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## **Strategic Communication Plan for Walt Disney World Orlando: Prepared by Emmie Ravain Public Relations**

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### **Introduction**

Emmie Ravain Public Relations developed this plan for Walt Disney World Orlando. The plan details suggestions for strategic PR activities that will promote the safety precautions put in place and draw tourists back to Walt Disney World Orlando following the pandemic.

### **Situation analysis**

Walt Disney World Orlando is one of Florida's most popular tourism theme parks and produces \$75.2 billion in annual economic impact for the state. The park also employs more than 75,000 cast members.

COVID-19 caused the theme park to close for the fourth time since its opening in 1971. This caused an abrupt decline in jobs and park visitors. With the park trying to return to a sense of post-pandemic normalcy, guests are eager to return to a safe and fun theme park experience.

### **Goal**

In 2022, Walt Disney World promotes park safety to regain tourism after the decline due to the pandemic.

### **Objectives**

- Develop and install updated signage throughout the park by June 1, 2022, to describe COVID-19 safety protocols.
- Communicate with a minimum of 90% of Walt Disney World Orlando cast members by June 12, 2022, about proper ways to discuss the new COVID-19 safety protocols with guests.
- Receive endorsements from at least seven major travel blogs by Aug. 1, 2022, who say Walt Disney World Orlando is, "the perfect, safe place for post-pandemic family fun."
- Perform a traditional and social media campaign that reaches 30% of the target audiences with one message about Walt Disney World Orlando's new COVID-19 safety protocols by Sept. 8, 2022.

### **Strategy**

Use employee outreach programs and media relations to promote the post-pandemic safety of Walt Disney World to regain tourism.

## **Tactics**

### **Cast member & in-park communication**

- Install safety signage in high-traffic areas throughout the parks including rides, restaurants and resorts.
- Distribute flyers detailing the proper protocol for cast members to follow when dealing with a guest who is not following the safety procedures.
- Send an email to all cast members with details of the campaign.
- Develop safety procedure brochures to be given to all guests upon check-in at their respective resorts.

### **Traditional and social media campaigns**

- Perform a traditional and social media campaign that promotes Walt Disney World Orlando as, "the perfect, safe place for post-pandemic family fun."
- Write and distribute a news release to detail the new safety protocols implemented to keep Walt Disney World Orlando the "happiest place on earth."
- Write and distribute a news release about safety protocols for high-traffic times like special park events, firework shows and parades.
- Make a social media hashtag for guests to post their safe family fun, and Disney can easily reshare.
- Invite travel writers to the park so they can write about the new safety protocols and encourage guests to travel to Walt Disney World Orlando.

## **Key messages**

These messages will be carried throughout all communications in this campaign:

- Walt Disney World is the perfect place for safe, post-pandemic family fun.
- Reconnect with your family at "the most magical place on earth."
- Choose Walt Disney World Orlando for your first post-pandemic, family vacation.

## **Target audiences**

This plan will target audiences based on the following geographic, demographic and psychographic variables.

### **Geographic**

- State: Florida

- Key cities: Orlando, Jacksonville, Miami, Tampa, St. Petersburg, Tallahassee, Fort Lauderdale, Hialeah, Gainesville, Sarasota, Pensacola, Destin, Panama City, Key West.

#### **Demographic and psychographic**

- All age groups and genders
- Members of the Disney Vacation Club
- Previous Disney guests
- Subscribers to family vacation websites

#### **Timeline**

This plan ranges throughout seven months of 2022 as shown below.

- **March:** Begin work on outreach methods and content for the cast member and in-park communication campaign. Begin the creation of brochures for guest arrival. Draft the first news release.
- **April:** Install COVID-19 safety protocol signage throughout the park and communicate plans to cast members with flyers and emails. Send out the first news release.
- **May:** Prepare media pitches to begin contacting and cold calling travel writers and start contacting them.
- **June:** Continue travel writer outreach and send out the second news release.
- **July:** Create a social media hashtag and begin reposting from guests.
- **August:** Continue the social media campaign.
- **September:** Evaluate the campaign's effectiveness.

#### **Budget**

The budget for this plan contains agency fees and expenses.

- **Agency fees: \$19,375**
  - 155 hours of work at \$125 per hour
  - 55 hours for employee and in-park communication
  - 96 hours for traditional and social media campaigns
  - 4 hours for evaluation
- **Expenses: \$107,400**
  - 550 signs: \$55,000
  - 400 posters: \$1,000
  - 35,000 brochures: \$35,000

- Social media graphics: \$2,000
- News release distribution: \$400
- Travel: \$14,000
- **Total: \$126,775**

## **Evaluation**

The effectiveness of this campaign will be measured in outputs and outcomes.

### **Outputs**

- Production and distribution of the news releases, brochures, social media posts, signage, and emails to cast members

### **Outcomes**

- Number of stories published in traditional media by travel journalists
- Number of posts with the created hashtag
- Number of likes and shares of social media content
- Survey of customers to see how much of the COVID-19 protocol information they retained from signage and brochures.
- Survey of Florida residents in target cities measuring how much social media content they received.