



# MARKETING MIX

AT DISNEYLAND® PARIS

## **TOPIC 3 – The Extended Marketing Mix (seven Ps) at Disneyland® Paris**

Recommending the marketing mix for Disneyland Paris

### **Teacher Guide**

#### **Learning objectives**

The four Ps of marketing – product, price, place, promotion – and additional three Ps of the extended marketing mix - packaging, physical experience and people - provide a useful framework for businesses to create a marketing strategy for their products and services.

This exercise encourages students to explore how the extended marketing mix is used by Disneyland Paris to promote its brand, products and services.

'Promotion' is also covered in Topic 1 – Market Segmentation at Disneyland Paris

'People' is also covered in Topic 2 – Customer Experience at Disneyland Paris

#### **Before the trip**

Before the trip students should spend time looking at the Disneyland Paris websites to understand the products and services on offer, the information provided to customers, and the customer booking process. They should also download the Disneyland Paris app to explore how visitors are encouraged to manage their time once in the Disney resort.

We have provided examples of the 7 Ps of Disneyland Paris to help students prepare for their trip and to start them thinking about how they might market a Travel and Tourism product such as Disneyland Paris.

Teachers who only teach the 4Ps will need to introduce students to the additional 3Ps of the extended marketing mix before the trip.

#### **At the convention**

Convention speakers will support this topic with content on how Disneyland Paris:

- Uses marketing & digital platforms to promote its products and services
- Delivers exceptional customer experience (Travel & Tourism Convention only)

Ask your students to think about questions they may want answered on these topics.



### **In resort assignment - The Marketing Mix at Disneyland Paris**

To bring the marketing mix to life students will be asked to take photographic examples that support or update their classroom findings.

This exercise will focus on these elements of the extended marketing mix:

#### **The Marketing Mix – Product**

- Identify tangible and intangible products offered by Disneyland Paris
- Identify the different Disney brands

#### **The Marketing Mix – Place**

- Explore why retail and food establishments are located where they are in the resort and how their location can impact customers' spending in the park

#### **The Marketing Mix – Process**

- Students will explore the strategies used by Disney to increase spending by keeping people in the parks throughout the day

#### **The Extended Marketing Mix – People**

- This is covered in Topic 2 – Managing Customer Experience

#### **The Extended Marketing Mix - Physical Experiences**

- Students will identify how the park creates a fully immersive experience that takes into account all the senses
- Students will explore how Disneyland Paris manages 'pain points', such as dealing with queues

## Teaching Resources for the Extended Marketing Mix

### Examples of the 7 Ps at Disneyland Paris

#### Product

- Students should easily be able to identify a wide range of tangible and intangible products and services provided by Disneyland Paris
  - Tangible products are physical purchases such as clothing in the Disney boutiques or snacks bought around the park.
  - Intangible products are paid-for services such as the Premier Pass which allows visitors to jump the queue of their favourite ride or baby-sitting services provided in the hotel.
- USP and product differentiation – there are a number of ways Disneyland Paris differentiates itself from its competitors such as its brand, story and heritage, the provision of top-class rides and experiences, the breadth of its well-known characters and movie links, the provision of exceptional customer service, consistency and the reliability of all Disneyland resorts across the world, the choice of accommodation for a variety of budgets
- Branding – the Disney brand is unique and uses Mickey Mouse to represent the creativity and storytelling heritage of Walt Disney movies. Disneyland resorts seek to ‘make the impossible possible’ and create a magic world for visitors. The resorts also cleverly benefit from the halo effect of the other brands in the Walt Disney stable such as Pixar, Marvel and Star Wars brands
- Packaging – Disneyland Paris offers a range of packages that can be purchased before visiting the park e.g. customers can buy just a park ticket, park + accommodation, park + accommodation + meal plans, additional luggage services etc.
- Packaging - Once in the park, visitors are encouraged to buy additional services such as Character breakfasts, baby-sitting, Premier access to rides, show tickets as well as generating additional income through retail and snack sales.
- Product life cycle and new product development – as well as developing new rides and experiences, such as the Marvel Hotel or Avengers Campus, Disneyland Paris create special events to ensure the parks are full at certain times of the year, called the ‘low’ and ‘shoulder seasons’. Examples of these special events are Disney Bonfire weekends which are held in the quieter month of November, and student conferences, stage outside the busy school holidays.
- Meeting customer needs – the Disneyland Paris resort is meeting a variety of needs such as
  - Parents’ desire to share a memorable experience with their family
  - Parents’ desire to demonstrate that they are a great parent - to their children and on social media

## Price

- Different pricing strategies – Disneyland Paris offers a range of pricing options for annual passes, dated tickets, open tickets, adults and children. To suit various budgets and family types there are different hotels and dining options
- Extras – Disneyland Paris has a variety of options to encourage visitors to pay for an even better experience e.g. pay for Priority Pass to avoid the queue for a popular ride, character breakfasts
- Competitive pricing – Disneyland Paris charges a premium price compared to its competitors such as rival Paris theme park, Park Asterix, Alton Towers in the UK, Phantasialand in Germany and PortAventura in Spain
- Seasonal pricing - Disneyland Paris offers trade deals to encourage groups to visit in low season e.g. outside of the school holidays to ensure the park is full all year round

## Place

- Physical Place – Disney decided to build its European theme park on the outskirts of Paris – the most visited capital of the world. Some of the advantages of locating the park in Paris include the popularity of France as a holiday destination, the local infrastructure and access routes from UK and northern European countries. Some disadvantages of the location could be the weather and availability of staff who can speak multiple languages
- Accessing the brand and products – Disneyland Paris employ a number of media to promote its products and engage with customers e.g. outdoor advertising, TV advertising and sponsorship, website, online advertising, social media, use of influencers, trade marketing and apps
- In the parks - Disney uses a number of techniques to encourage visitors to spend more e.g. locating shops at the entrance to the park, within the hotels, at the exit of the rides and experiences. They place food stalls and treats for adults and children in certain areas, e.g. ice cream and wine in thoroughfares where you might be feeling tired

## Promotion

- Communication strategies - Disneyland Paris promotes its products and services through various media including e.g. outdoor advertising, TV advertising and sponsorship, online advertising, email and social media influencers. These will be covered at the conference.
- Messages and media for different market segments – Disney adapt their media and communications for different nationalities and segments. See Topic 1 – Market Segmentation at Disneyland Paris
- Brand halo effect – all the brands in the Walt Disney stable contribute to the promotion of Disneyland Paris e.g. Marvel, Pixar, Disney+ TV Channel, Disney Cruises and other Disneyland resorts

## Process

Disney uses some clever customer processes to maximise their guests' spend in the park

- Use of website – the website allows guests to plan and book elements of their trip before travelling to France such as accommodation, meal plans and luggage services
- Use of technology and apps – the Disneyland Paris app help guests manage their time once they arrive in the results. The app shows availability of rides and queue times. It also encourages guests to buy additional services and make restaurant reservations
- Concierge services – guests who don't want to use the app can use face-to-face information points and concierge services
- Timing of the activities and entertainment – the days are carefully planned to keep customers in the parks, and spending, for up 12 hours to day

## People

Disney understands that excellent customer service not only converts to sales but can increase your customer base by referrals and increase repeat purchase and retention

- Selection and recruitment of staff is key to the Disneyland Paris experience - staff are called cast members and should make everyone feel like they are a VIP. They are trained to smile, project a positive image, be courteous and respectful and ask about your day and your experiences to go above and beyond expectations.
- Staff competencies – staff are selected for their ability to cater for a multinational audience
- Consistency of service and training - for many families, Disneyland Paris is a high stakes product which is saved for, and looked forward to, over many months. By delivering consistent customer service, visitors know what to expect in advance and feel confident that they will enjoy a great holiday

## Physical Experiences

Disneyland Paris takes into consideration all that the customer experiences, sees, hears, and smells in relation to their visit.

- Disney uses sensory experiences to create immersive experiences for visitors such as their Smellitzer machines which spray different scents into areas of the park and hotels. Main Street, USA smells of buttery popcorn while Disney's contemporary hotels smell of luxurious green aloe. Visitors can even buy scented candles from the park to recreate the magic of their holiday when then return home
- Consistent attention to detail are applied to make customers feel like they are in a magical other e.g. even the soap and tissues in the Cheyenne Hotel follow the cowboy theme of the hotel
- The Disneyland Paris resort is designed to create a seamless experience where visitors feel comfortable and at ease at all times e.g. creating fun things to look at while queueing for the rides.
- The experiences and timing of events - Magic extra time to access the parks early, the late afternoon parade and the nightly fireworks display - are all designed to keep visitors in the park, and spending, as long as possible.

## **More teaching resources**

Below is the whole range of exclusive teaching resources COGO has prepared to complement the student convention.

In addition to this topic, we offer group leaders a choice of group assignments that they can set students in the Disneyland resort to extend learning throughout the trip.

Choose one or more of these in-resort assignments for your group. Each exercise can be completed in a day while students are exploring the parks and hotel facilities.

Each assignment has been designed to build students' understanding of these four topics:

<b>Topic</b>	<b>Subjects</b>	<b>Type of exercise</b>	<b>Suitable for T&amp;T students</b>	<b>Suitable for Business Studies students</b>
Market segments (customer groups) at Disneyland Paris	Identifying target markets Market segmentation	Provide photographic examples to support findings	Yes	Yes
Disneyland Paris customer service and competitor advantage	Managing the Customer Experience	Mystery shopping and photo evidence	Yes	Not specifically for Business Studies though the assignment considers delivery of Disney's brand experience
The Disneyland Paris marketing mix	Marketing Mix – 4Ps Extended Marketing Mix – 7Ps Visitor Attractions	Provide photographic examples to support findings	Yes – but covers the extended marketing mix of 7Ps	Yes
The impact of external factors on Disneyland Paris – PESTLE analysis	The external environment Situational analysis Influences on marketing activity	Provide photographic examples to support findings	Yes – use of PESTLE to identify influences on marketing activity	Yes

Download these resources & more at:

[voyagerschooltravel.com/student-convention-resources](http://voyagerschooltravel.com/student-convention-resources)