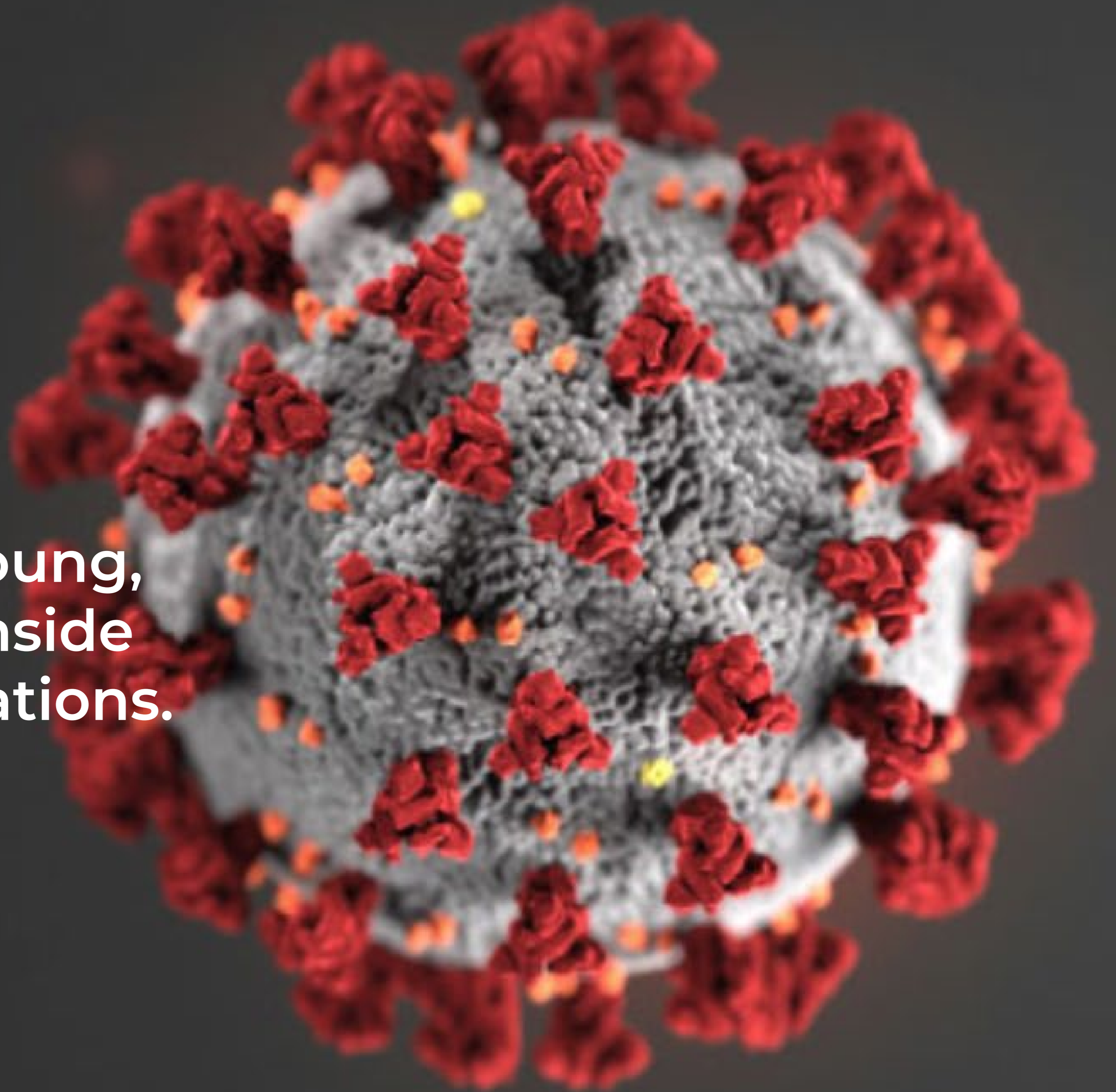




**Youngsters & Corona Rules:  
How Disney can help.**

To slow down the spread of COVID-19, everyone – even young, healthy people – must stay inside and respect the safety regulations.



But after a couple of weeks in confinement, **lockdown-fatigue** is starting to show.

And **young adults** in particular are finding it **hard to stay inside** for longer.





They long for a simpler time when they could still **hang out with their friends** and go outside.

What  
if ...



... we could make them  
long for an **even  
simpler time**,  
when staying inside  
was actually fun?

Youngsters & Corona Rules: How Disney can help.

Idea



10 years ago,  
an entire generation grew up with  
Kim, Hannah, Raven, Zack, Cody,  
Lilo, Duck ...

Who made staying inside  
easy and fun

**Today,  
Our youngsters  
may have “grown up”  
  
but their childhood heroes  
aren’t forgotten.**



Youngsters & Corona Rules: How Disney can help.  
Idea

So, can these iconic heroes  
help our youngsters today stay  
inside and make the country safer?

**We believe they can!**





That's why, we're launching:

# The Mickey House Club

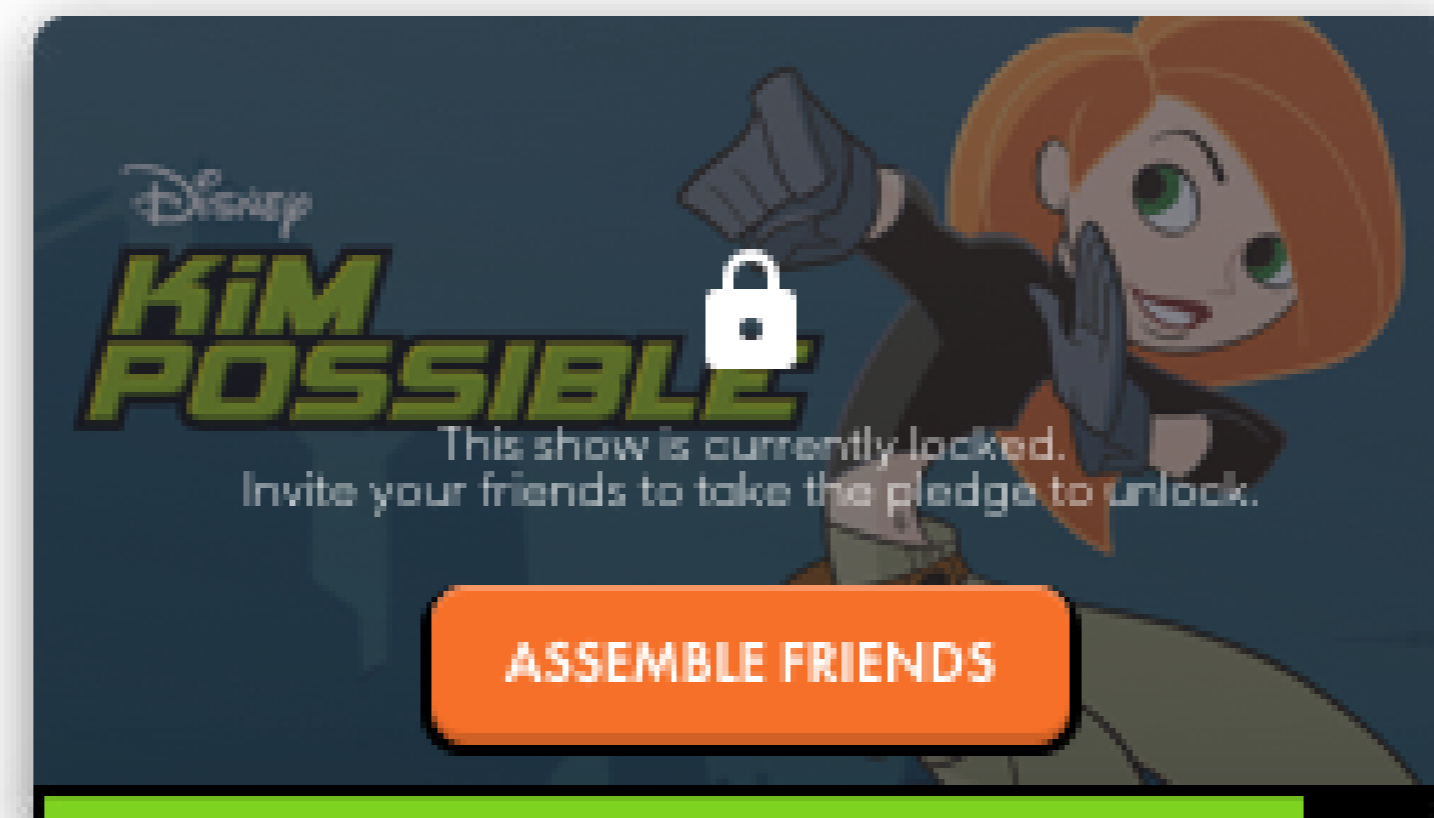
**Our future “houseketeers” take a pledge of staying inside and respecting safety regulations**

and in return

**we bring their favourite shows back\* for free on Disney+**

\*during quarantine, during hours when they go outside most, and only available through wifi. Not 4G.

The more they share  
and have friends taking  
the pledge

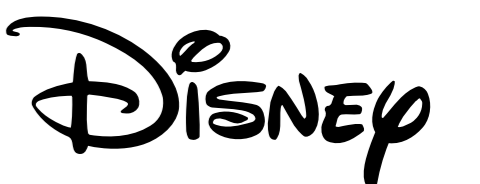


The more content  
is unlocked for free  
on Disney+

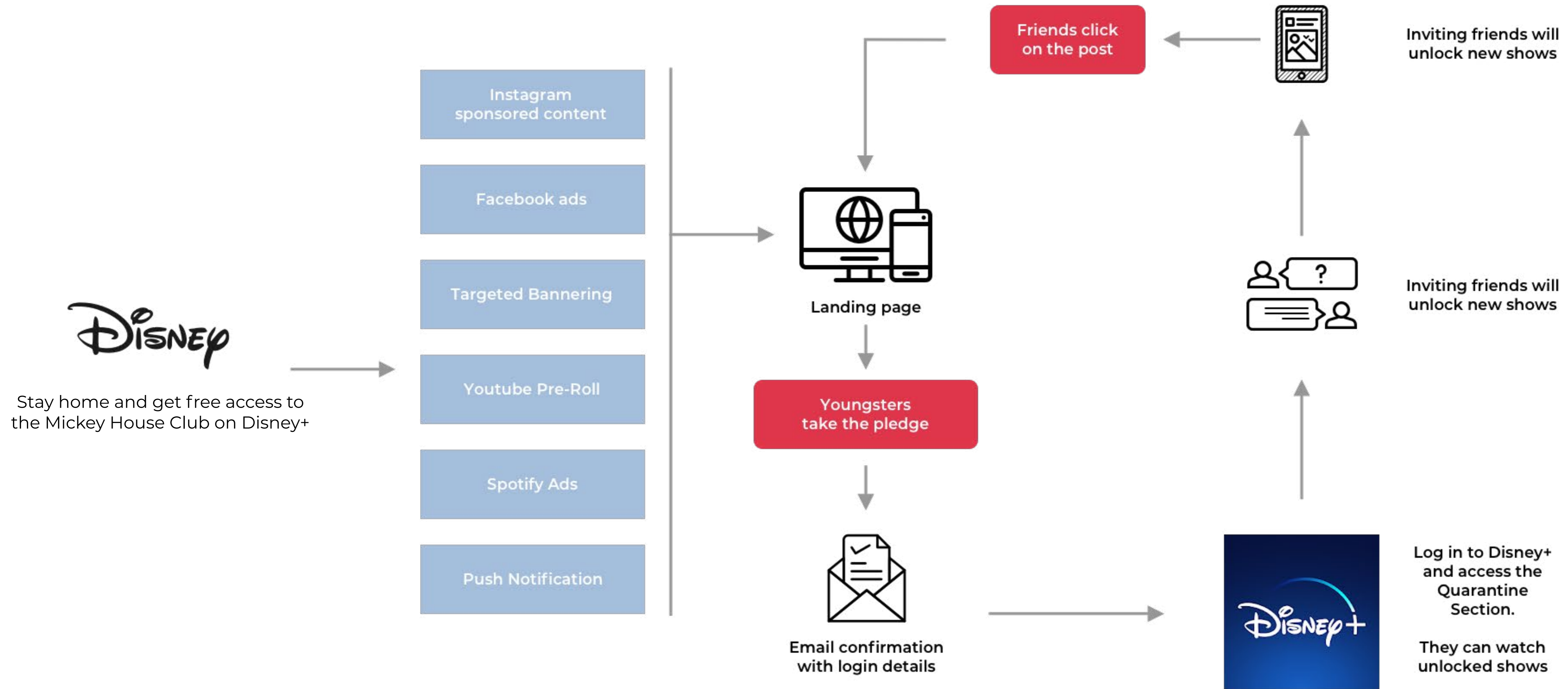


## How does it work?

1. Disney announces the Mickey House Club:  
**Stay home and get free access to the Mickey House Club on Disney+**
2. Youngsters **take the pledge and become a Houseketeer**
3. They login to the Confinement section on Disney+ and **watch free nostalgic content at home**, during the hours when they would go outside most, and only through wifi.
4. The more people join the Mickey House Club and pledge to stay inside, the more content will be unlocked



Youngsters & Corona Rules: How Disney can help.





Invite high school drama into your house. But only the drama, okay? 😊  
#StayHome and get free access to the Mickey House Club on Disney+

# HOME SCHOOL MUSICAL

IT'S GONNA BE A TIME TO REMEMBER

DISNEYPLUS.COM  
Join the Mickey House Club  
Watch tv and stay safe



Wondering where to find Narnia? 🤔 At home of course! #StayHome  
and get free access to the Mickey House Club on Disney+



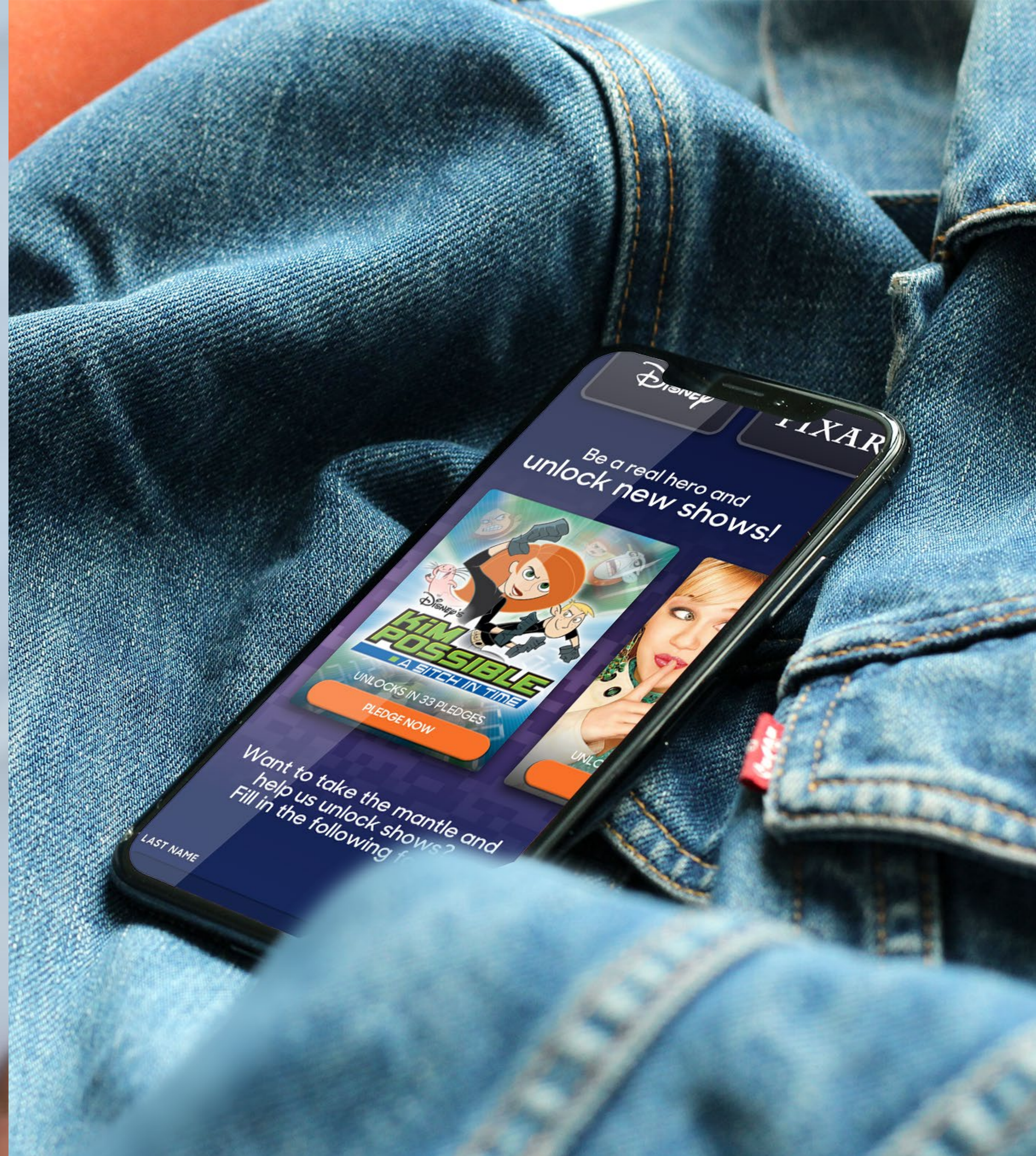
DISNEYPLUS.COM  
Join the Mickey House Club  
Watch tv and stay safe



Ready to navigate the challenges of life and school ... during confinement? 😊 #StayHome and get free access to the Mickey House Club on Disney+



DISNEYPLUS.COM  
Join the Mickey House Club  
Watch tv and stay safe





ACCUEIL

RECHERCHE

MA LISTE

ORIGINALS

FILMS

SÉRIES

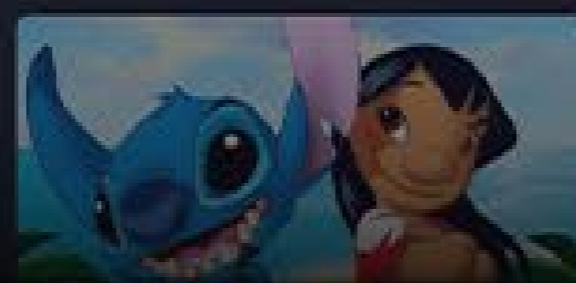
Profile



Unlocked Shows



Unlocked at 100 pledgers



87/100



What's in it for Disney?



## DISNEY ACTIVELY HELPS PEOPLE TO STAY HOME ...

Recent research shows consumers believe that **brands do have a role to play** in the fight against Covid-19.

People expect brands to step up and lead during this difficult time. And these times call for actions that tackle services with a perceived genuine intent.

**The mood of society is solidarity in adversity, brands that reflect this will strike a chord.**

## ... WHILE (RE-)CONNECTING WITH THE DISNEY BRAND ...

Marketing that is emotionally resonant and speaks to needs is proven to be more effective. By answering consumers' new needs through acts, we build the Disney brands towards an audience that, in normal circumstances, might just be starting to abandon the brand. However, they are our future customers.

**IPA Research shows that investment in brand is key to minimising the long term commercial impact of any crisis.**



## ... AND GENERATING TRIALS FOR DISNEY+

Covid-19 is changing consumers' behaviour. People are using more digital channels to shop, learn, connect, ... than ever before. Once adapted to new behaviour, it's hard to go back. In other words, these times are perfect for the trial of products and services. **Consumers that enjoy and get used to new digital services now are very likely to keep on using those after the crisis.** On top, Disney gathers data from a large audience that will soon have their own families.



In short, The  
Mickey House  
Club, creates

**VALUE**

for society,  
for the consumer  
for your business

Thank you