

Disney Guests Become Stars of Castle Show and TV Ads as Walt Disney World and Disneyland Let the Memories Begin

In 2012, Disney guests are the stars of a nightly spectacular when photos taken in the park during the day become larger-than-life projections on Cinderella Castle at Walt Disney World Resort or “it’s a small world” at Disneyland Resort. This groundbreaking new experience celebrates the family vacation memories created in Disney theme parks every day.

And Disney guests will be seen starring on television, too, as part of the new “Let the Memories Begin” campaign. For the first time, Disney Parks is featuring the home videos and snapshots of real guests in television ads and other marketing that will allow an audience of millions to share in true-life, heartfelt moments.

“A Disney vacation is the perfect way to create family memories that will last a lifetime,” said Tom Staggs, chairman of Walt Disney Parks and Resorts. “We’ll spotlight those ‘only-at-Disney’ moments with family and friends during our ‘Let the Memories Begin’ campaign.”

A recently released survey of U.S. and Canadian families conducted for Disney Parks by Ypartnership, a noted research firm that tracks consumer insights and trends in travel, showed that vacation memories hold a special place in family history.

Nine out of 10 parents said they planned their vacations with the express hope that they would result in a lasting family memory, the survey showed. And those memories stuck with them – nearly three-quarters said they think back “often” or “very often” on their favorite vacation experiences.

‘Memories in the Making’ to be Shared on Disney Park Icons

Some Disney parks guests will find that the memory they just made has become a larger-than-life image during a “Let the Memories Begin” nighttime experience.

At Walt Disney World Resort, the guest photos are projected on the soaring spires of Cinderella Castle in Magic Kingdom. At Disneyland Resort, the iconic façade of “it’s a small world” is the canvas for the show.

In both locations, Disney PhotoPass photographers capture guests caught up in the Disney experience – a memory in the making – and as many as 500 photos are used in each location every day, producers estimate.

The nighttime show uses the latest in high-intensity projection technology to create vivid visuals that seem to defy the architecture of the building. A new song commissioned for the show provides an emotional context for these images of the Disney guest experience.

For TV Ads and More, Disney Parks Issues a ‘Call for Memories’

Beyond seeing their own projected photos in lights, guests also could become the stars of Disney Parks television commercials, online campaigns and social media opportunities that will showcase to the world the power of memories.

For future TV commercials and other advertising and marketing programs, Disney Parks is asking guests to share

their memories by uploading photos and videos at a special “Let the Memories Begin” online hub at www.DisneyParks.com/Memories. From a first meeting with a princess to a laugh-filled watery touchdown on Splash Mountain, Disney Parks is looking for videos and photos that capture those never-to-be-forgotten experiences.

Some memories will be shared online, while others may be selected to share in print ads, brochures and other marketing – including television ads to air across the United States and Canada.

With real visitor images on iconic attractions and home video featured in commercials, the storytellers at Disney Parks are letting guests tell their own stories, Staggs said.

“We wanted to give our guests a powerful way to share the memories they create every day in our parks,” Staggs said. “Essentially, this becomes our first user-generated show and our first user-generated marketing campaign.

“A day at a Disney park is filled with magical experiences that become cherished and unforgettable memories – and now we’re helping our guests share those memories with the world.”

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