

INSIGHTS IN JUST 24HRS

Thoughts on Disney's recent milestones?

WE ASKED 1,000 CONSUMERS ON THE AYTM PLATFORM

We launched a study to gain insights into consumer attitudes and perceptions surrounding Disney celebrations—both personal and brand-led. It covered the celebration of personal achievements with Disney, perceptions and attitudes toward Walt Disney World's 50th anniversary, and the upcoming 100-year anniversary of Disney itself. Here's what we found:

Methodology

WHAT

A 4-minute online survey fielded in just 24 hours using aytm's proprietary panel

WHO

1,000 US adults ages 18+, balanced by gender, age, region, ethnicity, and household income

WHEN

April 29, 2023

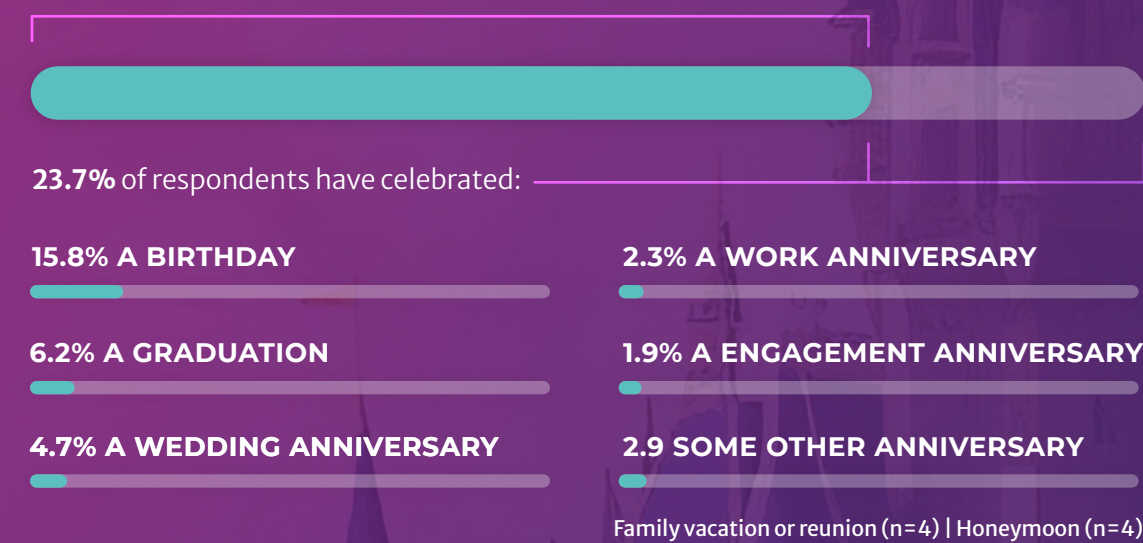
Our findings

Respondents' attitudes toward Disney

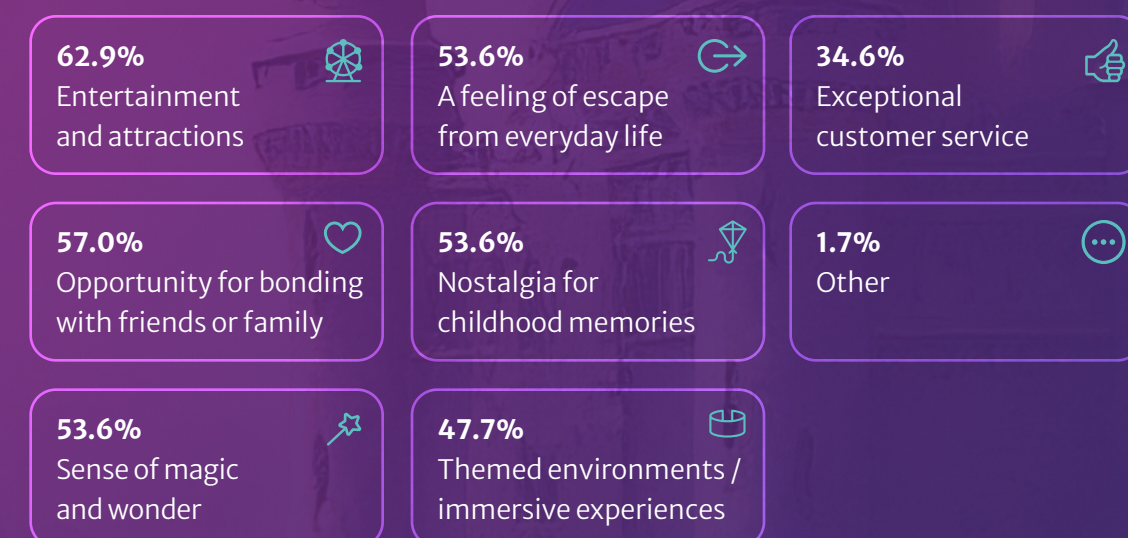


Personal celebrations at Disney

76.3% of respondents have not celebrated a personal anniversary or achievement at a Disney park or resort

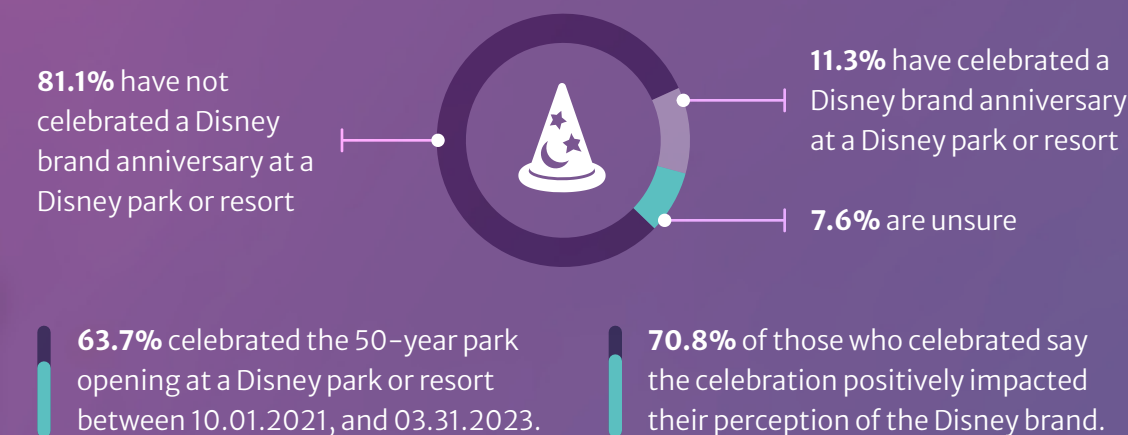


Among those who have celebrated a personal anniversary or achievement at a Disney park or resort, the following made them feel emotionally connected to Disney:

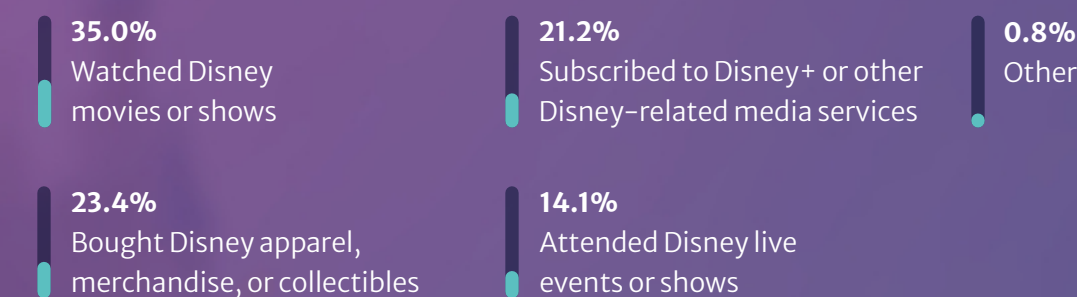


Brand celebrations at Disney

WALT DISNEY WORLD 50-YEAR PARK OPENING CELEBRATION



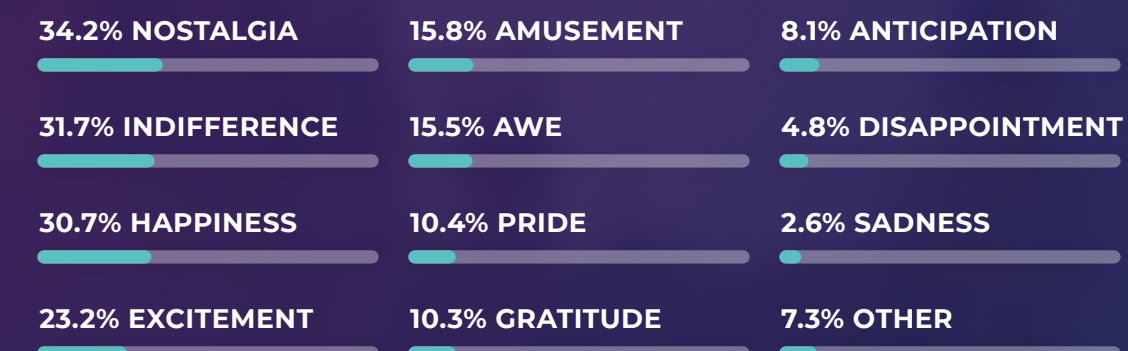
47.5% of those who celebrated or were aware of the anniversary engaged in Disney-related activities because of Disney's 50-year park opening celebration:



WALT DISNEY COMPANY 100TH ANNIVERSARY

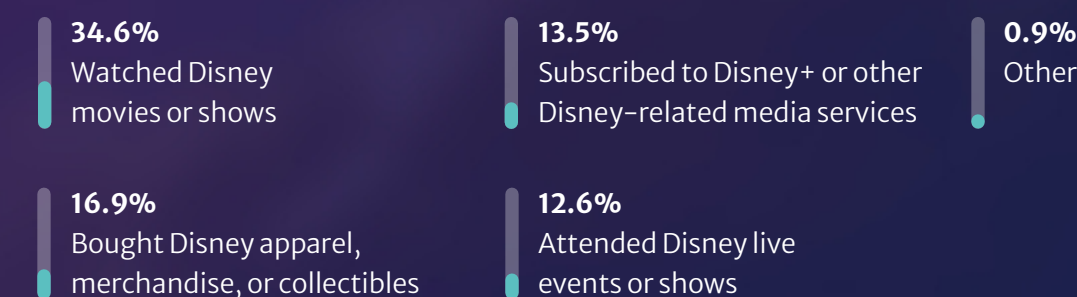
24.8% of respondents were aware of the 100th anniversary celebration in 2023.

How do respondents feel about Disney's 100th anniversary:



25.6% of respondents state that the 100th-anniversary celebration positively impacts their perception of the Disney brand.

44.2% are more likely to engage in Disney-related activities because of Disney's 100th-anniversary celebration:



Key takeaways

BRAND ANNIVERSARY CELEBRATIONS HAVE A POSITIVE IMPACT ON ENGAGEMENT

Brand celebrations are more impactful for those who have preexisting positive impressions of Disney or feel emotionally connected to the brand. Disney can capitalize on the nostalgia and happiness that brand anniversaries evoke by promoting Disney movies/shows and selling Disney apparel, merchandise, or collectibles.

AMPLIFY MARKETING FOR PERSONAL AND BRAND ANNIVERSARY EXPERIENCES

Focus offers and marketing around the opportunity to escape everyday life and experience nostalgic, magical entertainment and attractions with family or friends. Consider targeting or offering perks to consumers who have celebrated an anniversary or event at a park or resort in the past.

LEVERAGE PREEXISTING IMPRESSIONS AND EMOTIONAL BRAND CONNECTIONS

Brand celebrations are more impactful for those who have preexisting positive impressions of Disney or feel emotionally connected to the brand. Those who previously have neutral or negative perceptions and do not feel emotionally connected are largely indifferent to brand celebrations.

Want to see more of this study?

[VIEW THE FULL RESULTS](#)

Looking to do your own research?

[SCHEDULE A DEMO](#)



Advance your ideas with aytm

INSIGHTS TECHNOLOGY AND RESEARCH EXPERTS

Hey. We're aytm. We know consumer insights propel Disney's business forward, and we're here to help you and your team get them in less time, with less resources, and without skimping on quality.

- Automate simple and advanced research
- Access 100MM+ global consumers
- Field surveys in 24 hours or less

Our automated insights platform

FULL LIFECYCLE INSIGHTS HAVE NEVER BEEN MORE ACCESSIBLE

Our platform does it all. Find and segment your audience, design advanced and comprehensive surveys, and collect and organize your findings to advance your ideas. Looking to satisfy your curiosity? Our platform can help!

[LEARN MORE](#)

THE PREDICTIVE SAMPLE ENGINE

Find your audience anywhere

- Get real-time feedback on cost, availability, demand, and turnaround
- Target by demographic, psychographic, and personality traits
- Build custom quotas or mirror census data for gen pop studies

THE SURVEY AUTHORING TOOL

Get on the same page with everyone

- Build with a growing library of quant and qual question types
- Drag, drop, copy, paste, and rearrange your survey with ease
- Leverage powerful survey logic and built-in best practices

THE INSIGHTS AND ANALYSIS DASHBOARD

Tell the story of your data

- Conduct advanced analysis in real-time after launching surveys
- Build custom charts and stunning visualizations for better storytelling
- Share your findings with stakeholders and export your data in any format



We do panel differently

LESS LIKE A COMMODITY, MORE LIKE A COMMUNITY

We pay cash for quality responses, and have continued to organically grow our proprietary panel, PaidViewpoint solely through the recruiting power of happy respondents.

WE TREAT YOUR AUDIENCE WITH RESPECT

So in return they'll give you high-quality data. It's also the reason they continue to rank PaidViewpoint the #1 survey-taking site through organizations like SurveyPolice.

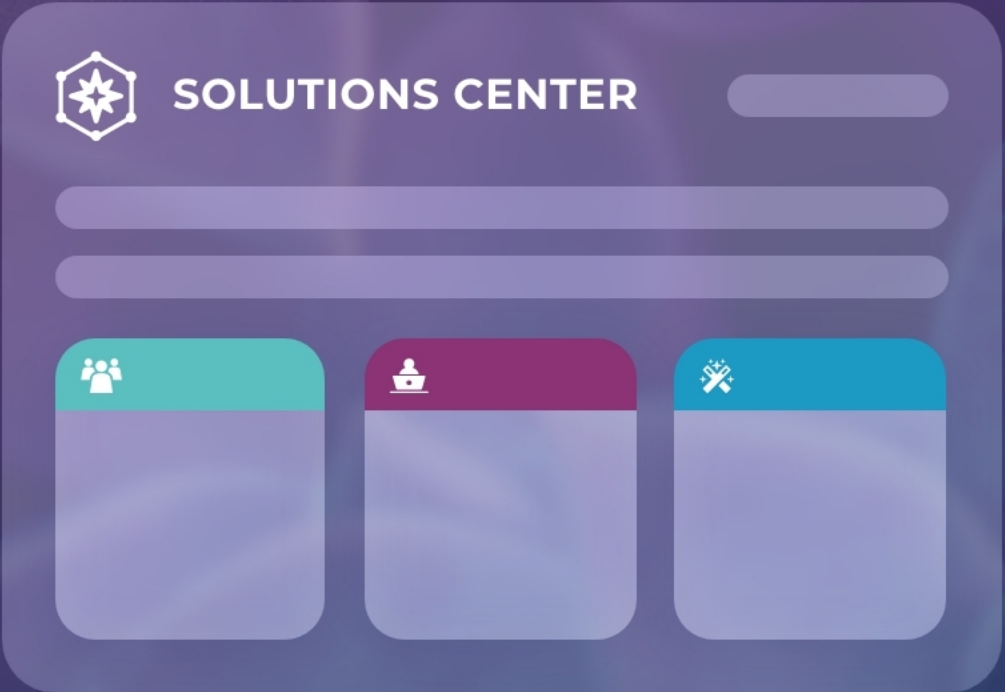


Solve for every stage of research

A LIBRARY OF AGILE SOLUTIONS

We have A LOT of really powerful pre-built solutions, and our Solutions Center puts them right at your fingertips.

-  **PRODUCT DEVELOPMENT**
-  **MARKET LANDSCAPE**
-  **CONSUMER EXPERIENCE**
-  **ADVERTISING AND MESSAGING**
-  **BRAND INSIGHTS**
-  **BUSINESS STRATEGY**



Partner with the experts from aytm

FROM TRAINING AND EMPOWERMENT TO FULL-SERVICE SOLUTIONS

We're here to partner and consult with you, not just serve you tech. Members of our service team have worked with other teams at Amazon as well as other brands just like yours—we understand and empathize with your needs.



FULL SERVICE

Service with a consultative mindset

From survey design to full analysis and reporting deliverables, we've got your back. Our market research experts are eager to understand your goals and challenges.



ASSISTED DIY

Empower more agile insights

When your survey needs are a bit more complex or your bandwidth may not allow for a DIY approach, we are here to lend support and instill confidence.



TRAINING & ENABLEMENT

A trusted guide for your agile journey

Online courses to boost your knowledge, on-call support to ensure surveys are launched with accuracy, and end-to-end consulting to scale your success.

Let's talk

We get it: There's a lot on your plate! But if you're interested in learning more about how aytm can help empower your curiosity, reach out! We'd love to walk you through the platform.

GET IN TOUCH