



# Disney+

Brand Audit Project 2025



Disney

PIXAR

MARVEL

STAR WARS

NATIONAL GEOGRAPHIC

hulu

ESPN

## Recommended For You



# AGENDA



## History

Historical Perspective



## Brand

Brand Architecture  
Brand Identity



## Market

Target Market  
Brand Marketing  
Current Market Situation



## Competition

Brand Positioning  
Competitive Frame



## Consumer

Consumer-Based Equity



## Future

Brand Challenges



# HISTORY

Historical Perspective



## August 2017

Initial announcement that Disney would launch a direct-to-consumer streaming service

# LAUNCH

## December 2017

Disney announces its intent to acquire most of the content assets from 21st Century Fox

## March 2018

Disney announces director Jon Favreau will create a new live action Star Wars series for the service

## October 2018

Through an Instagram post, Favreau announces the name and premise of his project: The Mandalorian

## April 2019

A \$6.99 monthly price point is announced

## November 2018

Unveiling the product name, Disney+



## November 2019

Launches first bundle with Hulu and ESPN+ at \$12.99 monthly

# CURRENT

## December 2022

Launched Ad-Supported tier at \$7.99 monthly and raised ad-free price to \$10.99

## December 2023

First integrated Hulu content onto the Disney+ platform

## May 2024

WNBA opening night streamed live on Disney+. The first ESPN live sports streamed on Disney+ in the US

## October 2024

Disney+ standalone and bundled services raise prices again to current price levels (Feb 2025)

## July 2024

Disney+ launches the Max and Hulu bundle, the first time bundling with a non-Disney service

STAR  
WARS

# BRAND

Brand Portfolio + Architecture  
Brand Identity



# ARCHITECTURE

## *Media and Entertainment Distribution*



## *Studio Content*



and Disney Movie Insiders, El Capitan Theatre, with Hollywood Records

## *ESPN and Sports Content*



# IDENTITY

EARLY 2024 REBRAND



Pure White



Bright Aurora



Aurora



Dusk



Twilight

# IDENTITY

LAUNCH



CURRENT



## Live and Upcoming From ESPN+



Started 2h 21m ago  
Toronto Maple Leafs vs. Chicago Blackhawks  
National Hockey League · 2025



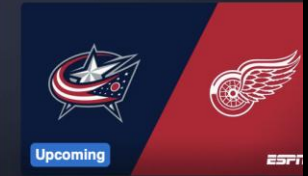
Feb 25, 2025 · 6:30 PM - 9:00 PM  
Edmonton Oilers vs. Tampa Bay Lightning  
National Hockey League · 2025



Feb 27, 2025 · 5:45 AM - 1:00 PM  
Cognizant Classic in The Palm Beaches: Main Feed (First...)  
PGA TOUR · 2025



Feb 27, 2025 · 6:30 PM - 9:00 PM  
Philadelphia Flyers vs. Pittsburgh Penguins  
National Hockey League · 2025



Mar 1, 2025 · 5:00 PM - 8:00 PM  
Detroit Red Wings vs. Columbus Blue Jackets  
National Hockey League · 2025

## Streams: Non-Stop Playlists



Started 1h 18m ago  
ABC 20/20  
20/20



Started 30m ago  
Happier Than Ever: A Love Letter to Los Angeles  
TV-14 · 2021 · Concerts, Music



Started 7m ago  
Disney Junior Ariel  
TV-Y S1:E3 Copy Catfish / Happy Crabb...



Started 15m ago  
Welcome to Earth  
TV-PG S1:E1 The Silent Roar



Started 53m ago  
Full-Court Miracle  
TV-PG 2003 · Drama, Coming of Age

## Unlock to Stream More Hulu



Available with Hulu Subscription  
Paradise  
TV-MA 2025 · Drama, Thriller



Available with Hulu Subscription  
High Potential  
2024 · Drama, Police Drama



Available with Hulu Subscription  
Shifting Gears  
TV-PG 2025 · Comedy



Available with Hulu Subscription  
Kingdom of the Planet of the Apes  
PG-13 2024 · Adventure, Science Fiction



Available with Hulu Subscription  
9-1-1: Lone Star  
TV-14 2020 · Drama, Procedural



PIXAR

# MARKET

Target Market  
Brand Marketing  
Current Market Situation

# TARGET MARKET

*Emma and Mark Thompson*  
Family Oriented Viewers



"Disney+ is our go-to for family movie nights, and we love that it's safe for our kids."

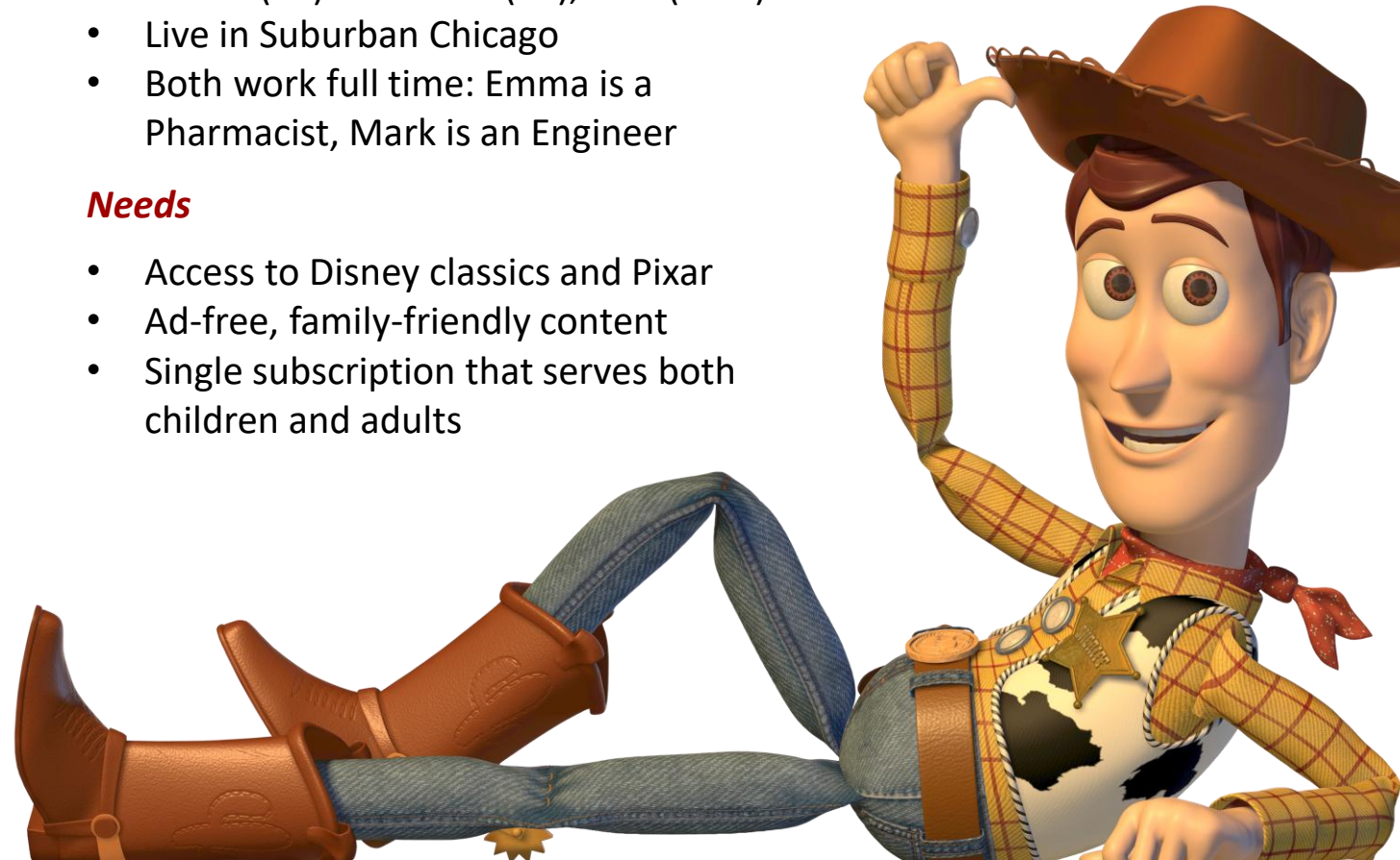


## *Demographics*

- Emma (35) and Mark (38), Kids (3-12)
- Live in Suburban Chicago
- Both work full time: Emma is a Pharmacist, Mark is an Engineer

## *Needs*

- Access to Disney classics and Pixar
- Ad-free, family-friendly content
- Single subscription that serves both children and adults



# TARGET MARKET

## Demographics

- Jake (28) - SINK
- Lives in Los Angeles
- Works full time: Graphic Designer
- Enjoys attending Comic-Con and movie premieres

## Needs

- Access to franchises: Marvel and Star Wars
- Access to exclusive branded shows
- High quality streaming (4K, Dolby Atmos)
- Behind the scenes and exclusive content

*Jake Morales*

Franchise Enthusiast



"I subscribed to Disney+ just for the Marvel and Star Wars content—everything else is a bonus."

# PRODUCT

## Breadth

Diverse content selection



Numerous genres: Entertainment, Education, Documentary, Reality, Curated International Content

## Depth

Smaller volume than competitors



Limited to Disney content resulting in extremely loyal fandom viewership



# PRICE

## Stand Alone (monthly)

Option	Price
Basic (with Ads)	\$9.99
Premium (no Ads)	\$15.99 (or \$159.99/year)
Add an extra member	\$6.99 basic \$9.99 premium

## Bundled (monthly)

Option	Basic	Premium
Duo: Disney+ and Hulu	\$10.99	\$19.99
Trio: Disney+, Hulu, and ESPN+	\$16.99	\$26.99
Max Bundle: Disney+, Hulu, and Max	\$16.99	\$26.99

# PLACE

Direct-to-Consumer (DTC) streaming service, available via subscription-based access in over 100 countries.

## Smart TVs + Streaming Devices



## Gaming Consoles + Mixed-Reality Headsets



## Mobile App + Web



# PROMOTION

A mix of television, digital, and social media marketing, along with cross-promotions across Disney-owned platforms like ESPN, ABC, and Disney Parks.

## Owned (Disney's competitive advantage)



## Earned

- + 35M+ followers across X, Tik Tok, Instagram
- + Gain significant traction around trailers and announcements

## Paid

- + Paid social and commercials for new shows and amplify reach for their most prominent shows
- + Promote shows at live events like Comic Con



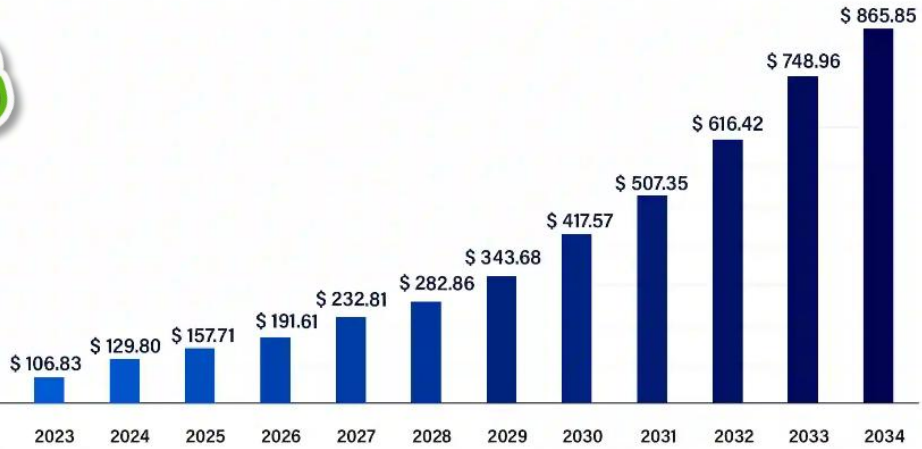


# ADVERTISING

*Past Campaigns*

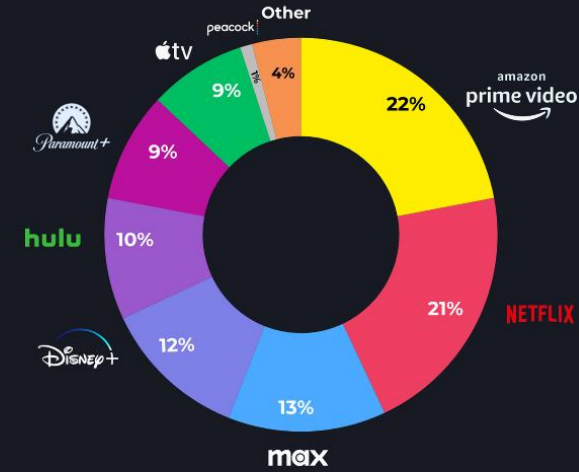


### Video Streaming Market Size 2023 to 2034 (USD Billion)



Source: <https://www.precedenceresearch.com/video-streaming-market>

### US Video Streaming Market Share



Disney+ hotstar Jio

## JioHotstar

JioCinema and Disney+ Hotstar are merging soon.

[connect@jio.com](mailto:connect@jio.com)



# CURRENT MARKET SITUATION

Market Share

Competitive Frames/Brands + Brand Positioning

# COMPETITION

MARVEL



# BRAND POSITIONING

## Positioning Statement

For families and adults who cherish timeless stories and iconic characters, Disney+ is the place to stream your most beloved content among entertainment platforms, because it is the exclusive home of Disney, Marvel, Star Wars, Pixar and more

Target

Point of Difference

Frame of Reference

Reasons to Believe





**Target Market:** Individualistic young adults with diverse tastes and preferences

**Points of Difference:**

1. Extensive Originals content
2. Recommendation Algorithms

**Overall Positioning:**  
Global provider



**Target Market:** Broad audience, especially Amazon Prime members

**Points of Difference:**

1. Amazon Prime Bundle
2. Live sports and Rental services

**Overall Positioning:**  
Value-driven streaming service



**Target Market:**  
Families and nostalgia-driven adults

**Points of Difference:**

1. Exclusive Nickelodeon Content
2. Live TV, such as CBS

**Overall Positioning:**  
Comprehensive





Consumer-Based Brand Equity

# CONSUMER



# CONSUMER-BASED BRAND EQUITY

*Pyramid*



# FUTURE

Brand Challenges

ESPN

THUNDER 89  
HORNETS 85 F

KINGS  
SACRAMENTO  
FOUNDATION  
Suite Z

Comcast  
SPORTSNET

Snacks &

201

WINGS!

102

Suite BB

# BRAND CHALLENGES

## THE DISNEY CORPORATE UMBRELLA

- + Strategic decisions must align with broader corporate goals of The Walt Disney Company
- + Moves must fit Disney's financial priorities

## GROWTH BEYOND FAMILY DEMOGRAPHIC

- + Disney+ is a trusted choice for parents
- + Must strike a balance between maintaining its core brand identity and appealing to a broader audience

## SATURATED STREAMING MARKET

- + Major players like Netflix, Prime Video, and Paramount+ are competing for the same consumer attention and subscription dollars
- + Disney+ had strong launch but struggles to grow and retain subscribers





THANK YOU

**QUESTIONS?**