



WALT DISNEY Studios Home Entertainment



Creative Services
Printed Packaging
Promotional Items



Disney's Sourcing and Procurement
Print Production team is integral to
the creative process

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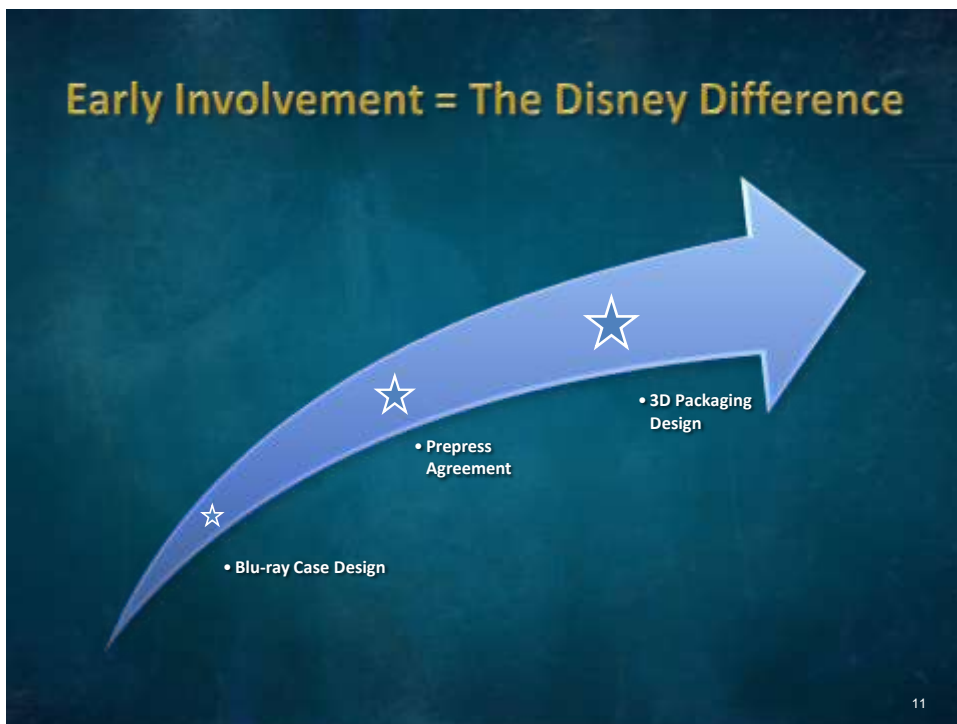




Creative Sourcing Process

- Develop effective stakeholder relationships
- Provide project management services
- Demonstrate a real interest and understanding of the “creative” side
- Provide input into the design process
- Utilize latest sourcing technologies







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Overview

- Disney Resorts has nearly 40,000 guest rooms around the globe and growing
- Disney Cruise Line will have 4,200 staterooms/cabins with the launch of our two new ships

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Situation

- Sourcing had a reputation of not having an appreciation for design concepts, awarding based on low bid, and holding up the process
- Two key drivers
 - Design Rules
 - Procurement viewed as paper pushers

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Project Approach

- Focus on developing a relationship with the stakeholders
- Encouraged early involvement
 - Sourcing to have a presence in all team meetings through-out the process



- Sourcing has developed stakeholder relationships through becoming an extension of their teams
- Sourcing demonstrates value to the stakeholder by insuring the product specifications are not only aesthetically pleasing, but maintainable, safe and incorporate 'green' products where feasible

'Quality' and 'Value' do not need to be mutually exclusive terms

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Resorts & Vacation Club Differentiators

- Each Disney resort reflects an authentic and unique theme
 - Feng Shui Master
 - Mosquito netting and Zimbabwe casegoods
 - Pirate's room
- Design options have increased due to global sourcing
 - Direct relationships with manufacturers have elicited savings on product
 - Fabric options have expanded

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Marketing Creative

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GAMES

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Initiated 360 evaluation

Follow-up

Plan

Execute

- Identify key agencies and place into annual master schedule
- Coordinate/review timeline with stakeholders and agency
- Prepare adaptable template specific to marketing space, e.g. interactive media

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ESPN

Initiated 360 evaluation

Follow-up

Execute

Execute

- Distribute evaluation and consolidate responses
- Prepare evaluation report out
- Facilitate stakeholder and agency review meeting, and identify gaps

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ESPN

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Initiated 360 evaluation



- Schedule meeting to discuss actionable items (e.g., 6 months, 12 months), and provide status updates
- Uncover and remove non-value added activities and cost drivers
- Ongoing collaboration and communication

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ESPN

360 Evaluation Results

2009 Results

2010 Results

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ESPN

Project Results

1. The creative reflects the event, not the target ESPN viewer
2. Creative appeals to broader audience
3. Creative evolved to reflect the ESPN brand

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ABC Upfront Process Redesign



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Evolution of ABC Partnership



Partnership

- Clear understanding of objective
 - Creative is King
 - Competition is fierce
 - Budgets are tight
 - Time is money
- Opportunity for strategic planning





Situation

- ABC hosts annual Upfront in May
 - ABC Marketing's creative presentation
- Maximize creative while keeping within budget

Results

- “Champagne” spots on “beer” budget
- Larger vendor roster to tap year-round
- S&P’s involvement led to efforts toward universal rate card

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Checklist

- ✓ Fish where the fish are
- ✓ Demonstrate an interest in their business
- ✓ Use their terminology
- ✓ Be approachable
- ✓ Show sensitivity for agency relationships

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