

5 invaluable Marketing lessons from Disney animated films

5 extremely valuable lessons that Disney teaches us about how to make users actively open their wallet to enjoy the extremely attractive movies.

Benjamin Franklin once said: *"Tell me and I will forget. Teach me and I will remember. Let me join and I will learn"*. Certainly, these words can be applied in many aspects of work and life.

Listening, being taught, being involved are great things. However, consider the value of something else, it's movies, especially movies produced by Walt Disney. Surely anyone who has ever enjoyed a few products of this company must agree with me: not only the audience can see but also "participate" very deeply in the content and message that the talented directors want. transmission.

Here are 5 extremely valuable lessons that Disney "teaches" us about how to get users to actively open their wallet to enjoy the fascinating movies.

1. Disney "sells" the fun

There is no mystery why Disney movies are so good, they are great stories that make people feel excited and when it comes to marketing their products, Disney is real. currently very perfect. Nearly every advertisement is displayed, users are always satisfied and because of their satisfaction, they feel more and more in love with Disney.



The advertising giant "guys" always understand the importance of stories and over the years, they constantly create memorable marketing images through their entertainment. Disney is an entertainment company. They "sell" stories, superheroes, action movies, tragedies or fairy characters.

However, sadly, not many companies know how to use this. Many of their ads are quite boring, the entertainment is very little, the lack of personality colors and this, makes the product does not create attractiveness for users.

Meanwhile, brands that know the audience only see ads have found it fun to be exceptions.

2. The memories live forever

Disney is great because its films make us think of ourselves at a personal level. Or rather, each blockbuster has at least one character engraved in our memories. Typically, after many years, Mickey Mouse is still a symbol, a powerful demonstration of what Disney has done with just one cartoon character.

In fact, the idea of using mascots (characters representing a brand of a company, a restaurant, a shop or a restaurant, such as a smiley or an animal) sports is borrowed directly from Disney - comes from the personal perspective of Disney celebrities with the audience.

3. Consistent for a common goal and strategy is important

At Disney theme parks, customers are "roles", employees are "actors" and everything they do plays certain roles.



At Disney Studios and Pixar, everyone works hard to create films that captivate, conquer, and "hypnotize" the audience. This seems to be something miraculous but indeed, the consistency in each action has made that achievement. People speak the same language, each person has a role.

Disney still uses the "top-down" method to give the team almost unlimited freedom. Together they risk and produce ideas that sometimes go against accepted capital flows.

Marketing needs to integrate with every function - another part of the business. However, in most businesses, this activity is being viewed as a function - a separate part.

4. Funny Disney movies

In joy, there is always value. Disney movies take you to other worlds, giving you an unrealistic "medicine" in real life and making it impossible for you to step out of there. The producer knows how to exploit a variety of genres, from action, tragedy, emotion, animation to sound effects, digital and 3D versions to make viewers "enter".

Those are fascinating stories of heroes and bad guys, of good against evil, witches and princesses, rich and poor people. The trailers, posters, products with love Disney brand and other marketing tools before and after the movie premiere are both action and dramatic events. They released "behind-the-scene" materials, interviewing film crews. *"how we did it"* on YouTube and other entertainment channels. to attract more viewers.



Meanwhile, many businesses do marketing the way they do accounting. The standard is rigid. No heart, no soul, no connection.

Not all industries are free to bring "fun", but there are ways to develop highly interactive marketing plans - using both traditional and online activities to make Featured marketing. Nothing can force a business to be boring, except for the lack of imagination.

5. Disney prioritizes imagination

Even the most insidious areas can still find ways to make their marketing content and their appearance on social networks stand out. Write as you say! Be special! Let humor speak out! Tell your story to make the reader imagine!

If it is said that *"the nature of this brand is dry"*, then it is a fallacy. Because everything is an opportunity. Big ears Mickey mouse may also be boring. But this character, indeed, is not boring at all after all these years. Disney simply doesn't know the word "boredom". So is Apple's iPhone. Even decades later, we still love Disney because we love imagination.

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