



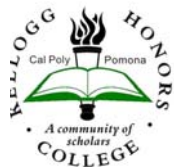
# Secrets of Disneyland

## HIDDEN MARKETING

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### Introduction

The Disneyland Resort is known around the world as the "Happiest Place on Earth." How it developed this reputation, however, is interesting. The Walt Disney Company itself is recognized by business people as the ultimate marketing genius. While many of the company's techniques are obvious, and therefore direct, many fall under the category of indirect marketing. For a place like Disneyland, which is known for its magical atmosphere, this style of marketing is purposeful, because it builds the mystique of the park, which then drives sales. Over the course of this project, I'll share a number of secrets, and explain how many of these little-known facts are actually very clever and shrewdly planned marketing strategies.

"Annual Attendance by Park"

[http://www.scottware.com.au/theme/feature/atend\\_disparks.htm](http://www.scottware.com.au/theme/feature/atend_disparks.htm)

Disneyland	11.6	11.6	11.4	10.3	14.1	15.0	14.2	13.7	13.5	13.9	12.3	12.7	12.7	13.3	14.5	14.7	14.9	14.7	15.9
California Adventure	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	4.7	5.3	5.6	5.8	6.0	5.7	5.6	6.1
Magic Kingdom	18.0	11.5	12.0	11.2	12.9	13.8	17.0	15.6	15.2	15.4	14.7	14.0	14.0	15.1	16.1	16.6	17.1	17.1	17.2
EPCOT	14.4	10.0	9.5	9.7	10.7	11.2	11.8	10.6	10.1	10.6	9.0	8.3	8.6	9.4	9.9	10.5	10.9	10.9	11.0
Disney's Hollywood Studios	6.8	8.0	8.0	8.0	9.5	10.0	10.4	9.5	8.7	8.9	8.3	8.0	7.9	8.3	8.6	9.1	9.5	9.6	9.7
Disney's Animal Kingdom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	8.6	8.3	7.7	7.3	7.3	7.8	8.2	8.9	9.5	9.5	9.6
Typhoon Lagoon WP													1.7	1.7	1.8	1.9	2.1	2.1	2.1
Blizzard Beach WP	0.0	0.0	0.0	0.0									1.8	1.6	1.7	1.8	1.9	1.9	1.9
Tokyo Disneyland	15.8	16.0	15.8	15.0	15.5	17.0	17.4	16.7	17.5	16.5	17.7	13.0	13.2	13.2	13.0	12.9	13.9	14.3	13.6
Tokyo DisneySea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	12.0	12.2	12.2	12.0	12.1	12.4	12.5	12.0
Disneyland Paris	0.0	10.0	9.8	8.8	10.7	11.7	12.6	12.5	12.5	12.0	12.2	10.3	10.2	10.2	10.2	10.6	12.0	12.7	12.7
Walt Disney Studios	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	2.2	2.2	2.1	2.2	2.5	2.6	2.7
Hong Kong Disneyland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	4.2	4.5	4.6

### Research Methods

- Literary research on the Disneyland Resort, Subliminal Persuasion, Indirect Marketing, and Direct Marketing
- Personal experiences
- Casual interviews with current Disneyland cast members

### Subliminal Persuasion

The ability to create awareness of something at a subconscious level. From an advertisement point-of-view, creating a desire for a product without making an obvious statement would be subliminal persuasion.

Disneyland example:  
As you walk down Main Street, you can smell fresh baked goods. This is actually a vanilla scented perfume being sprayed from the stores.



The castle may seem far away, but actually the buildings on both sides are built gradually shorter as you go, to create the illusion that the castle is really big.

### Research Results

The following examples are Disneyland "secrets" that I've learned from Disneyland workers & research, and how they're actually clever marketing strategies.

### The Technique of Indirect Marketing

A method of advertisement that doesn't require any direct attention/advertisement...almost like a product or company marketing itself. Disneyland has a sense of mystique about it, and many guests who are aware of the various "secrets" of the park, want to learn all about them. Word of mouth can be one of the most effective marketing techniques...a strategy constantly being used for Disneyland. The reason so many fun facts about the park remain unshared, is to maintain that mystique, and convince guests to return to the park on a regular basis in order to potentially learn more "backstage" information.



Dozens of Hidden Mickeys are located throughout the park...as a result of how popular it is to find these Mickeys, Disney now sells a book, identifying each Mickey's location.



A private club is located in New Orleans: Club 33. Membership is \$15,000/year, and currently the 14 year wait list is closed.



The lamp seen from the window above the Main St. Fire station, is actually coming from Walt's original apartment.