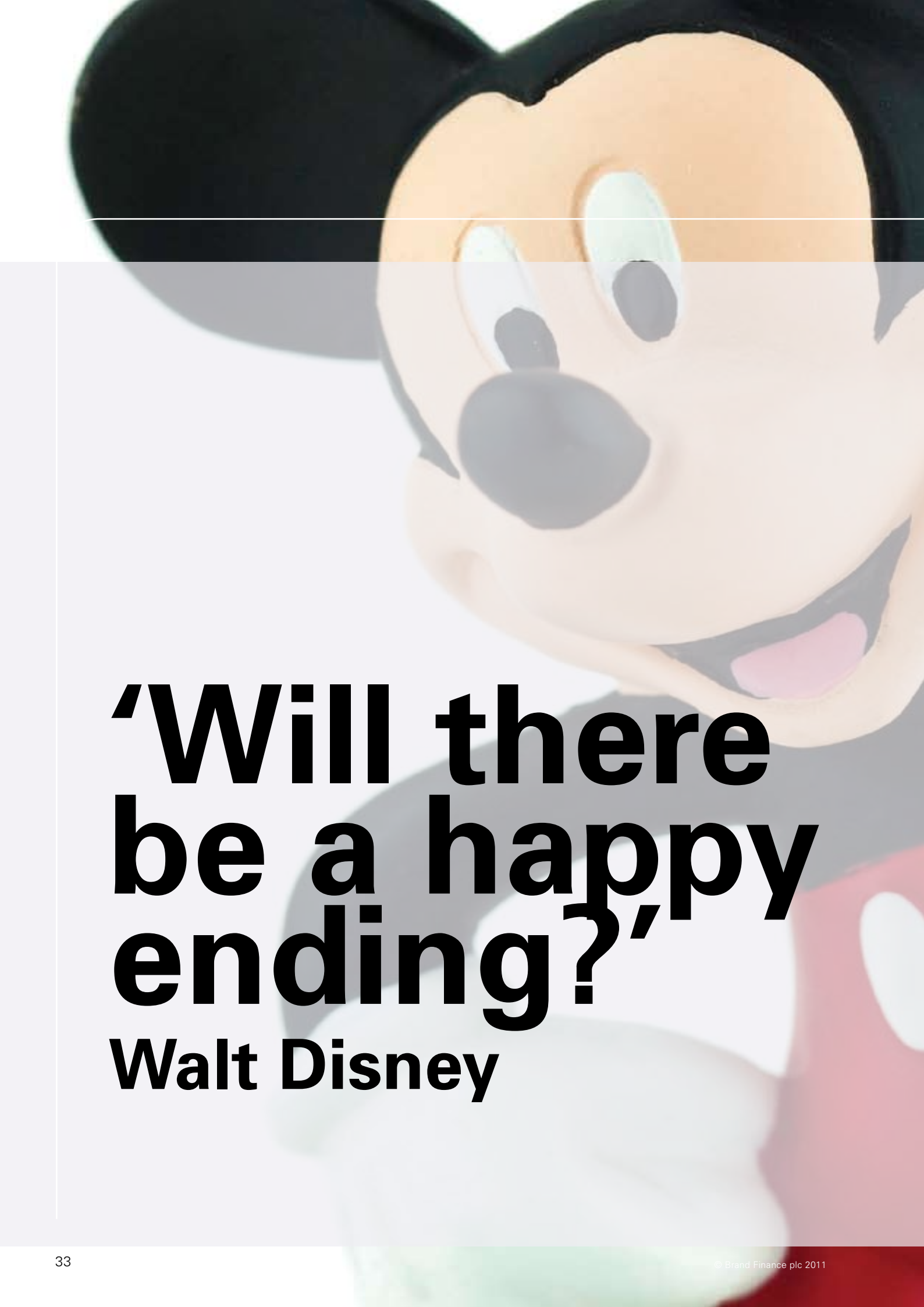


# Brand Finance® Brand Stories

Walt Disney – “Will  
there be a happy  
ending?”



**‘Will there  
be a happy  
ending?’**

**Walt Disney**

*Founded in 1923, Disney has become the world's most recognisable and valuable entertainment brand. The periodical reissuing of its film library means that successive generations grow up listening to Disney songs and watching its animated characters, and then buy the classic films and merchandise for their own sons and daughters.*

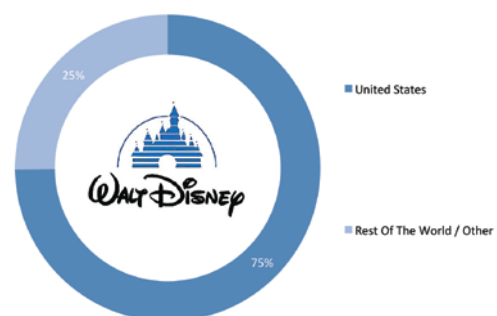
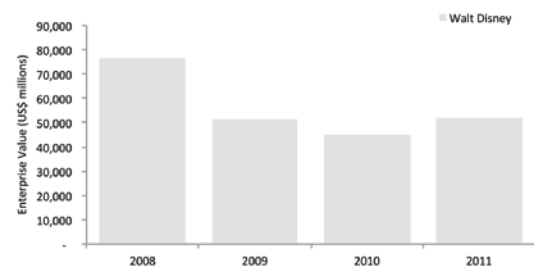
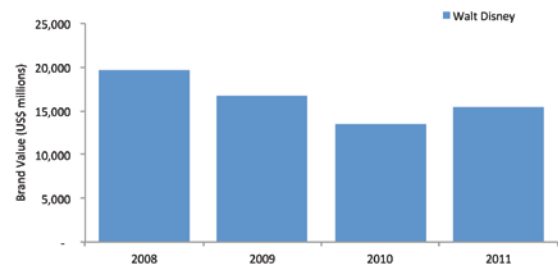
Disney is a global enterprise consisting of four additional business segments – media, theme parks and resorts, studio entertainment and consumer products. This mix of high-quality creativity and successful business acumen has enabled Disney to achieve a AAA+ Brand Rating, one of the highest in the BrandFinance® Global 500.

The company actively monetises the equity built up within its brand and is constantly looking to license or extend into new categories, from innovative digital platforms to the more established outlets of theme parks and character licensing. However, by adhering to strict guidelines, the extensions serve to expand the revenue footprint without diluting the core brand equity.

The company still leads other entertainment brands, such as Viacom or Fox, in terms of brand value. This is partly due to the fact that consumers are actually brand loyal to the Disney brand, as opposed to the product brand – e.g. Viacom's MTV or Fox's The Simpsons.

Coinciding with the release of Disney's latest movie in 2011 'Tangled', Disney's brand value has increased substantially, increasing to US\$15.4 billion. It continues to be a profitable business, regularly producing contemporary films that are underpinned by messages of positivity and family values and, more recently, incorporating an increasingly contemporary tone.

In the short-term, Disney continues to investigate additional revenue streams. There has been coverage in the press alleging that Disney has applied for the trademark of "Seal Team 6", the name of the elite US Navy Seal Team that killed Osama Bin Laden in Pakistan. The trademark supposedly covers the following areas: "entertainment and education services," "toys, games and playthings" and "clothing, footwear and headwear." Whilst there is almost certainly a market for these types of products, particularly in the computer games and toys sectors, it is a potentially hazardous departure from the core Disney positioning and could damage the brand value in the short and medium term, particularly if it is representative of a change in strategy.



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