



Disney+

Brand Recommendations Presentation 2025



Disney

PIXAR

MARVEL

STAR WARS

NATIONAL GEOGRAPHIC

hulu

ESPN

Recommended For You



AGENDA

The Disney logo in its signature script font, white on a dark blue background.

Introduction

From the Castle
to the Cloud

The Star Wars logo in a bold, blocky font, white on a dark blue background.

Brand Challenges

Franchise Fatigue
Past the Pixie Dust
Most Magical Platform Online

The ESPN logo in its signature red font, white on a dark blue background.

Strategies

Lean into Disney IP
Disney+Hulu Merger
Original Programming
Diversify Content

The Hulu logo in its signature green font, white on a dark blue background.

Conclusion

Challenge Flow Chart

Disney

INTRODUCTION

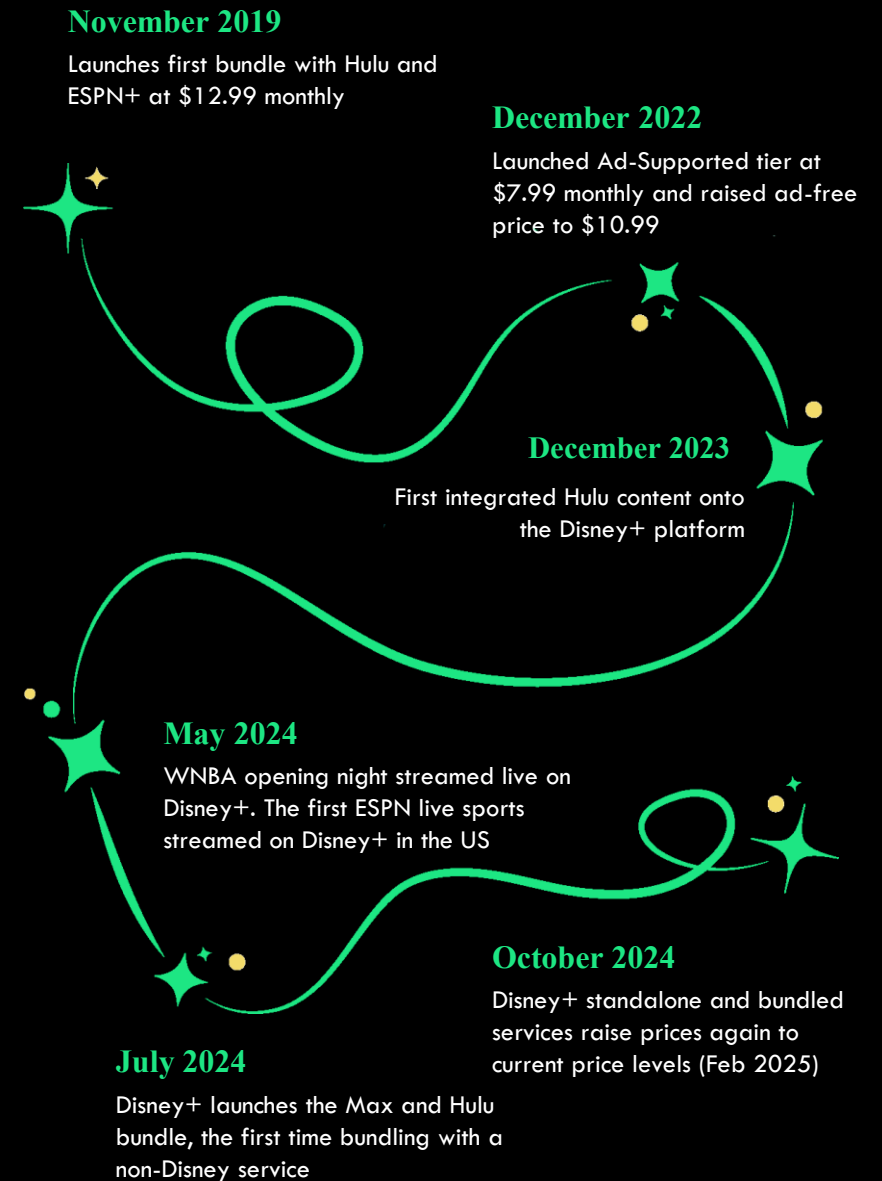
From the Castle to the Cloud



Disney+'s Strategic Turning Point

Objectives:

- Leverage Disney's existing intellectual properties
- Improve Disney+'s brand relationships with existing consumer
- Develop a strategic pipeline to transition first time users into loyal viewers





STAR
WARS

CHALLENGES

Franchise Fatigue
Past the Pixie Dust
Most Magical Platform Online



Brand Challenge 1:

FRANCHISE FATIGUE

Stuck Under the Disney Umbrella

- Disney+ benefits from access to the Walt Disney Library
- Broader corporate priorities of Walt Disney constrain decision making speed
- Disney+ lacks flexibility of independent competitors
- Heavy reliance on existing franchises stifle innovation and limit content



Brand Challenge 2:

PAST THE PIXIE DUST

Engaging Audiences Beyond Families

- + Known for family-friendly content, attracting primarily parents and children
- + Strong association with wholesome content limits appeal to wider, younger demographics
- + Disney+ faces stiff competition from platforms offering more diverse, genre spanning content

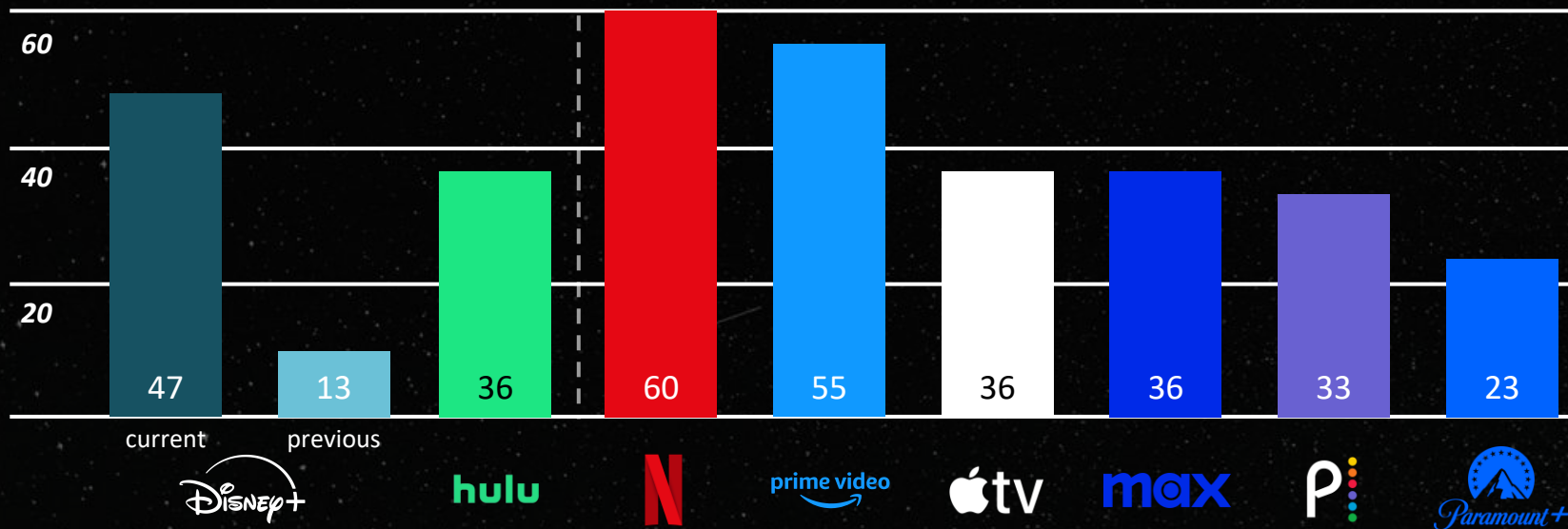


Brand Challenge 3:

THE MOST MAGICAL PLACE ONLINE

Standing Out in the Saturated Streaming Market

Disney+ vs Competitor Streaming Services Subscriptions



- Economic pressures may lead to subscription cuts
- Disney+ has a complex purchase process that lacks integrated features like games/music
- Multiple pricing tiers confuse customer

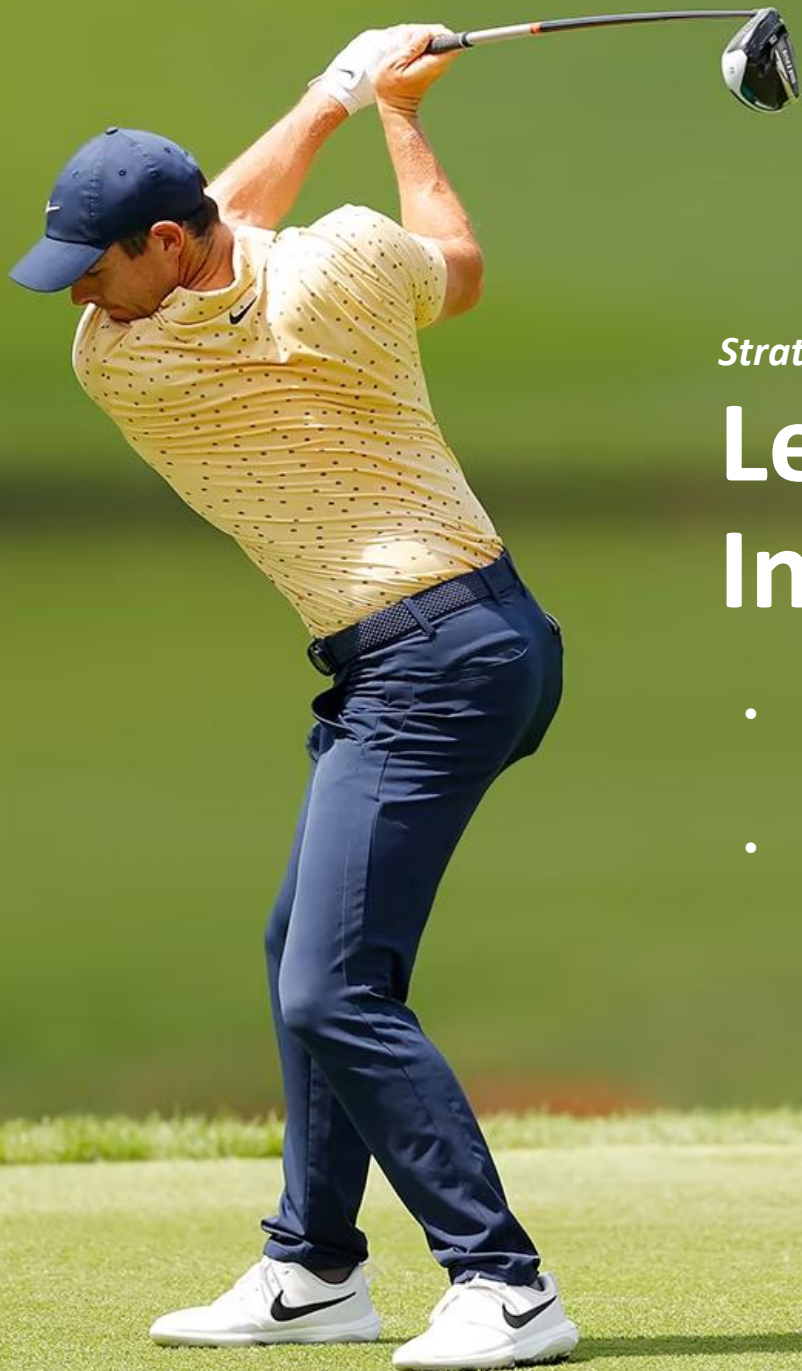
Figure 1.0: Disney+ Brand Research Survey, n=68



STRATEGIES

+ Tactics

ESPN



Strategy 1:

Lean into Disney Intellectual Property

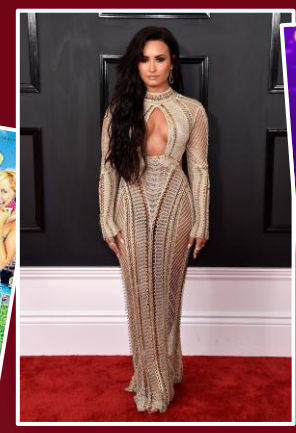
- Make being under the Disney umbrella an opportunity, not challenge
- Bring more beloved, nostalgic, relevant content to the platform



Tactic 1.1:

Disney+ Music

- Leverage iconic music catalog and stars.
- Exclusive music experiences including concert specials, behind-the-scenes stories and original documentaries.
- 61.9% report interest for Disney+ Music





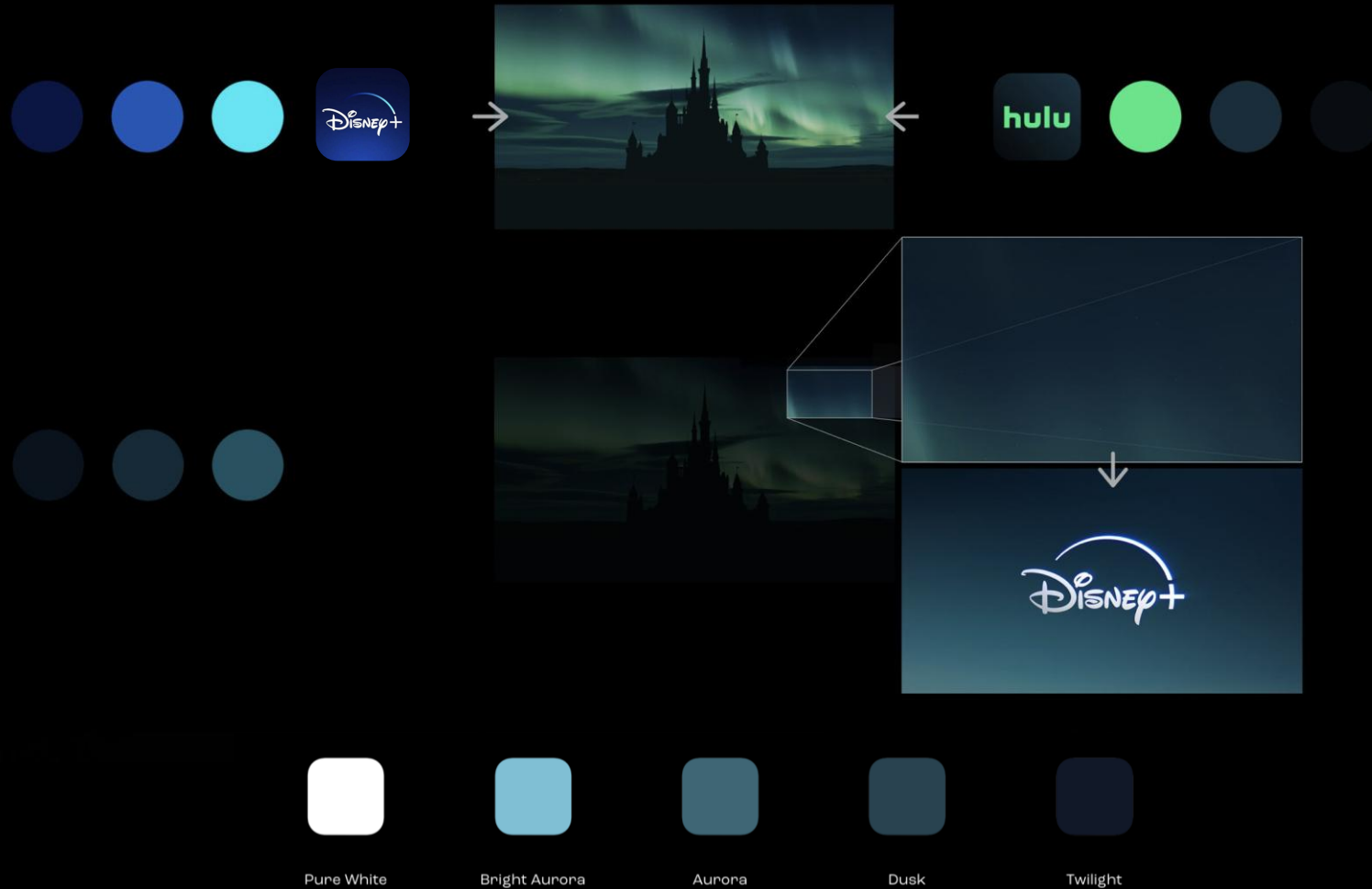
Tactic 1.2:
Disney+ Games

- Offer IP games from physical and digital library.
- Create interactive, replayable content (multiplayer trivia challenges).
- Increase time spent in-app

78% Report Nostalgia for Disney Games

Strategy 2:

Disney+Hulu Merger



One Unified Platform

- Significant consumer confusion between content offerings between owned enterprises
- Consolidating the platforms into a single, personalized experience to streamline content access, reduce user frustration and highlight value
- Profiles used to prioritize content-based demographics

LAUNCH



CURRENT



NEW



Disney+Hulu Merger Support

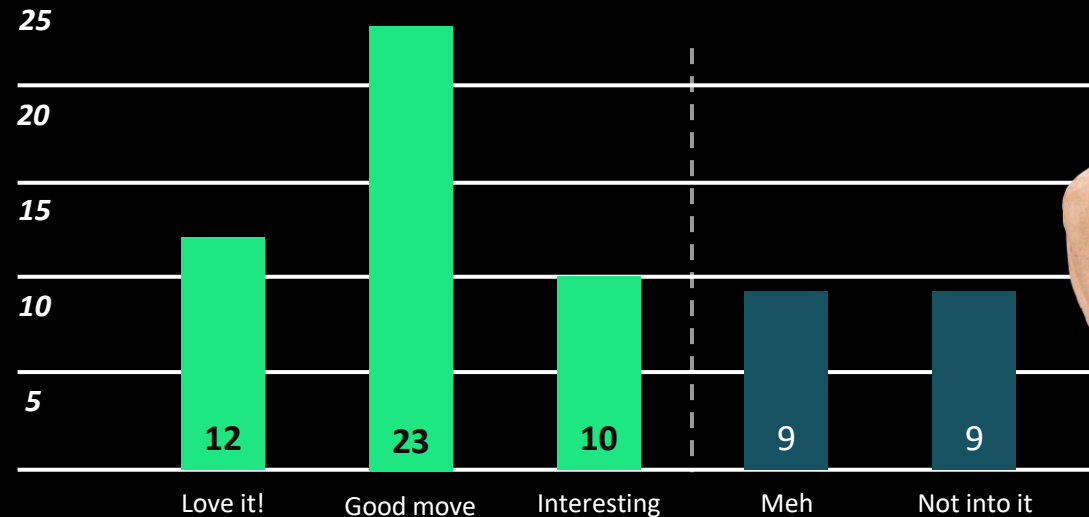


Figure 2.0: Disney+ Brand Research Survey, n=68



Current (monthly)

Disney Plus Plans		Price
Solo: Disney+	with Ads	\$9.99
Duo: Disney+ and Hulu		\$10.99
Trio: Disney+, Hulu and ESPN+		\$16.99
Max: Disney+, Hulu, and Max		\$16.99
TV Bundle: Disney+, Hulu+LiveTV, and Max		\$82.99
Solo: Disney+	Ad-Free	\$15.99
Duo: Disney+ and Hulu		\$19.99
Trio: Disney+, Hulu and ESPN+		\$26.99
Max: Disney+, Hulu, and Max		\$29.99
TV Bundle: Disney+, Hulu+LiveTV, and Max		\$95.99

Tactic 2.2:

Simplify Bundle and Price

- Significant consumer confusion between content offerings between owned enterprises
- Consolidating the platforms into a single, personalized experience to streamline content access, reduce user frustration and highlight value
- Profiles used to prioritize content-based demographics

Simplified (monthly)

Tier	Basic	Premium
Solo (with ads)	Disney+Hulu	\$10.99
Duo (with ads)	Disney+Hulu and ESPN+	\$16.99
Premium (ad-free)	Disney+Hulu and ESPN+	\$26.99



Strategy 3:

Developing New Original Programming

- Escape the franchise bubble
- Invest money into building new IP

Tactic 3.1:

Book + Video Game Inspired Content

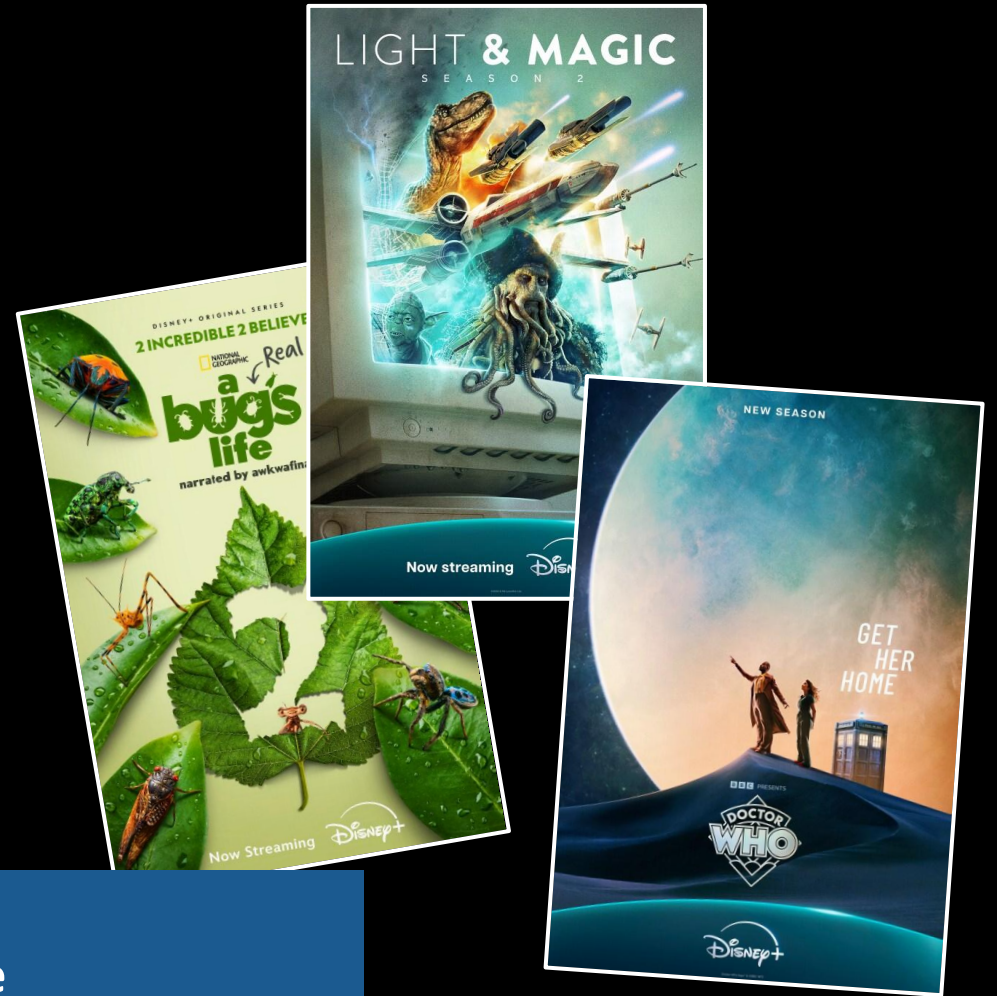
- Recently successful titles: *The Witcher*, *Fallout*, *The Last of Us*, *Percy Jackson*
- Bring new fans into the ecosystem



Tactic 3.2:
Reduced Seasonality

- Churn rate post the streaming season is high
- Staggered content release annually to consistently engage subscribers

65% Subscribed to streaming platform for just one title





Strategy 4:

Diversify Content Types and Genres

- Consumers are faced with an abundance of platforms offering similar formats, pricing tiers, and content strategies
- Creating a distinctive user experience that is deeply tied to the Disney brand and that competitors cannot easily replicate

Tactic 4.1:

Disney+ Sports

- Proven Concepts: WNBA on Disney+, Hard Knocks on MAX, Drive to Survive on Netflix
- 21% of subscribers did not know Disney+ offered extended sports content
- New Exclusive Content: Exclusive behind the scenes sports content marketed on ESPN networks
 - Season long team exclusives
 - Weekly shows with ESPN personalities

Tactic 4.2:

Disney+ Music

Tactic 4.3:

Disney+ Games



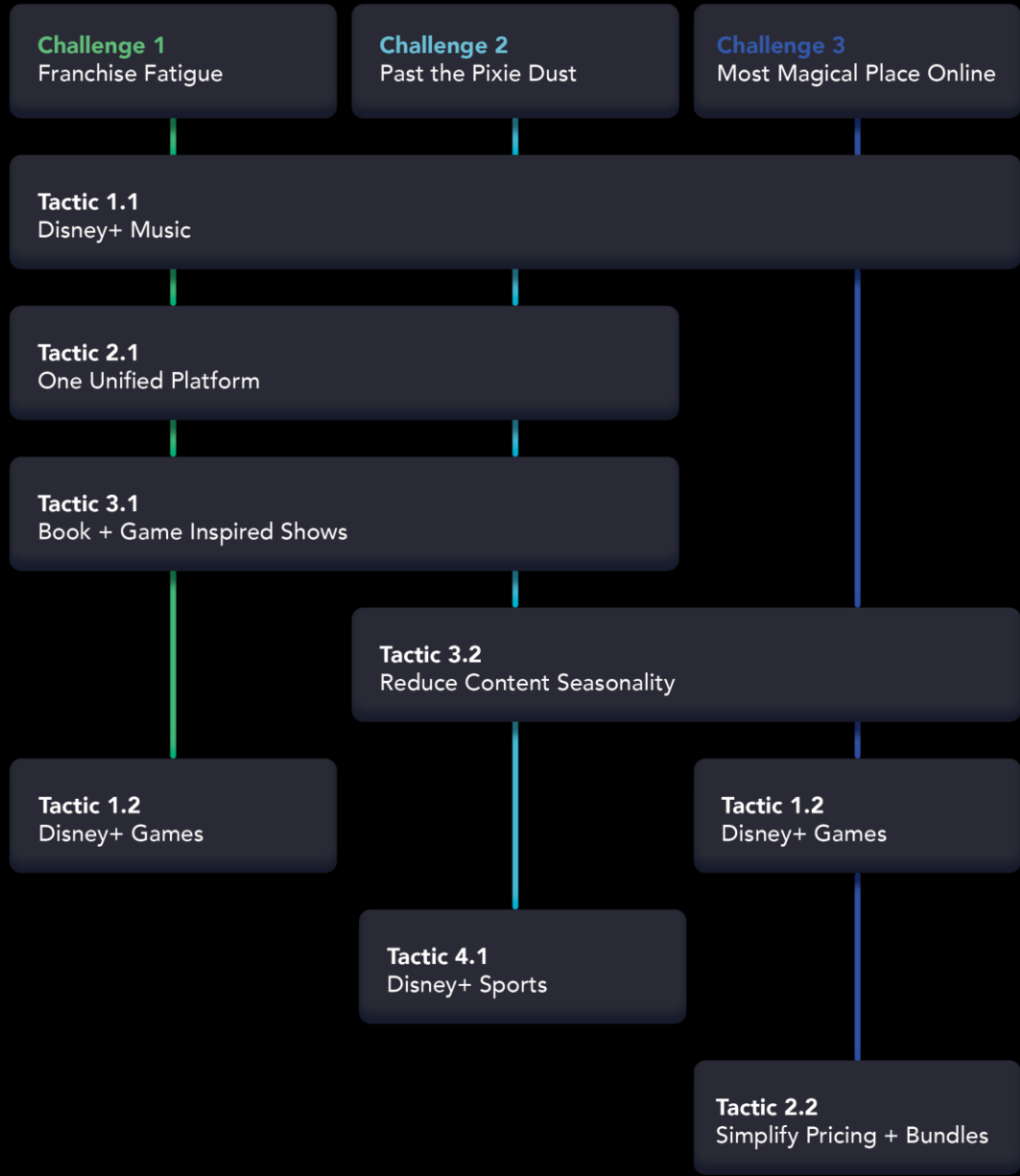


hulu

CONCLUSION

Addressing constraints, shifting perspectives

Only Murderers in the Building



CONCLUSION

CHALLENGE FLOW CHART



The Bear

ROI

CONCLUSION



Paradise

Exclusive Streaming Rights
Entertainment Hub for all Walt
Disney Content

New Content Development
Hiring, Licensing and
Marketing

Market Share
Pass Netflix & Prime

Churn Rate Reduction
More diverse content in one place –
Keep subscribers longer

Subscriber Diversity
More Subscriber Personas
in-app

Customer Lifetime Value
Generate more value from
users



THANK YOU
QUESTIONS?