

Use YouTube as Your Gateway to a Global Audience

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Walt Disney World Resort

@VictoriaLim

Identify Your Audience



#socialsummit16



@VictoriaLim

Identify Your Audience



- Parents
 - Play area, bathrooms
- Lifestyle/travel
 - Security checkpoints, vendors, charging stations
- Foodie
 - Restaurants
- Industry
 - Construction, runways, gates, square footage

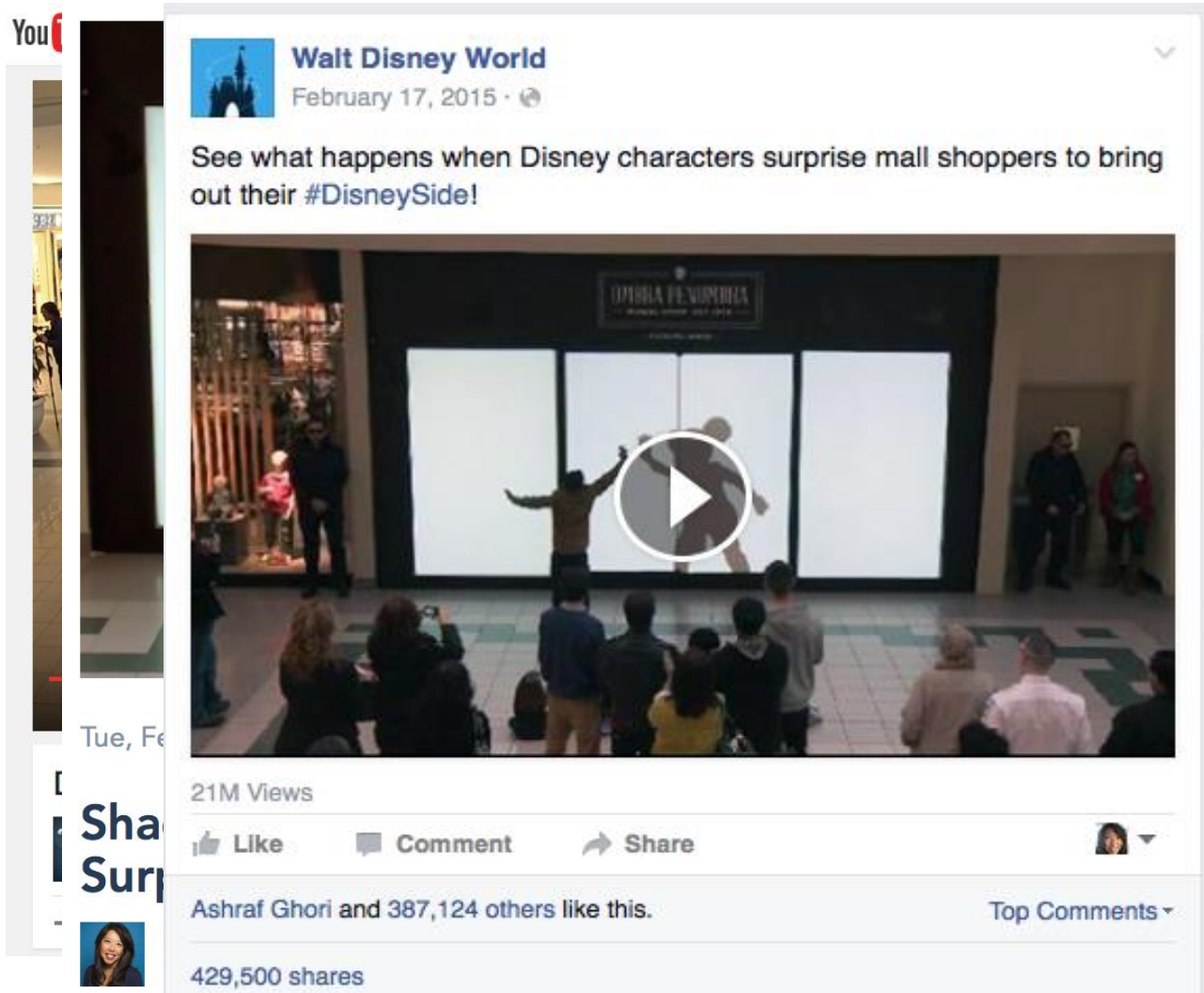
Distribution Strategy



Disney's Magical Express



Development & Cross-Promotion



The image shows a Facebook post from Walt Disney World. The post features a video thumbnail of a surprise performance in a mall window. The video shows a man in a dark shirt and pants performing a dance move in front of a large window display. A crowd of people is gathered in front of the window, watching the performance. The window display has a sign that reads "OPHELIA FE. VANDERBILT". The post includes the text "See what happens when Disney characters surprise mall shoppers to bring out their #DisneySide!" and shows engagement metrics such as 21M Views, 429,500 shares, and 387,124 likes.

Walt Disney World
February 17, 2015 · 🌐

See what happens when Disney characters surprise mall shoppers to bring out their #DisneySide!

21M Views

Like Comment Share

Ashraf Ghori and 387,124 others like this. Top Comments ▾

429,500 shares

Developing & Cross-Promotion



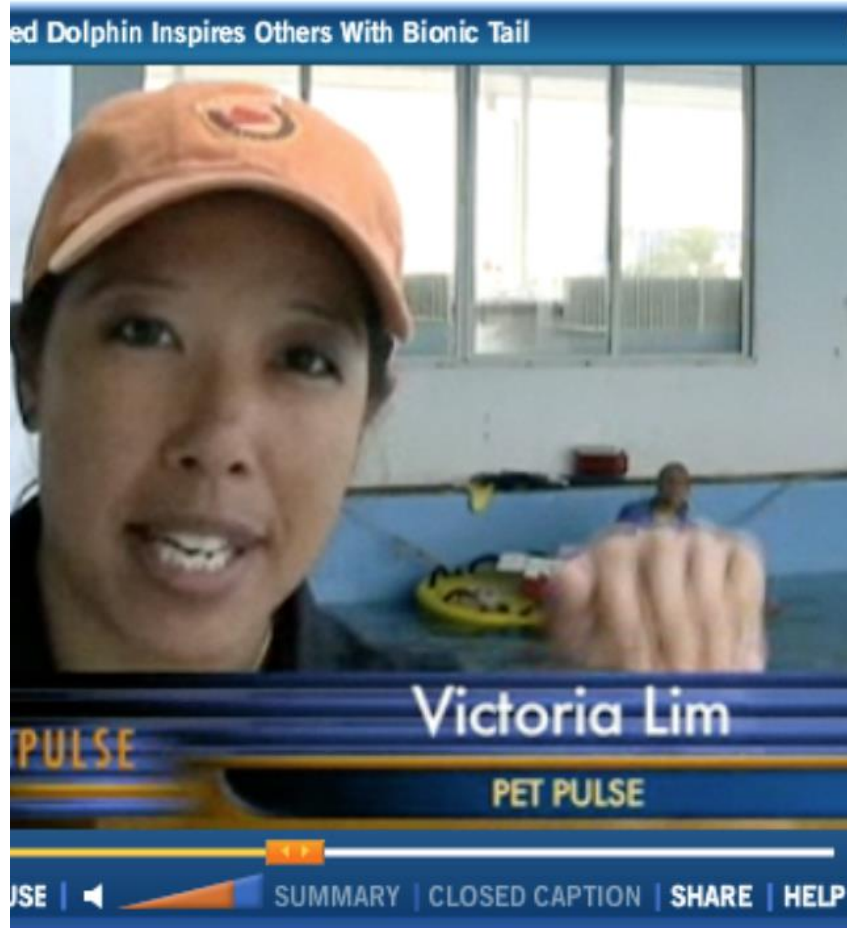
Email Updates



Disney's MAGICAL EXPRESS



Creation on a Budget



Creation on a Budget

video: An up close look at Shanghai Disneyland

July 22, 2015 by The Vibe

3 Email
By Guest Author Victoria Lim, Managing Editor, Walt Disney World Public Relations



I just returned from Shanghai, where I helped the Public Relations and Digital Marketing teams with creating, gathering, editing and distributing content and assets for the international media about the Shanghai Disney Resort. While I was there, I shot some footage on my iPhone to create a test video - an example of something we might do in the future for the Disney Parks Blog. While this video won't be published there, it provides our Global Marketing and Sales Cast Members with a peek at what we shared with Shanghai and international media, our corporate alliance and government partners, and a select group of hardcore Disney fans from China. I hope it gets you excited about our newest resort. Xie xie! (That's "thank you" in Mandarin)



The Shanghai Disney Resort model featuring the Enchanted Storybook Castle



Trying out the Light Cycles with Michele Himmelberg, DLR PR team



The Storytellers Statue featuring Walt and Mickey, of course



Hanging out with Yellow Shoes photographers, Kent Phillips and Matt Strohane, who captured all the official (awesome) photos from the event



The model structure of Sweetheart Confectionery, the candy store that will be on Mickey Avenue



The finial on top of the Enchanted Storybook Castle (replica) will feature a peony flower, to represent China, and bursting stars, representing Disney.

Victoria's Takeaways

- Identifying Your Audience
 - Think of it like pitching. You wouldn't pitch a business reporter the same way you'd pitch a parenting reporter.

Victoria's Takeaways

- Creating Content on a Budget
 - Gear suggestions ~ \$3,000:
 - Prosumer video camera that uses a chip or cards for easy download
 - Tripod
 - External microphones that use XLR connection
 - XLR cables

Victoria's Takeaways

- Creating Content on a Budget
 - Gear suggestions ~ \$3,000:
 - External light – camera attachment (and/or lights on stands, filters)
 - Headphones/earbuds
 - Extra battery
 - Extra memory cards
 - Editing software program

Victoria's Takeaways

- Creating Content ~~on a Budget~~
 - Gear suggestions ~ \$100
 - Your Smartphone
 - External microphone
 - Selfie stick, mini-tripod, gorilla-pod
 - Attachable lenses
 - Apps – Videolicious, Magisto, VideoShop, WeVideo