

# *Take Shanghai Disney as an Example to Explore the IP Development and Marketing Ideas*

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**Abstract:** In today's market, IP in the Chinese context deviates from "Intellectual Property" in its original sense, and the IP we call now adds to the new cultural connotation in the context of pan-entertainment. The so-called IP is not a traditional intellectual property right, but a concept extended from the Internet ecosystem in the Internet era. For example, literary or cultural works like games, animation, and games with high attention and traffic can be called IP. In addition, IP is not a commodity that be directly purchased by consumers, but IP content is first acquired by major companies, followed by the secondary creation and industrial chain development of IP individuals, and finally, consumers can purchase and experience the material or non-material carrier formed by IP. In recent years, thanks to the in-depth integration of media development, different media platforms have been fully utilized and effectively integrated, so that better communication channels and a broader audience market are being steadily formed. The IP industry in China is developing rapidly in literature, television, games, film, and other fields. This paper with IP industry giant - Disney group, for example, shows that by observing the development path of Disney IP, and conducting in-depth analysis and research, one can understand the current domestic IP need to enrich their original story, attach great importance to the production of high quality content, not lose Chinese unique style, also want to diversify their development vitality. At present, domestic IP should pay attention to increasing the vitality of content innovation and production, and pay attention to media integration and promotion. While creating high-quality original content, we should pay attention to the audience experience, accurately locate the audience, help people establish an emotional connection, and thus form a long-term transmission and receiving relationship. At the same time, actively improve the IP operation industry chain (online and offline), expand the realization channels, and promote the domestic IP to glow with new vitality.

**Keywords:** IP, Disney, localization and development, marketing strategy

## **1. Introduction**

IP is short for Intellectual Property. IP is an intellectual property right, but also an intangible asset [1]. But in recent years, China's IP industry has developed rapidly. Traditional mythological IP is still the main inspiration and source of theme for domestic animated film creation. However, if the homogenized IP characters are brought to the screen, the audience is bound to feel aesthetic fatigue,

which will further have an impact on the long-term development of IP brands. Among Disney's many IP images, Mickey Mouse, the Lion King, Snow White, and other classic IP images are still loved by people of all ages all over the world after nearly a hundred years [2].

Shanghai Disneyland Resort officially opened in Shanghai, China, on June 16, 2016. As one of the giants in the cultural industry, the opening of the park will once again focus on Disney's IP marketing strategy. Disney's most important resource and the source of its industrial chain is IP building [3]. Through 4P theory, this paper studies the integration of content resources after Disney landed in China.

## **2. Disney (China) Localized Marketing Based on 4P Theory**

### **2.1. Product Strategies of Disney (China)**

#### **2.1.1. Disney English**

As a typical foreign cultural industry company, the most important thing for Disney is to promote its culture. Based on the current situation of the Chinese market, Disney Children's English came into being. It is a Disney kids' English instruction course created especially for Chinese kids between the ages of three and twelve. The "integrated teaching method" is used by all foreign teachers in the training center to integrate Disney cartoon characters and homemade interactive products into classroom instruction. This creates a fun learning environment where kids can engage in classroom activities, have conversations with Disney cartoon characters, determine the plot's main character, and watch animation to learn songs, increasing their love for the Disney brand [4].

#### **2.1.2. Localization of Product Details**

Product strategy, according to its fundamental tenet, calls for businesses to prioritize the functional attractiveness of their products while also paying attention to the role that product development plays in the overall value of the final product. For theme parks, the product strategy includes park buildings, entertainment performances, amusement facilities, and other aspects [4].

*Localized architectural style.* Six different theme parks, including Mickey Street, Garden of Fantasy, Adventure Island, Tomorrowland, Treasure Bay, and "Dreamworld" with "Fantasy Fairy Tale Castle," make up Shanghai Disneyland. Although the theme of the park is still based on Disney culture, there are many Chinese architecture and architectural styles inside Shanghai Disneyland. In Shanghai, there are many Shikumen left over from the last century. The architect "spliced" Shikumen with the traditional Disney castle, supplemented by the "clock" shape, and designed the clock-style gatehouse. At the same time, the top of the "Fantasy Dream Castle" has traditional Chinese elements, and Disney's "Magic Star" jointly build, the crown of the Disney princess [5].

In his book *Globalization and Culture: Global Integration*, Jan Nederveen Pieterse points out (Globalization and Culture: Global Melange): "In the era of globalization, different cultures change on some special occasions. Apart from cultural antagonism and cultural convergence, there is also a state of cultural mixing between the cultures. That is, the need for different cultures to learn from each other in a dynamic way, common development, and the result is a new culture, which is called the third culture." [6]. The clever combination of Chinese traditional culture and Disney culture arouses people's optimism when people enter Disneyland: You can make your dream come true if you have faith and a little magic [6].

*Innovative in-park performance.* Theme park entertainment performances are mostly presented in a personalized way. Among them, it is the classic culture and stories that impress visitors the most. Traditional Chinese elements are also incorporated into the performances at Shanghai

Disneyland. For example, Mulan uses the traditional Chinese story to illustrate the excellent spirits of Chinese and American cultures - courage, independence, and loyalty. Visitors can see Chinese actors in Tang suits and Donald Duck demonstrating the charm of Chinese Tai Chi in Tang Tai Chi [6].

## 2.2. The Price Strategies of Disney (China)

Since its opening in 2016, Disney has attracted many visitors from all over the country. According to the data statistics, we can find that the age distribution of Shanghai Disneyland is mainly young users, with 77.1% aged 35 and below (as shown in Figure 1). Moreover, there are many married families with cars, and the people are mainly middle-class families [3].

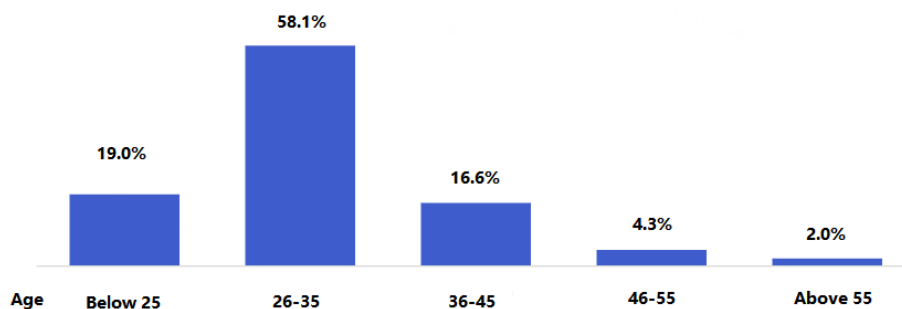


Figure 1: The age proportion of the Shanghai Disney population [7].

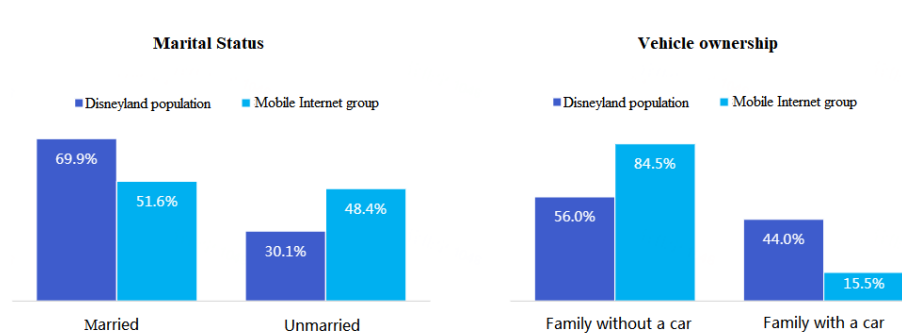


Figure 2: The proportion of family conditions of the Shanghai Disneyland population [7].

Figure 1 shows that the age distribution of Shanghai Disneyland is mainly young users, 77.1% of whom are 35 and below, which shows that young people are more keen on Disney. In Figure 2, it can be shown that over 70% of the Shanghai Disney group became married, which is much higher than the average rate of the mobile Internet group. Therefore, we can find that the audience of Disney is mainly young people, or younger families, most of which are groups with certain economic ability. On this basis, it can be found that the price of Disney Shanghai store is generally higher than that in other stores, and the price of dolls in the park is also generally higher. Based on "China limited products", the park of the Disney store will be in some specific period, such as near the end or across the period, and the product discount sales, even as high as 75%, will bring consumers psychological satisfaction by helping them buy low and keep high by using this special event price strategy, the shop may draw more people in and encourage them to buy more merchandise [7].

### 2.3. Disney's (China) Channel Strategies

Depending on the number of middlemen of the same kind utilized in each link, marketing channels can be categorized as wide or narrow. Wide channel refers to a large number of comparable middlemen that businesses use, as well as a broad distribution range of goods in the market. Target consumer items typically use more wide channels since target consumers are distributed widely. A small number of the same middle will be used by restricted channels, resulting in a narrow dispersion of products in the market. In general, high-end stuff like luxury items are appropriate [8].

Although the products of Shanghai Disneyland are very rich, it is still a one-station ticket type. The main products sold are tickets, followed by catering and peripheral products. Due to its affiliation with the Walt Disney Company, a sizable global entertainment media company, Shanghai Disneyland has a very complicated marketing channel structure. Generally speaking, it is a multi-channel combination of wide, indirect, and multi-level channels. The multi-channel portfolio can expand the number of market segments it serves through channels, lower channel costs by examining more efficient ways to serve current customers, and better serve target customers by expanding the number of channels that meet their demands [5].

### 2.4. Publicity Strategy of Disney (China)

#### 2.4.1. Propaganda Video in Line with Chinese Culture

Based on the theory of cultural value dimension (Geert Hofstede), it can be understood that China is a "collectivism" country, and China's "home" culture has a long history, so people pay more attention to the relationship between families [6].

The "home" culture is the main theme of Shanghai Disney's opening advertisement. From the family members depicted in the advertisement to the later slogan, "no matter who you are, no matter how old you are, as long as you are full of childlike innocence, please accept our invitation, cultural observation and criticism with family and friends, together to light up the dream of fantasy, "The overall message to guests is that Shanghai Disneyland will be a place where they may enjoy family affection. Shanghai Disneyland allows anyone to follow their ambitions and have a good time with their family, so that every visitor can have a different happy experience [9].

#### 2.4.2. Star Power

According to the Party's 19th report, "socialism with Chinese characteristics into a new era, the social principal contradictions of our country have been transformed into the better life of people's growing needs and the inadequate development of the contradiction between," so we must follow Marxism as a guide, stick to the Chinese culture position, based on the reality of contemporary China, combined with the current circumstances, development for modernization, and facing the challenges of modernization.

As socialism with Chinese characteristics has entered a new era, consumers' consumption concepts as well as consumption psychology of attaching great importance to material consumption in the past are also changing constantly. At present, consumers pay more attention to spiritual consumption. Therefore, Wu Minxia, a well-known Chinese diving champion, was invited to Shanghai Disneyland in September 2016, the park's third month of operation, and a banner reading "Welcome Olympic diving champion Wu Minxia home!" was erected [6]. This move not only promoted the popularity of Disney and broke the circle culture, but also narrowed the distance between consumers with the help of celebrity image and celebrity effect. Since then, Disney has often invited celebrities who have achieved good results in various professional fields and have good qualities, such as Chinese actor Deng Chao and gymnast Li Xiaopeng. Shanghai Disneyland is a

paradise full of positive energy, as seen by the custom of inviting local celebrities, in addition to being a destination to bring travelers delight [4].

### **3. Discussion**

#### **3.1. Insights from Disney's Strategies**

The good characteristics of "courage, integrity, pursuit of dreams, independence, and equality" are some of the ones that Shanghai Disney has been emphasizing to its tourists in terms of values. Disney encourages people to pursue positive energy in values in many ways. Shanghai Disney aims to blend many cultures to create items with a distinctive Disney style by combining them from the viewpoint of cultural psychology. This strategy not only satisfies the many cultural needs of tourists, but also exudes a certain cultural assurance and sense of cultural identity. Tourists are made happy and given dreams by Sea Disney, which treats many cultural groups with an open-minded and welcoming attitude [6].

As the giant engine of the pan-entertainment industry, the most prominent advantage of the Disney Group is its large number of high-quality IP. It is because of the content resources as the soul and foundation that Disney can drive the current multi-field integrated development model. Today, China's IP industry shows a strong development trend in film, television, games, literature, and other fields, but there is still a certain gap compared with the communication intensity and breadth of Disney's IP operation. Therefore, at present, domestic IP should pay attention to increasing the vitality of content innovation and production, and pay attention to media integration and promotion. While creating high-quality original content, we should pay attention to the audience experience, accurately locate the audience, help people establish an emotional connection, and then form a long-term transmission and receiving relationship. At the same time, actively improve the IP operation industry chain- online and offline, expand the realization channels, and promote the domestic IP to glow with new vitality.

#### **3.2. Current Problems and Feasible Measures**

First of all, a large percentage of students have access to tickets at popular tourist attractions in China, but Shanghai Disneyland only offers children's, standard, and elderly tickets, which lack the student tickets' preferred settings and fail to consider and cater to the needs and abilities of the majority of students [9].

Secondly, in terms of the Consumers typically reflect on the surroundings of amusement projects in the park, the characteristics of the low proportion of the objects of amusement facilities, and the lack of fascinating and exciting entertainment options that better suit college students' tastes decreases students' enjoyment of entertainment. Therefore, Shanghai Disneyland can adopt to college students this consumer group, more corresponding marketing strategy direction market segmentation [9]. In terms of activity setting, we can organize some theme activities in line with the interests and hobbies of college students, such as binary parade activities and singing activities, attract college students to participate in the activities, so that they can get a better interactive experience [9].

Disney digs deep into traditional Chinese culture and tells Chinese stories well. To tell Chinese stories well, and learn from some representative figures and historical myths of Chinese traditional culture. For instance, we can open up a new park with Hua Mulan as the theme, so as to truly create cultural resonance among Chinese consumer groups. In the setting of Disney festival activities, only Christmas, Halloween, and other theme activities representing western culture, and the lack of Chinese traditional festival culture marketing activities for Chinese customer groups. The festival culture of the Chinese nation has a long history and various kinds, and belongs to the national brand of the Chinese nation. So amusement parks can set up some themed activities in conjunction with

these traditional festivals, such as the Dragon Boat Festival and the Mid-Autumn Festival, and cooperate with the play facilities of the park, to bring consumers a good experience of often playing and often learning something new [9].

#### 4. Conclusion

After Disney landed in China, it chose to dig deep into traditional Chinese culture and tell Chinese stories well. In terms of marketing, we choose the Chinese "home" culture as the main body to attract tourists with family as the unit. Through the celebrity effect, show the values of "courage, integrity, the pursuit of dreams, independence, equality". Therefore, when building brand culture, Chinese amusement parks can also learn from some representative figures and historical myths in the Chinese traditional culture. For example, a new park themed on Hua Mulan can be opened, so as to truly resonate with Chinese consumer groups. In addition, with the help of the traditional Chinese festivals, the park can combine traditional festivals such as Dragon Boat Festival and Mid-Autumn Festival with some themed activities, and cooperate with the play facilities of the park, to bring consumers a good experience of constant playing and new.

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