

Disney societal marketing strategies essay

[Business](#), [Company](#)



A life of a modern person is a life full of comfort, technologies, advanced services and everyday innovations. A problem is that all modern life benefits cost people constant rush and lack of time for the communication with the nearest and dearest. Disney company understands the society need in family values strengthening. Disney is a leading provider of family travel and leisure experiences. Disney presents people a chance to share, spend free time with families and friends, getting the unforgettable memories. Providing the customers with the full range of entertaining things (the amusement parks, cinema, social chains, video gaming, etc.) Disney company manages to unite all generations: the youngest, the teenagers, the grownups and even the elderlies.

Except the families, Disney contrives to bring together the like-minded strangers. Through the products and campaigns in the social chains people of the different ages, from all over the world can communicate with each other, play games.

Globalization is the other characteristic of the modern society. People today know a lot about the people living in the different countries, continents; are familiar with the foreigners' traditions and habits. Despite such knowledge, people mostly like the things and the culture they are used to. Disney corporation is one of the best globalization examples, this company and its products are known all over the world. Notably, Disney has parks and resorts, cruise line, properties in North America, Europe, Asia, nearly everywhere. It means that people decide if they want to travel far and become acquainted with the new experiences, or to stay in the native, well-known habitual environment. Such societal marketing strategy brings the

customer loyalty.

Disney gives people not only a joy, it awakens a love for getting knowledge among children. Disney is the world's largest publisher of children's books, magazines, and digital products. Besides, Disney has English language learning business, that consists of over 40 Disney English learning centers across China and a supplemental learning book program. Disney makes the process of learning easy and interesting.

References

The Walt Disney Company. Company Overview. Retrieved from <http://thewaltdisneycompany.com/about-disney/company-overview>