



**DISNEY**  
case study

## The Challenge

How might we make Mickey Mouse's Birthday as big as May the 4th for Star Wars through content?

## What we knew

The global community already has a tradition of wishing Mickey Happy Birthday on social media through *#HappyBirthdayMickey*

## What we discovered

Mickey Mouse is the most iconic character around the globe, as a performer, however he *isn't truly accessible in the real world* unless you visit the Disney Parks.

# SOLUTION CELEBRATE ALONGSIDE THE WORLD

In **2016** Mickey spread joy & happiness across the globe, while celebrating his birthday alongside a diverse range of people using the universal language of song & dance

# 1.5

Number of **months** from concept, development, production & post, to delivering content to client





# PRODUCTION ON THE FLY

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**10**

The number of **crew** traveling including DP's, Producers, AD, camera operators, AC, & PA's

**6**

Number of **countries** where we filmed at multiple locations

**3**

The number of **crew down** due to altitude sickness in Cusco Peru at 11,152 ft.

**2**

Pieces of **content** delivered - 1 hero piece and 1 clip from the segment

**1**

**High maintenance** Mouse on the trip



# IN 2016 WE LEARNED PEOPLE WANT A TWO WAY CONVERSATION

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The **global response across social media** made it clear that super fans and even **casual fans**, feel Mickey is a friend or even best friend. Mickey is always accepting and bringing the joy.



**Krystle Rederer** Send Mickey to my house to meet my 2 year old! We'll make him a cake 😊 my baby boy was bummed on our last night at



**Maree Lamshed** Mickey, will & if so when will you be visiting Australia! In particularly Melbourne, Victoria 🇺🇸



# 2017 APPROACH TO ACCESSIBILITY

For 2018 we continued the #HappyBirthdayMickey tradition showcasing Mickey's ability to **unlock powerful emotions** across the globe while making him **more socially accessible** than ever before.

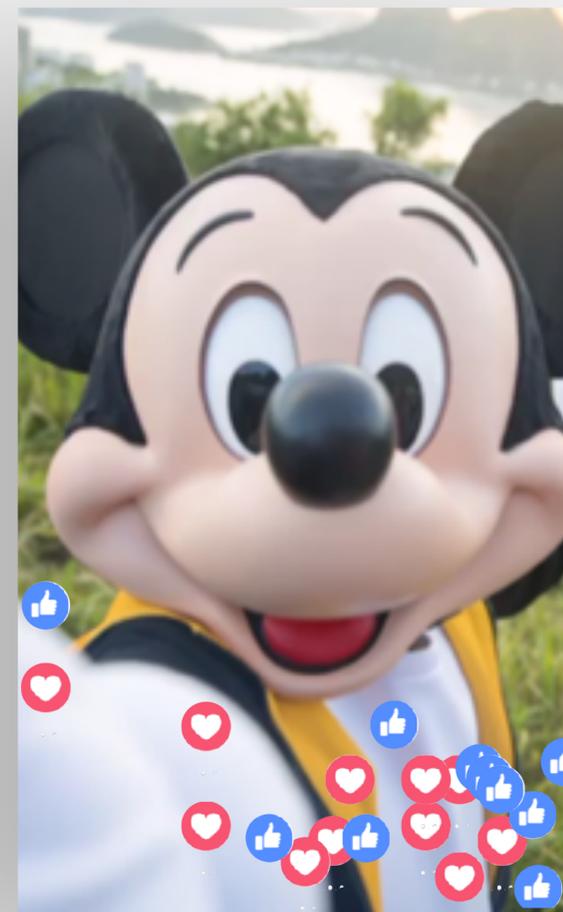
SURPRISING FANS



SURPRISING PUBLIC



SOCIAL RESPONDING





# 200%

INCREASE IN ENGAGEMENT

# 1 Billion

IMPRESSIONS

Exceeded targets for Disney in awareness & engagement, created a stronger tradition of birthday wishing for Mickey, and evolved the brand for one of the most iconic characters in the world

