

## Brand Report

*Disney*

Australia | August 2020





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

**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 wit da Hoodie	Jason Derulo
Ava Max	Jonas Brothers
Bruno Mars	Lady Gaga
Camila Cabello	Lana Del Rey
Cardi B	Led Zeppelin
Charli XCX	Lizzo
Charlie Puth	Miley Cyrus
Dan + Shay	Pearl Jam
David Guetta	Red Hot Chili Peppers
Dua Lipa	Rihanna
Ed Sheeran	Royal Blood
Green Day	Taylor Swift
Halsey	

### Australian Artists Measured

1975	Khalid
Billie Eilish	Lewis Capaldi
Coldplay	Morgan Evans
Dean Lewis	onefour
Diplo	Post Malone
Drake	Rüfüs Du Sol
Fleetwood Mac	Selena Gomez
Flume	Shawn Mendes
Foo Fighters	Tame Impala
Guy Sebastian	Tones + I
Hilltop Hoods	Travis Scott
Justin Bieber	Twenty One Pilots
Kasey Chambers	

### Data Timestamp

March 2020

### Sample Size

16,000

### Got Questions?

Connect with **Laura Newman**  
our Global Head of Research ...  
[Laura@audienceprecision.com](mailto:Laura@audienceprecision.com)



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# Key Takeaways

**Wallflower, Vlogger Fans, Avocado Millennials** are DNA Segments that have the highest affinity with Disney as a brand.

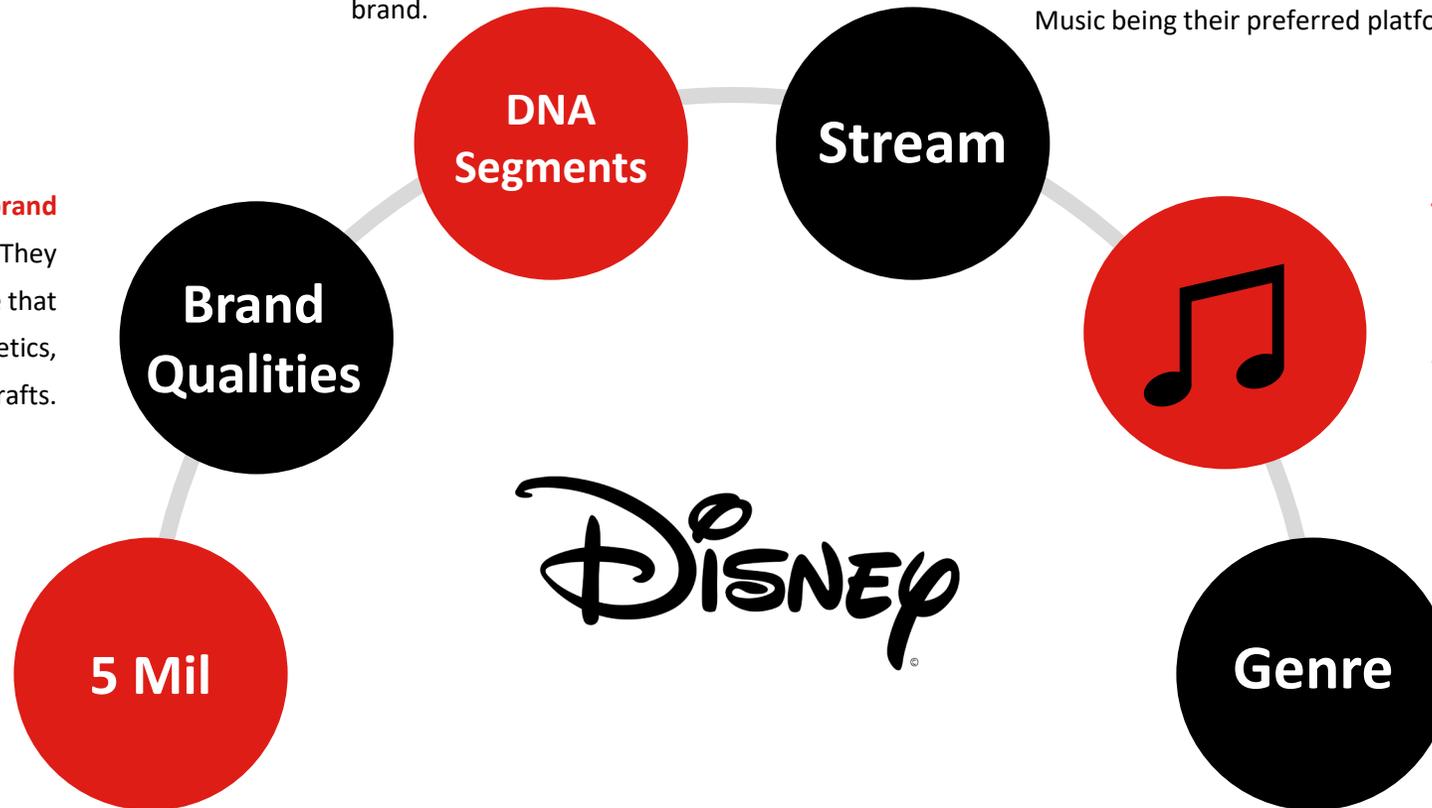
Disney fans are **1.2x more likely to live-stream a concert/festival**. They are music streaming adopters, with 60% of the audience streaming music with Spotify & Apple Music being their preferred platforms.

**Trendy/Cool, Young and Bold** are brand qualities that appeal to this audience. They are a creative, high achieving audience that have a passion for Beauty/ Cosmetics, Fashion & Handicrafts.

There are **5 Million** people aged **16-64 in Australia** who are fans of **Disney**. Almost two thirds are female and are more likely to skew younger, with more than half aged 16-34.

They are **1.3x more likely than the general population to follow an artist or band on social media**. Their main reason is because they share similar interests or because they think they are an interesting character beyond being a music artist.

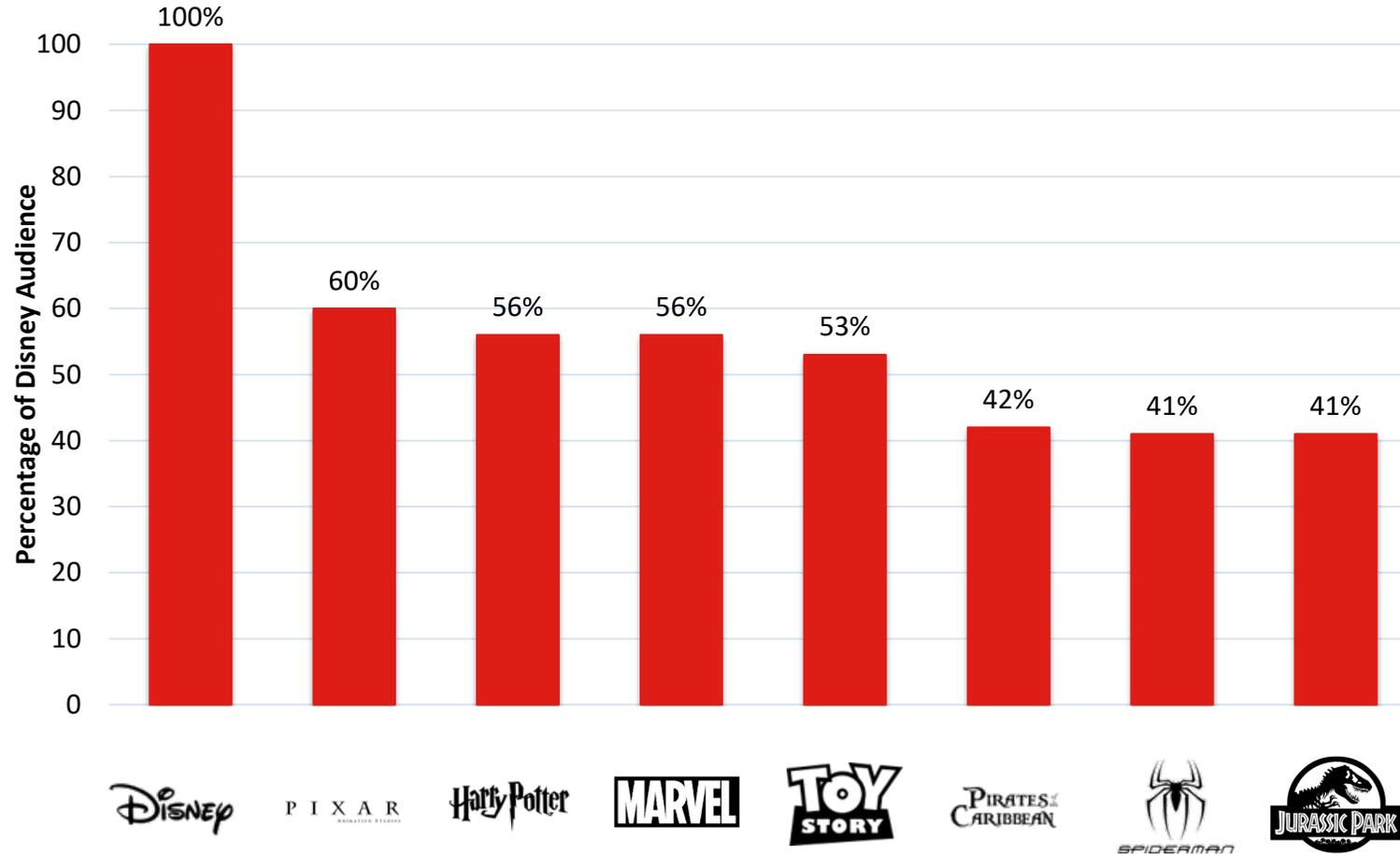
**Soundtracks/Original Scores, R'n'B & Hip-Hop**, are genres that Disney fans enjoy more-so compared to the general population.



Let look at the...

# BRAND OVERVIEW.

# Film Franchises

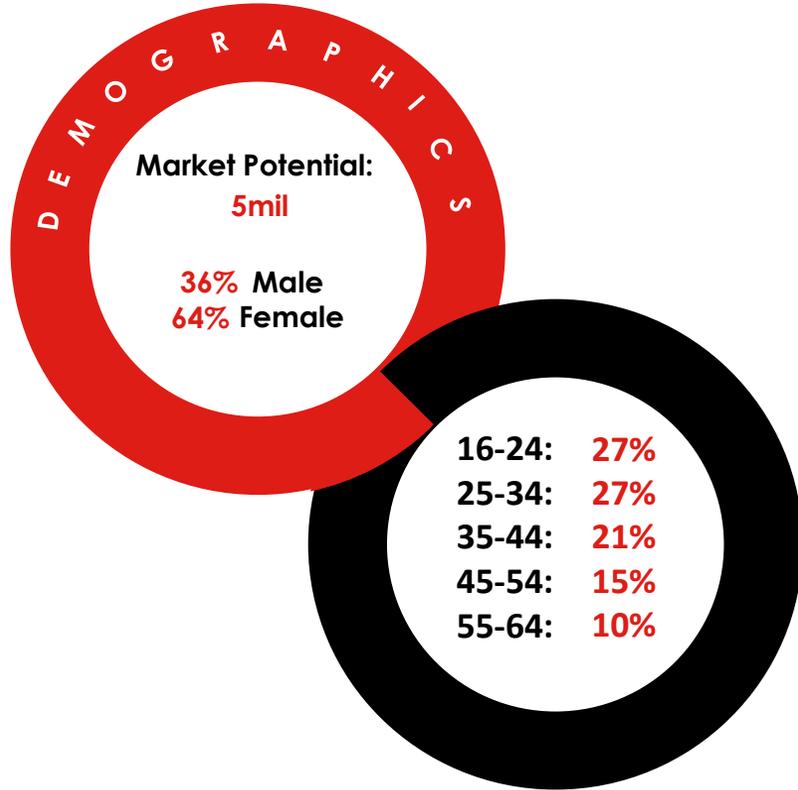


**60% of Disney Fans** in Australia are also fans of **Pixar** movies and **56%** also watch **Harry Potter & Marvel** films.



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# Disney Audience Profile



Highest Volume

NSW  
VIC  
QLD



Highest Propensity

SA  
WA  
QLD



## Attitudes

It is important for me to feel respected by my peers

I always strive to achieve more in life

I like to challenge and push myself to be the best I can be in life

I would consider myself to be a creative person



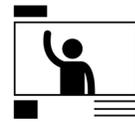
## Top 5 Segments



Wallflower



Avocado Millennials



Vlogger Fans



Olympics Fans



Driven Youth

## Household Income

Top 10%	7%
Top 25%	21%
Mid 50%	45%
Bottom 25%	21%

% of the population

## Top 5 Media Properties

Online  
TV  
Social Media  
Online TV  
Traditional Radio

## Top Activities

Beauty / cosmetics  
Handicrafts  
Theater  
Fashion

What do they want brands to be?





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# Disney Music Map



**FANS of:**

Camila Cabello	1.3x
Dua Lipa	1.2x
David Guetta	1.2x
Shawn Mendes	1.2x
Selena Gomez	1.2x

**Genres:**

Soundtracks / Original Scores	1.5x
R'n'B	1.4x
Hip-Hop	1.4x
Dance	1.4x
'00s Music	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



## Why they follow their favourite artists

I think they are interesting personalities beyond their profession. E.g Funny

I share common interests with them

## Music related activities

	Reach	Index
Watched music video on YouTube	49%	1.2x
Stream Music	60%	1.2x
Attend Live Concert	18%	1.2x
Live Stream Concert or Festival	18%	1.2x
Songkick	6%	0.8x
Follow Band on Social Media	36%	1.3x

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  
[APinsights@audienceprecision.com](mailto:APinsights@audienceprecision.com)