



# Disney Resort Collection

## Strategy and Positioning



# Brand Strategy and Positioning





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## Resort Overview:

- 25,000 Rooms
- Room experience ranked second only to value in overall guest experience

## Guest Demographic:

- Head of Household 36-55
- Married with Kids
- Net Worth >\$100K

## Alliance Partner:

- Partner with solid companies including Springs / Wamsutta & H20
- DCP and Walt Disney World Resorts partnership.
- Resort committed to in-room co-branded promotional opportunities directly at the resorts



# Brand Strategy and Positioning

## Brand Strategy:

- Leverage Disney Resort and Wamsutta equities
- Extend the Disney Resort experience “mystique” beyond the resorts

## Brand Positioning:

Bring home the magic of Disney’s finest resorts with the distinctive Disney Resort Collection, where luxury mingles with enchantment to evoke the sights, sounds and magical memories of a true Disney getaway, all in the comfort of your own home.



## Partnership

Goal to align with “Best in Class retailers who are about:

- Quality
- Competitive Pricing
- Fashion Focused
- Solution Oriented



JCPenney

BED BATH &  
BEYOND

sears



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WAMSUTTA



# Why the Disney Resort Collection

## **Our consumer is your consumer:**

- Young, educated women with household income of \$50,000-\$100,000 annually.
- Has high standards, brand conscious, understands the differences in bedding and are willing to pay more for quality.
- Passionate about decorating ones home

## **Consumers want Disney:**

- The Disney brand adds value and provides a built in consumer
- Capitalize on the 500 million hours annually spent at Disney Parks
- Create a product that enables consumers to bring their experience home
- Targets adults who aspire experienced the Disney Resorts

## **The Disney product stands on its own:**

- Own-able experience unique to Disney
- Brand tells and lives a story
- It's about quality. It's what people know, love and trust about Disney