



Frozen-themed Cafe
The Walt Disney Company
PESO Model Assignment by Yang Jiao

The Walt Disney Company, headquartered in Burbank, California, would like to open a Frozen-themed Cafe in New York City. The film Frozen is one of the most popular and successful animations all over the world. In order to make audiences enjoy the filmed-like immersive experience in reality, the overall ornament of the cafe would be decorated as same as the atmosphere of the film. Besides, there will have statues of the protagonists inside the cafe. Additionally, the staff would be dressed like the protagonists and provide special meals, beverages and desserts to consumers. Consumers can take pictures and have a rest inside the cafe.

Target Audience

A Younger audience who interested in and obsessed by the film Frozen is the main target market of this program. However, parents, especially ones with younger children, are the ideal primary audiences that this action is aimed to reach out to because they are the group of people who actually have the financial ability to afford the cost of the products inside the cafe. Increasing interaction with their children is the most remarkable benefit parents could obtain from this new approach. Besides, these parents would praise youthfulness and are willing to provide their children a wonderful and safe experience. By bringing their children to the Frozen-themed cafe, not only could their children seek fun, but they are also able to relax while accompanying their children.

Most Important Action the Communication Needs to Make

The communication for the company needs to encourage potential customers to come to the cafe and buy the products and services. In order to do that, the messaging has to use language and visual images to persuade consumers that the services and food are safe for children and also financially

affordable for most families. By strategically utilizing different communication channels, the company should elucidate that this new launching approach would bring a unique shopping experience to younger and elderly customers.

Central Message for PESO

Frozen-themed cafe, served as the wonderland for the Frozen fans, is the first movie-themed cafe opened by the Walt Disney Company in New York City. In the cafe, consumers could immerse in the world of snow and ice since the overall ornament of the cafe will be decorated similar to the scene of the film. Special meals, desserts and beverages will be provided. The staff will be dressed like the protagonists to bring an authentic experience to all consumers.

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Examples of Written Messaging in Each PESO Channel

PAID: Good news! There is an excellent opportunity for Frozen fans! The Frozen-themed cafe opened by Disney is launching in New York City this winter. With its special meals and elaborate decoration, everyone can enjoy the fascinating journey with their friends and family.

EARNED: The world's first Frozen-themed cafe is coming to New York City this winter. The overall ornament of the cafe is decorated, similar to the scene of the film. The staff will be dressed like the protagonists and provide special meals, beverages and desserts to consumers. There will be statues of the protagonists inside the cafe, which enables consumers to take pictures. For parents, this Frozen-themed cafe is perfect for interacting with their children and relaxing from busy work. For kids, this cafe will bring them happiness and an unforgettable experience. The Frozen-themed cafe is responsible for providing safe food and a comfortable environment to all consumers.

SHARED: Do you want to meet princess Elsa and Anna in real life? Do you want to experience the snowy world of Frozen? Here is the chance! My family is an excellent fan of Frozen, and we had an extraordinarily fantastic experience in this Frozen-themed cafe that I want to share with you. The decoration of the cafe is utterly excellent and the food there is delicious and affordable. I strongly

recommend the snowflake-shaped cake since my daughter and my son like it. The staffs there are incredibly considerate and interesting, which provides an impressive experience for my family. Undoubtedly, this Frozen-themed cafe is a favorable place to relax and have fun!

OWNED: Have you ever imagined you could sit in the Frozen world and enjoy the food there? The Frozen-themed cafe is waiting for you. The cafe's general decoration is decorated in the style of the film's scene. You would be served special meals, beverages and desserts by employees dressed as the protagonists. The new-launched Frozen Cafe is desirable for parents to interact with their children while unwinding following a long day at work. In the cafe, parents do not have to worry about the security of their children. We promise to provide the best and safest services and experience for everyone. For more information, please follow us on Instagram and TikTok for the latest news and trends of the cafe.

Why Each Message Works

Any marketing campaign you pay to get your message to your target audience is referred to as paid media, such as television. Paid messaging needs to be brief and attractive. It aims to catch the attention of the potential audience in a relatively short time. The company could benefit from its scalability, consistency and predictability.

Earned media is what you know as either publicity or media relations, such as news releases and journalists. Earned messaging needs to be longer and contain more detailed information about the cafe. By reading through the message, the target audience could achieve enough description about the program. Credibility, affordability and convenience contribute to the success of earned media. Additionally, in the current digital world, another advantage of earned media is search engine optimization.

Shared media is commonly known as social media, such as Twitter, Facebook and TikTok always appears conversational and informal. Shared messaging allows Disney to connect and share content by utilizing relatively relaxed language efficiently. Interacting with audiences via shared media,

such as social media, can improve a brand's trustworthiness. Social media is critical to selling in the digital age. Considering that Disney already has a large audience and brand loyalty, Disney could increase the exposure and recognition of the new program to its target audience.

Owned media, which may be seen on business websites or blog posts, could be written in an interesting tone but still needs to be formal. Owned media is the integration of the other three media types. Owned media is essential because it is the most direct way that potential customers contact the brand.

Analysis of How Messaging Works together

Each element of the PESO model relies on the other. The company could enter the domain of modern marketing when each of these media types overlaps, focusing on influencer campaigns, collaborations and incentive-based promotions. Disney may improve the strengths and weaknesses of each media type when these four media types work together. Each media channel uses different language skills on various platforms, which means that Disney would capture more potential consumers in the market demographics.

Messaging Success

This messaging would be an effective campaign since it successfully targets the various audience categories— families with kids, Frozen fans and other social media users— potential ideal consumers for Disney's new program. Utilizing different languages in diverse media channels is the critical factor of success since it satisfies the demands and expectations of each group of people.

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