



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

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

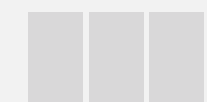
The number of **crew down** due to altitude sickness in Cusco Peru at 11,152 ft.

2

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

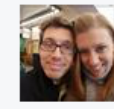
1

High maintenance Mouse on the trip



IN 2016 WE LEARNED PEOPLE WANT A TWO WAY CONVERSATION

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.

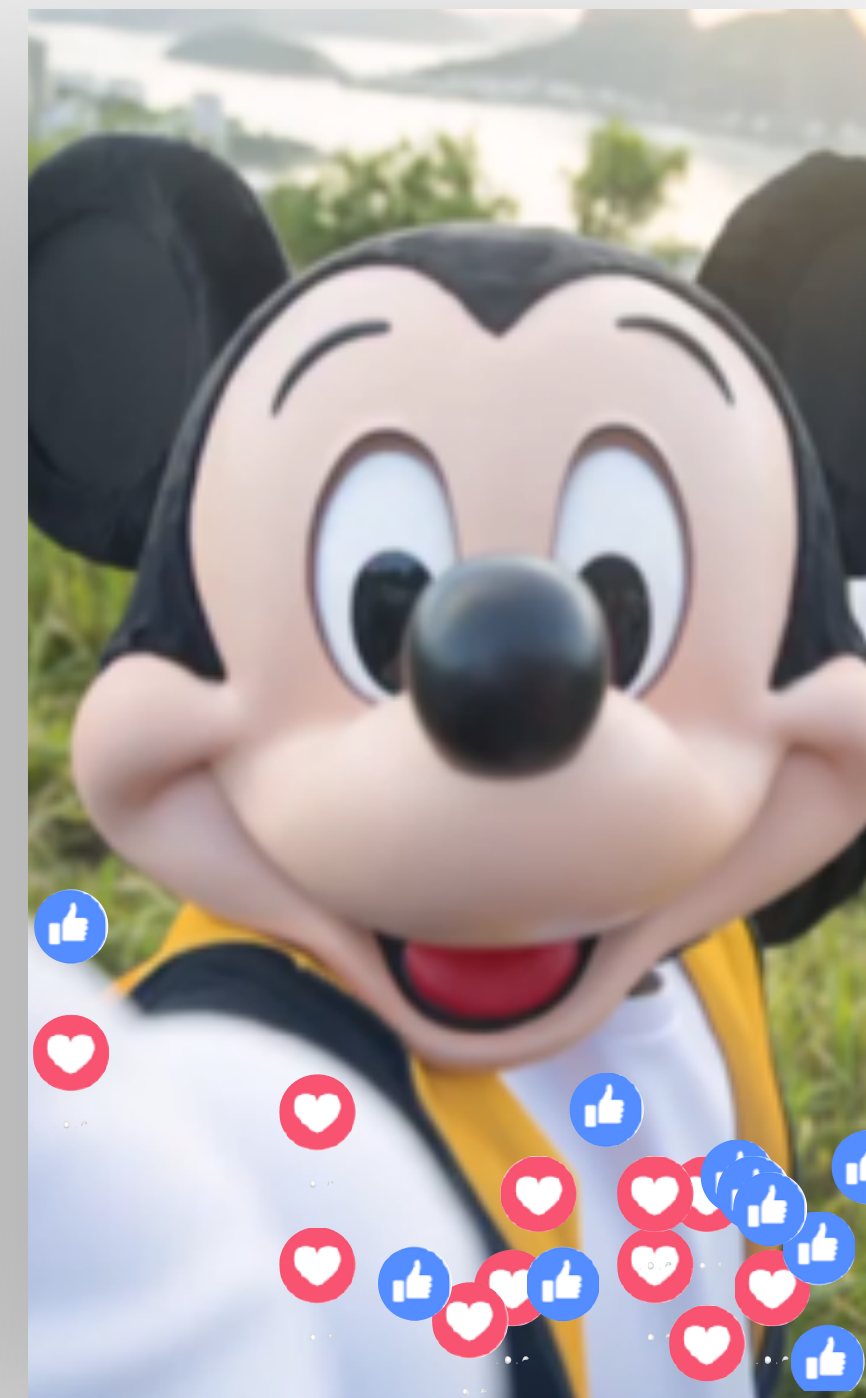
SURPRISING FANS



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

