

# CASE STUDY

## Media Management and Publicity

### CLIENT:

Disney On Ice, a production of Feld Entertainment, Inc.

### PROGRAM:

Disney On Ice presents Princess Wishes celebrates the power of wishes as told through the tales of seven inspiring Disney princesses, starring Greenville native Courtney Mew as Sleeping Beauty.

### COMMENTS:

Best ticket sales ever for any Disney On Ice event in Greenville, SC.



### CLIENT:

Disney On Ice, a production of Feld Entertainment, Inc., is an entertainment experience that lifts the human spirit and creates indelible memories, with 25 million people in attendance at its shows each year. Feld Entertainment's productions have appeared in 50 countries and on six continents to date and, in addition to Disney On Ice, include Ringling Bros. and Barnum & Bailey® and Disney Live!

### PR OBJECTIVES:

- Create "buzz" in Greenville, SC about the Disney on Ice Presents Princess Wishes show during the busy holiday season.
- Increase ticket sales over previous years.

### PR TACTICS:

#### Princess Package Media Drop

- Developed attention-getting package for print and broadcast media outlets consisting of a piñata, candy, press release announcing the event and profile of "local Greenville star of show" (see "Hometown Girl," below).

#### "Princess for a Day"

- Contest awarded one lucky "princess" and her family a prize package to ride in a horse-drawn carriage with Cinderella down Main Street in Greenville on opening night, VIP tickets to opening night of the event and opportunity to participate in the interactive boat ride during the show.
- Partnered with prominent radio station to publicize the contest and drive participation.

#### "Hometown Girl's Wish Comes True as Professional Skater for Disney On Ice"

- Spotlighted Courtney Mew, a Greenville native and professional ice skater playing the role of Cinderella in the show, in the media to tell her real-life story of what it means to have wishes come true.

#### Make-A-Wish makes wish come true for special child

- Worked with the "Make-A-Wish" foundation to honor a child whose wish was to be a princess for a day.
- Hosted a meet and greet event with Cinderella at the venue on opening night for Make-A-Wish child, family and friends.

### PR RESULTS:

- Secured unprecedented media coverage in all three prominent daily newspapers (*The Greenville News*, *The Spartanburg Herald-Journal* and *The Anderson Independent Journal*) and was featured on the cover of two prominent weekly newspapers (*The Greenville Journal* and *The LINK*).
- Conducted pre-event media day with FOX and NBC affiliates, resulting in over one dozen broadcast features highlighting the show performances and performers.
- Reached a total of 1,059,910 viewers/readers/listeners through media exposure.
- Delivered a 10-1 return on client investment.
- Supported record-setting ticket sales for the show.

