

# MARKETING THE STORY OF YOUR VISUAL BRAND

Designed for Students

Grades 6th-12th  
Ages 11-18

Program Length

3 hours

Park Location

Disneyland® Park

## SYNOPSIS

Using *Disneyland*® Park as a backdrop, students learn how to tell their story and develop a unique brand through marketing strategies and design choices utilized by the Walt Disney Company on a daily basis.

The adventure begins with students discussing the importance of the 5 W's of great storytelling and how an image can communicate story. Students discover how the Walt Disney Company maintains its brand in partnership with other companies.

Participants embark in teams on a hands-on marketing campaign designed to highlight the differences between paid and earned marketing through photography. Here they observe how color, shape and composition can be used to captivate audiences and tell story.

Students experience select attractions and observe how Disney Imagineers® engage guests through the five senses. Students journey through the history of photography before experimenting with photographic techniques that create images with impact. Iconic environments provide teams with a landscape to create their own stories as they apply the principals of photography to narrative.

With help from editing and captioning, students finally discuss the power of social media and how it can be used to communicate and market their stories to the world.

## LEARNING OUTCOMES

After completing Marketing the Story of Your Visual Brand, participants will be able to:

- ✓ Develop and understand the importance of personal branding
- ✓ Understand the key elements of effective storytelling
- ✓ Define and discuss the impact of social media
- ✓ Understand the history of photography and how it is an ever-expanding frontier
- ✓ Apply photographic techniques to produce images with impact
- ✓ Use comparative analysis to determine which photos are more effective
- ✓ Observe how Disney engages the five senses to immerse guests in the story of our attractions and lands
- ✓ Discuss the importance of captioning and editing
- ✓ Understand how Disney uses public relations and social media to tell the story of our ever-changing brand
- ✓ Utilize their existing and new found knowledge of social media to share their stories