

# DISNEY PRESENTATION

<b>DISNEY PRESENTATION .....</b>	<b>1</b>
<b>Disney decisions.....</b>	<b>2</b>
Branding and promotion.....	2
Localization .....	2
Pricing .....	2
2 <sup>nd</sup> park in 2002: product.....	2
Segmentation.....	2
CCL .....	2
<b>Marketing definition for Disney .....</b>	<b>3</b>
Marketing Definition.....	3
Two Satisfactions .....	3
Sell or die .....	3
Marketing is politically incorrect in France and Europe.....	3
Reflection vs. action.....	3
CCL .....	3
<b>Hospitality and Luxury Market Vision.....</b>	<b>4</b>
People .....	4
Your luxury visit.....	4
UX: User eXperience (or CX: customer experience).....	4
Customer journey in hospitality market or luxury market.....	4
Share of leisure market.....	4
CCL .....	4
<b>Things to Know about French and European Consumers .....</b>	<b>5</b>
Every market is a niche market.....	5
Strong French State.....	5
Low use of consulting.....	5
Be serious, feel serious, stay serious or... ..	5
<b>FUTURE.....</b>	<b>5</b>
Harmonization .....	5
StoryTelling and BrandContent.....	5
<b>Questions for SHU students, we will discuss tomorrow:.....</b>	<b>6</b>