

## Walt Disney Studios Pictures

### Problem

How does Walt Disney Animation Studios broaden the appeal from a family audience to a general audience for its new movie Zootopia?

### Solution

Connect with consumers by highlighting Zootopia's parallels with the real world through a variety of OOH advertising.



### Background

Zootopia is a new animated theatrical movie release from Walt Disney Animation Studios about the city of Zootopia, a mammal metropolis where animals live and thrive together, from the largest elephant to the smallest shrew. The movie was released in the U.S. on Friday, March 4, 2016. Although animation titles typically rely on family audiences and kids to drive box office, the team was tasked to age up Zootopia for general audiences and broaden the film's appeal.

### Objective

Because the main objective was to broaden the film beyond the typical family audience, and the team knew Disney wanted to connect with consumers by highlighting Zootopia's parallels with the real world, they worked closely with Disney's media and creative teams to develop compelling, fun and bold OOH executions. Additionally, since Disney was ultimately positioning Zootopia as a must-see March film for everyone, the team also wanted to align with popular cultural events prior to the film's release.

### Strategy

The campaign kicked off in mid-December to tease the release of the film among holiday mall shoppers using provocative creative that showcased characters from Zootopia placed in fashion-style ads playing on popular brands such as Preyda, Bearberry, and DNKY. Digital mall kiosks and digital sky banners supported this effort across 50 markets.



The next phase of the early teaser effort surrounded New Year's Eve with a "Happy Zoo Year" campaign. This included digital mall kiosks and digital sky banners, as well as the Disney Store Digital Screen in New York's Times Square.

Since the Super Bowl was 5 weeks before the film's release, and San Francisco is a top performing box office market for Walt Disney Animation Studios, the campaign dominated the city with multiple OOH formats allowing it to also reach Super Bowl fans staying in the San Francisco bay area. To continue highlighting Zootopia's parallels with the real world, the campaign wrapped 2 Caltrains taking Super Bowl fans to Levi's Stadium as well as a double-decker bus in downtown San Francisco surrounding the NFL Experience. Both wraps were designed to look as if they were part Zootopia's transit system, with characters from the film seen in the windows comfortably commuting as we do. This same creative execution continued throughout the entire campaign in other markets: LA Metro half-wrap buses, LA double-decker bus wrap, Chicago L-Train full wraps, malls, etc. Digital OOH, mainly digital video spectaculars, further demonstrated Zootopia's parallels to our world that included bright, bold character selfies.

## Plan Details

**Markets:** Las Angeles, New York, San Francisco, Chicago, Dallas, Las Vegas + 50 Markets/Malls

**Flight Dates:** Teaser Campaign: December 2016 - January 2016; Main Campaign: February 2016 - March 2016

**OOH Formats Used:**

- Los Angeles: LA Metro bus half wraps, double-decker bus wrap, bulletins, premiere panels, bus kings, bus shelters, digital bulletins
- New York: taxi tops, digital spectaculars, midtown tunnel bulletin, digital bulletins
- San Francisco: CalTrain full wraps, double-deck bus wrap, bus shelters, BART kings, bulletins, Oakland Airport wallscape, digital bulletins
- Chicago: L-Train full wraps, digital bulletins
- Dallas: bus kings, digital bulletins
- Las Vegas: Vegas Strip digital spectacular (Super Bowl week)
- Malls: static kiosks, digital kiosks, digital sky banners and escalator wraps extended reach across 50 markets
- Digital bulletins provided targeted support across the top 20 markets opening week

**Target Audience:** General Audience, Families, Parents and Kids

**Budget:** Because Disney had an exciting story to tell using OOH, the budget was increased to 9% of the total U.S. media spend.

## Results

Zootopia exceeded expectations with a U.S. box office haul of \$75.1 million, setting a record for the biggest opening weekend among Walt Disney Animation Studios films (breaking Frozen's record), the biggest March animated opening (breaking Universal's Dr. Seuss' The Lorax record), the fourth biggest March opening and the tenth biggest animated opening of all time.

