

# DISNEY IMAGINEER

## A MARKETING & FINANCE PROJECT

### GOALS:

Pretend that you are a member of the Disney Imagineer team. Your team must come up with a new ride for a Disney Park. Your Imagineer team will be pitching your idea to Disney executives as well as potential ride go-ers.

**The goal of this project is to design and pitch a ride for a Disney theme park which meets/exceeds the need(s) of a Disney Park patron while staying within a budget.**

As you plan your new ride, please remember/consider the following:

- 🐭 Great entrepreneurs find a need or a target market that is not currently being served and capitalize on it.
- 🐭 Imagineers work on teams. *This is a team effort!*
- 🐭 Your Imagineer team may select the park where the ride will be offered. Please see a list of parks below.
- 🐭 You are allowed up to \$1,000,000 to build a new ride. You need to be aware of your budget limitations. For pricing, please see page 6.

### DISNEY PARKS:

There are several Disney Parks. They include:

- 🐭 Walt Disney World, Orlando, Florida
- 🐭 Disneyland Resort, California
- 🐭 Aulani Resort, Hawaii
- 🐭 Disneyland Resort Paris
- 🐭 Tokyo Disney Resort
- 🐭 Hong Kong Disneyland Resort
- 🐭 Shanghai Disney Resort



## **REQUIREMENTS:**

 **ITEMS # 1 – 6 SHOULD BE TYPED AND PRESENTED ALONG WITH A 2-3 MINUTE IMAGINEER TEAM PITCH.**

### **1. Market Research**

Plan, design and **conduct** market research to evaluate your clientele and customer profile. This should be done through a survey or focus group.

- a. The market research can be on paper or electronic.
  - i. **\*TIP:** Google Forms is a quick, easy way to collect data AND display it.
- b. **PLEASE ALLOW TIME FOR YOUR PARTICIPANTS TO RESPOND!**

### **2. Ride Go-er**

You must create a ride that is based on the framework of the target market (based off of your market research). It is essential that you create a customer profile of your typical ride patron (the person who would choose to go on this ride first as well as again and again). This is similar to your ride demographics, geographics, and psychographics.

**\*TIP:** Including some of your market research data would be helpful!

### **3. Logo, Slogan, Name and Marketing/Advertising Method**

You must create a logo, slogan, and name for your ride which must have a direct connection to your target market. You may draw them or use a computer application. Explain in a paragraph how you developed each and what the relation is to your target market. Be sure to include the colors you chose and why.

Define what type of marketing/advertising would be best for your product. How would you spread the word for your new ride? **BE CREATIVE!**

### **4. About the Ride**

Your Imagineer team should set the scene for the ride. You need to specifically include the following in your pitch: the storyline, environment, interaction, and uniqueness.

- a. **Story**
  - i. What creative storyline will riders encounter as part of this ride?  
Most Disney rides have a story associated with them. A story makes the ride more interesting and engaging for park visitors. Your ride needs to have one also. Provide a snapshot of the storyline in written form.

b. **Environment**

- i. Describe the sights, sounds, climate, and special effects of your ride. Set the scene for the environment as well as for your ride. Where is the specific location of this ride located within the park?

c. **Interaction**

- i. What type of interaction will you add to your ride to enhance the ride experience?

d. **Uniqueness**

- i. What makes this ride special or unique? Why would the masses choose to wait in long lines just to experience this ride?

5. **Pricing**

Determine the projected expenses for your ride. You will be using the budgeting worksheet in this packet to calculate the price of your ride. Feel free to use Excel or Google Spreadsheet to calculate your price!

In addition to your projected expenses, please also include projected revenue. How will you capitalize on your new ride? How will you extend the Disney market? Please be specific and **CREATIVE!**

6. **Ride & Ride Car Design**

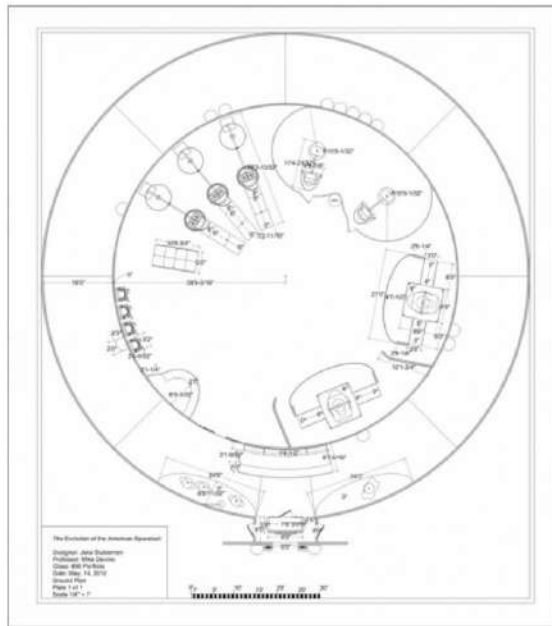
Design the ride. Incorporate your name, slogan, logo and color strategy. Be sure to explain what makes your ride special. Specifically state how many people can fit on the ride at one time and in each car.

**\*TIP:** You can convey the idea of your ride in a variety of ways. Please **BE CREATIVE.**

- a. For example, you can use visuals from Disney and enhance them. You can sketch them yourself or using a computer application. You can create a slideshow/video using marked up footage.
- b. Page 4 has sample sketch ups/models from Savannah College of Art & Design (SCAD) which offers a Theme Park Design degree

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Untitled | Jake Stutesman



Untitled | Shelly Martin

SAMPLES OF WHAT DESIGNS  
COULD LOOK LIKE FROM  
SCAD:

[https://www.scad.edu/  
academics/programs/themed-  
entertainment-design/student-  
work](https://www.scad.edu/academics/programs/themed-entertainment-design/student-work)



Untitled | Multiple artists

## **RESOURCES:**

Need ideas? A refresher on what rides are already in the parks? Use these links for starters!

- 🐭 What is Imagineering?
  - <https://disneyimagination.com/about-imagination/about-imagineering/>
- 🐭 List of Disney Attractions
  - <https://disneyworld.disney.go.com/attractions/>
- 🐭 Videos of Disney Parks
  - <https://www.youtube.com/user/DisneyParks/>
- 🐭 List of Disney Attractions and Park Guides
  - <http://www.disneytouristblog.com/rides-parks-guides/>

## **CAREER CORNER**

Like this project? This project uses a multitude of skills needed in certain majors.

- |   |  |
|---|--|
| 🐭 Animation                                       | 🐭 Game Design and/or Development       |
| 🐭 Architecture                                    | 🐭 Graphic / Communications Design      |
| 🐭 Communications                                  | 🐭 Illustration                         |
| 🐭 Computer Science                                | 🐭 Industrial Design                    |
| 🐭 Construction/ Project Management                | 🐭 Interactive Media Design             |
| 🐭 Creative Writing/ Screenwriting/<br>Playwriting | 🐭 Interior Design                      |
| 🐭 Design  | 🐭 Landscape Architecture               |
| 🐭 Engineering                                     | 🐭 Media Production (Digital, TV, Film) |
| 🐭 English   | 🐭 Theater Design and Production        |
| 🐭 Fine Arts                                       | 🐭 Urban Planning                       |
|   | 🐭 Visual Arts                          |

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## IMAGINEERING AND RIDE COST LIST

### BASIC COSTS

COST OF IMAGINEERS	\$2,000 per Imagineer
COST OF MARKET RESEARCH	\$5,000
SAFETY EXPERT	\$1,500
MARKETING TEAM	\$1,500 per Marketer
COST OF CONSTRUCTION CREW	\$8,000 per Crew Member
COST OF LAND	Included
BASIC MATERIALS	\$3,000

### ADD-ON COSTS

DISNEY CHARACTER	\$2,000 per character featured
MUSIC <u>ONLY</u>	\$1,000
MUSIC AND VOICEOVER	\$1,500
2 SEATER CART	\$2,000 (*TIP: Make sure you specify how many carts!)
4 SEATER CART	\$3,000 (*TIP: Make sure you specify how many carts!)
6 SEATER CART	\$4,000 (*TIP: Make sure you specify how many carts!)
DISTANCE SPANNED	\$100 per foot
ADDITIONAL TECHNOLOGY	\$1,000 per item
(May include, but <u>not</u> limited to: water, light, sound effects)	

## PROJECTED REVENUE

ESTIMATED NUMBER OF RIDERS PER DAY	? (*TIP: Consider the number of patrons per ride and number of rides per day!)
RELATED MERCHANDISE SALES	?
FOOD EXPANSION OPPORTUNITIES	?
???	?

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## **PROJECTED REVENUE AND EXPENSES**

Please use this worksheet to plan out your projected revenue and expenses.

**Please access a new copy on the Classroom Website where you can type/write neatly a copy to submit with your packet.**

PROJECTED EXPENSES		<i>Include Explanation of Expenses using Calculation to Add this Ride to a Disney Park</i>
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<b>TOTAL PROJECTED EXPENSES</b>	\$	

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PROJECTED REVENUE		<i>Include Explanation of Potential Income Using Calculation</i>
	\$	
	\$	
	\$	
	\$	
	\$	
<b>TOTAL PROJECTED REVENUE</b>	\$	

## POTENTIAL PROFIT

Using the numbers outlined above, please complete the following equation.

Projected Revenue – Projected Expenses = Projected Profit

\$ \_\_\_\_\_ - \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Over a five year period, what would your potential profit be?

Projected Revenue – Projected Expenses = Projected Profit

\$ \_\_\_\_\_ - \$ \_\_\_\_\_ = \$ \_\_\_\_\_



## CHECKLIST FOR STUDENTS:

	REQUIREMENTS	POINTS POSSIBLE
#1	<b>Market Research</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Market research is planned, designed, and conducted</li> <li><input type="checkbox"/> Market research responses are attached</li> </ul>	15
#2	<b>Ride Go-er</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Target Market is clearly defined</li> <li><input type="checkbox"/> Customer profile is created highlighting demographics, geographics, and psychographics of typical ride go-er</li> </ul>	15
#3	<b>Logo, Slogan, Name and Marketing/Advertising Method</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> You must create a: <ul style="list-style-type: none"> <li>o Logo</li> <li>o Slogan</li> <li>o Name for your ride (must have a connection to your target market)</li> </ul> </li> <li><input type="checkbox"/> Explain in a paragraph how you developed each and what the relation is to your target market</li> <li><input type="checkbox"/> Define what type of marketing/advertising would be best for your ride. How will you spread the word for your new ride?</li> </ul>	15
#4	<b>About the Ride</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Story <ul style="list-style-type: none"> <li>o Provide a snapshot of the storyline in written form.</li> </ul> </li> <li><input type="checkbox"/> Environment <ul style="list-style-type: none"> <li>o Describe the sights, sounds, climate, and special effects of your ride. Set the scene for the environment as well as for your ride. Provide a specific location within the selected park.</li> </ul> </li> <li><input type="checkbox"/> Interaction <ul style="list-style-type: none"> <li>o Explain what type of interaction you will add to your ride to enhance the ride experience.</li> </ul> </li> <li><input type="checkbox"/> Uniqueness <ul style="list-style-type: none"> <li>o Explain what makes this ride special or unique and why the masses would choose to wait in long lines just to experience this ride?</li> </ul> </li> </ul>	15
#5	<b>Pricing</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Determine projected expenses and revenues for your ride based on list provided</li> <li><input type="checkbox"/> Calculate all pricing items and clearly present potential revenues</li> </ul>	15
#6	<b>Ride &amp; Ride Car Design</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Design the ride and provide a visual to understand the ride and ride car design</li> <li><input type="checkbox"/> Include what makes your ride unique/special</li> </ul>	15
	<b>Presentation</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> A presentation is prepared and a pitch is made to potential customers</li> </ul>	10
	<b>Appearance</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> All information is typed using proper spelling, grammar, mechanics, and capitalization</li> <li><input type="checkbox"/> Overall professional appearance</li> </ul>	5
		<b>105</b>