



## Turning Positive Sentiment Into Engagement for Disney World

They Engaged

19,490

People

Who Spent

2m 02s

On Average

Delivering

55%

Brand Lift

### Disney's Goal: Solidify Leadership Position

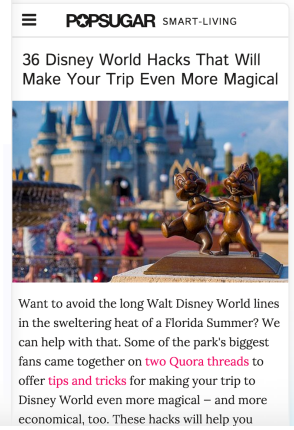
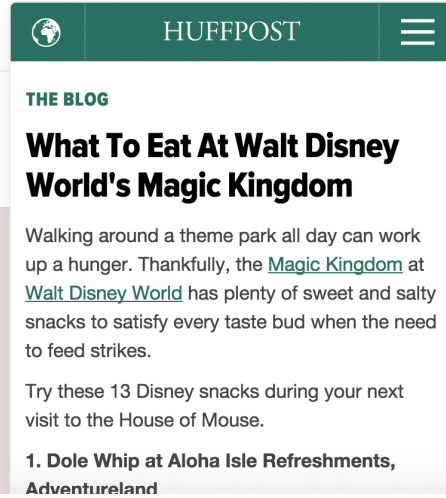
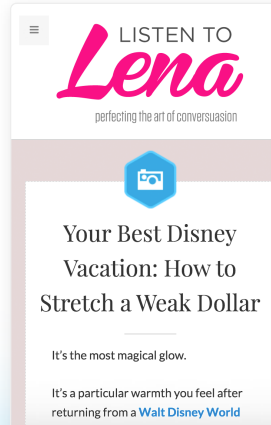
Disney wanted to generate additional awareness during its anniversary year to continue to be the number one family vacation destination.

### Our Solution: Promote The Best Earned Content

By curating a select few of the most engaging stories out of literally thousands of content pieces created about the spectacular entertainment complex, inPowered was able to present Walt Disney World with the most positive sentiment and a strong message around multi-generational family trips tailored for the target audience.

### Content

The campaign included six content pieces that were carefully selected and then featured and rotated to reinforce the message. The highest engagement rate came from a blog post written by a female about her experience traveling to Walt Disney World with a large family.



The campaign reached family vacation planners for an immediate impact and drove 210% growth in shares of the promoted content in addition to the 55% brand lift as consumers said they were now more likely to visit Disney World.

### Audience

The target audience was hispanic families aged 24-54 with at least one child aged 3-11 in the household, \$75K+ household income, interested in family travel and having an affinity for Disney. Females aged 22-38 with Walt Disney as an interest who were targeted on mobile were the best performing audience segment in terms of engagement rate.

### Ads & Distribution

The content promoted for Disney was distributed through two main native ad formats - social and in-ad units. The highest engagement rate came from social ads.

The inventory sources used for the campaign were Facebook and DoubleClick AdX with Facebook as the strongest distribution channel in terms of engagement rate.

