-25) across Europe, the Middle East and Africa from all socio-economic backgrounds. Think carefully about the life stages of this age group and the current trends that drive their media consumption.

This is an audience that has grown up with Disney being a major player in many of their lives. They know what Disney is, and some might already be die-hard fans, but many might not realise how relevant Disney can be to their lives today.

This should be a campaign that reintroduces Disney to their audience in a hyper-relevant way.

Things to think about

Celebrate everything Disney

Remember, Disney isn't just cartoons from your childhood. Disney own iconic brands including Star Wars, Marvel, Nat Geo and The Simpsons (to name just a few), plus streaming services like Disney+, theme parks

around the globe and much more. How can your campaign celebrate everything Disney has to offer and show young adults that it's for them.

Be international

In driving relevancy, it is important to ensure all campaign activity is created with intention. What do you want consumers to think/feel/do when they experience your idea?

Given the audience's consumption habits, they're fatigued by constant marketing campaigns. How do you stand out? How do you create something that is meaningful?

Create legacy

For this 100th anniversary, it is vital that you acknowledge Disney's legacy with the audience and inspire the audience to continue in this legacy into the future. Think about what comes to mind for young consumers today when they think of 100 years of Disney, and what they might think the next 100 years of Disney could look like.

Represent diversity

Disney want to make sure any campaign represents the brand's diverse fanbase. Make sure your idea is inclusive and speaks to everyone in this age group.

Be authentic

Disney is a magical brand, but conscious consumerism means this audience is looking for transparency. How can your idea walk the line between being authentic without giving away too much of the Disney magic?

You should also consider if there is a meaningful way to 'give back' with your celebration and ensure the anniversary is used as an opportunity for positive impact in the world. Consider the long-term of this activity. Purpose can no longer be a short-term stunt.

Be realistic

Disney are looking for realistic ideas that could actually run in 2023. Think about how your campaign could be scalable, and work within budgets stretching from £100k to £1m.

The important stuff

Develop an integrated campaign to launch in 2023 (potentially with a run-up starting at the end of 2022).

You should include:

- Key audience insights
- How and where your idea will run
- Tagline for the campaign
- A series of key visuals and mock-ups across multiple touchpoints



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It's up to you where you think your campaign should run, but wherever you choose it should match the insights you derived about your audience.

What and how to submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

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