

Brand Report

Disney

Canada | August 2020





**This report is a snapshot
of **Disney fans** in
Canada. We take a
look at their profile and
identify their key music
behaviors.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wil da
 Hoodie
 Ava Max
 Bruno Mars
 Camila Cabello
 Cardi B
 Charli XCX
 Charlie Puth
 Dan + Shay
 David Guetta
 Dua Lipa
 Ed Sheeran
 Green Day
 Halsey

Jason Derulo
 Jonas Brothers
 Lady Gaga
 Lana Del Rey
 Led Zeppelin
 Lizzo
 Miley Cyrus
 Pearl Jam
 Red Hot Chili Peppers
 Rihanna
 Royal Blood
 Taylor Swift

Canada Artists Measured

Aaron Goodvin
 Big Wreck
 Billy Talent
 Blue Rodeo
 Brett Kissel
 CARYS
 Chantal Kreviazuk
 CJ Flemings
 Corb Lund
 Corey Hart
 Courage My Love
 Faouzia
 Ferraro

Jim Cuddy
 Just John x Dom Dias
 LB Spiffy
 Matthew Good
 Meghan Patrick
 Myles Castello
 Philip Sayce
 Scott Helman
 STN
 The Abrams
 The Sheepdogs
 The Washboard Union

Data Timestamp

March 2020

Sample Size

19,000

Got Questions?

Connect with **Laura Newman**
 our Global Head of Research ...
Laura@audienceprecision.com



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Key Takeaways



In Canada Prestige Purchases, Avocado Millennials & Creatives are 3 of the Top DNA Segments who have a high affinity for the Disney brand.

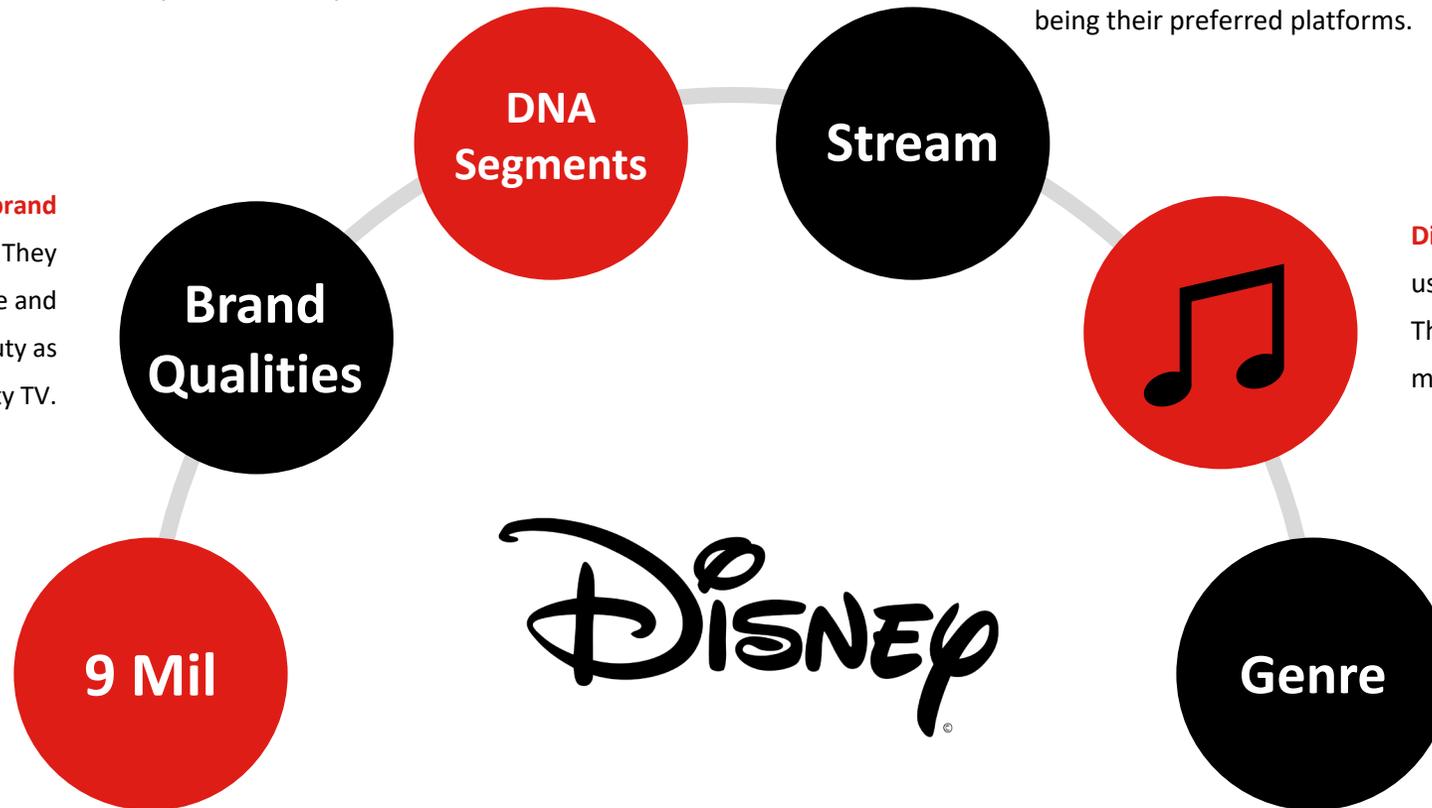
Disney fans are 1.2x more likely to live-stream a concert/festival. They are music streaming, with 57% of the audience streaming music. Spotify & Amazon Prime Music being their preferred platforms.

Funny, Trendy/Cool & Bold are brand qualities that appeal to this audience. They consider themselves to be creative people and have a strong interest in Fashion & Beauty as well as reality TV.

There are 9 million people aged 16-64 in Canada that are fans of Disney. They are likely to be younger, with just under half (48%) being aged 16-34. Almost two thirds are female (65%).

Disney fans are music discoverers, they are usually one of the first to discover new artists. They are also 1.2x more likely to listen/ watch music videos on YouTube.

Holiday/Christmas, Pop/Top 40 and Hip-Hop, are genres that Disney fans enjoy more so than the general population.



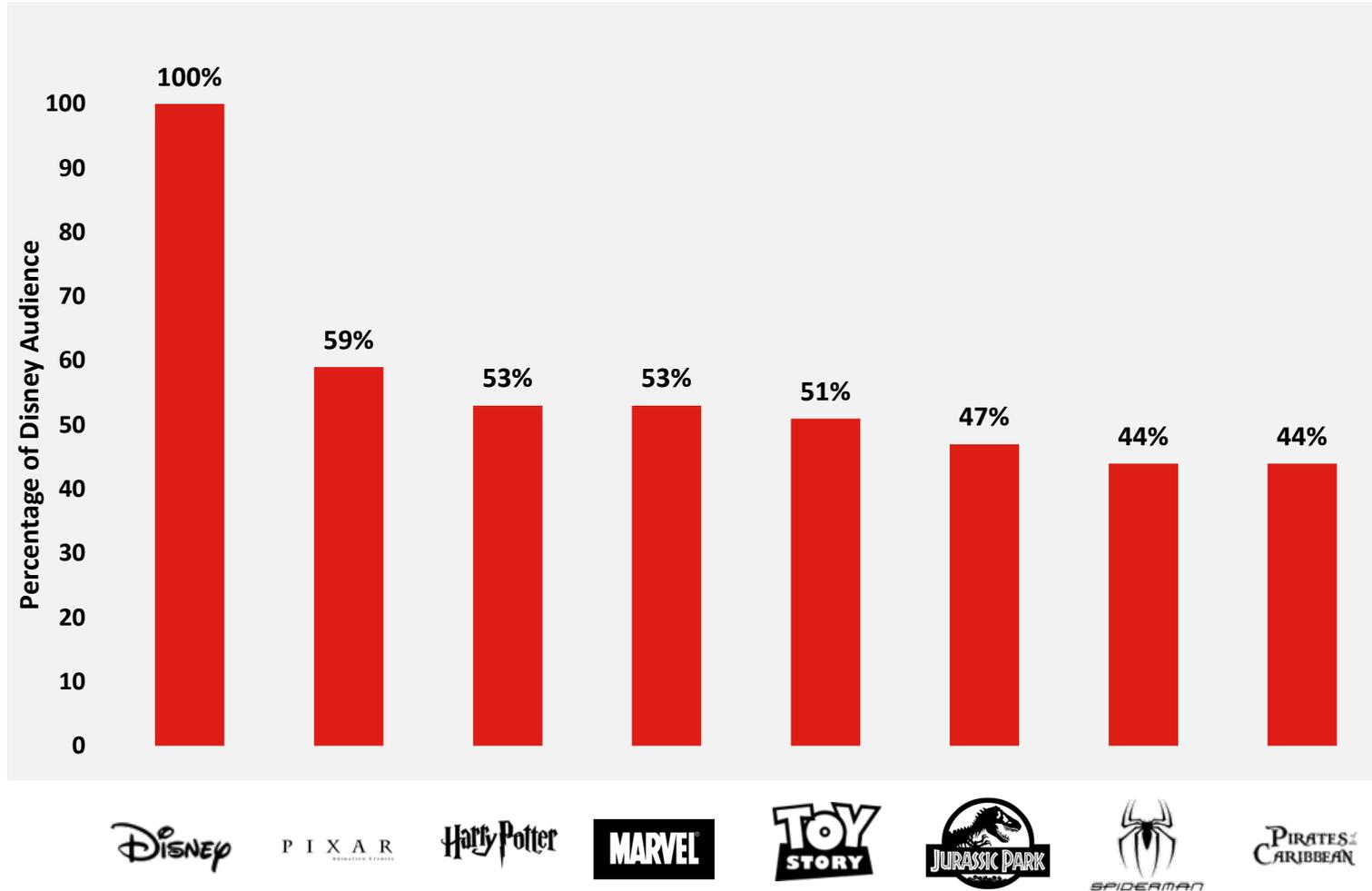
Let look at the...

BRAND OVERVIEW.



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Film Franchises

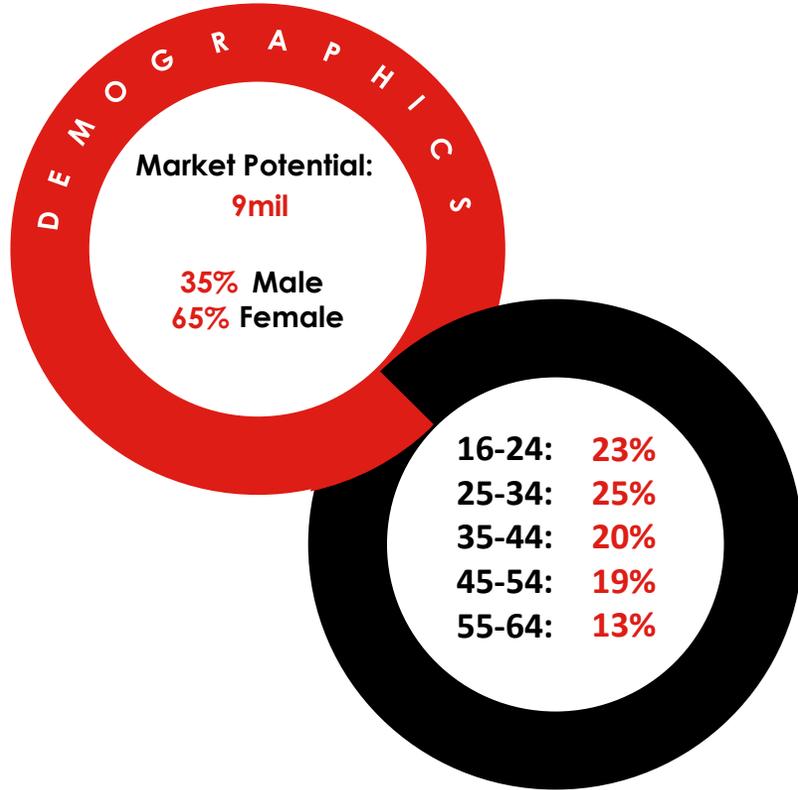


59% of Disney Fans in Canada are also fans of **Pixar** films & 53% are also fans of **Harry Potter & Marvel**.



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Disney Audience Profile



Highest Volume

- Ontario
- Quebec
- Alberta



Highest Propensity

- Alberta
- Manitoba
- British Columbia

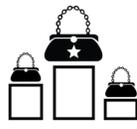


Attitudes

- I feel more insecure without my mobile phone than my wallet
- I tend to opt in for personalized loyalty rewards from brands
- Family is the most important thing in my life
- I would consider myself to be a creative person



Top 5 Segments



Prestige Purchasers



Avocado Millennials



Brand Buyers



Creatives



Selfie Queens

Household Income

Top 10%	10%
Top 25%	22%
Mid 50%	46%
Bottom 25%	24%

% of the population

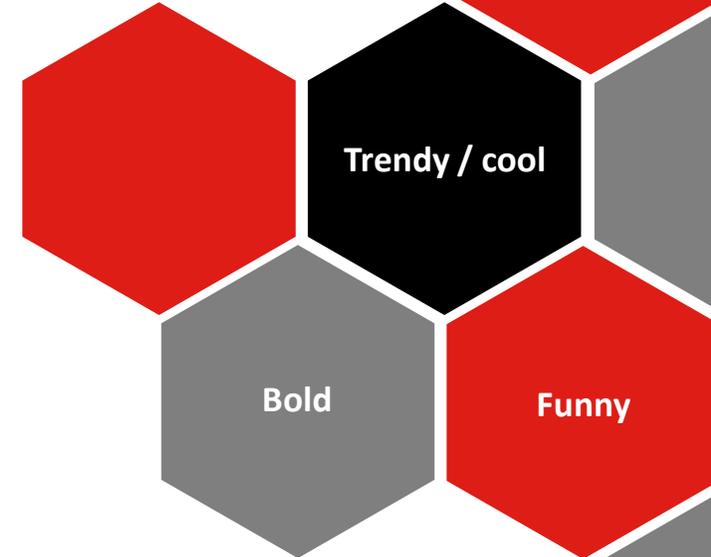
Top 5 Media Properties

- Online
- Social Media
- TV
- Traditional Radio
- Online TV

Top Activities

- Fashion
- Beauty / cosmetics
- Reality TV
- Handicrafts

What do they want brands to be?





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Disney Music Map



FANS of:

Jonas Brothers	1.3x
Dua Lipa	1.3x
Charlie Puth	1.3x
Miley Cyrus	1.3x
Halsey	1.3x

Genres:

Holiday / Christmas	1.5x
Pop / Top 40	1.4x
Hip-Hop	1.3x
'00s Music	1.3x
R'n'B	1.3x

Music Attitudes

I mainly listen to music artists that are well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms



amazon prime music

Why they follow their favourite artists

I love getting a peek into their personal lives

I think they are interesting personalities (funny, smart, cool, cute, controversial) beyond their profession

Music related activities

	Reach	Index
Watched music video on YouTube	50%	1.2x
Stream Music	57%	1.1x
Attend Live Concert	13%	0.9x
Live Stream Concert or Festival	23%	1.2x
Songkick	3%	0.6x
Follow Band on Social Media	36%	1.1x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
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