

Analysis of Shanghai Disney's Marketing Strategy of through 4Ps Theory

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Abstract. In Tokyo, Paris, Hong Kong, and Shanghai, China, Disney has built a fairytale kingdom as part of its first global tour, which began in 1983. In terms of cross-cultural communication, both have had both successes and disappointments. The success of Shanghai Disney is due to localized marketing and sophisticated and diverse marketing techniques also, a sensible model for setting ticket prices. This paper assesses Shanghai Disney through the 4Ps theory in the hope of enlightening domestic companies. The focus on cultivating talent and reduction of the cost of overseas investment is a necessary investment to ensure the mutual economic development of both sides. In order to build strong political and economic ties with the host nation, multinational corporations should look for areas of agreement with the host nation, respect cultural differences, and localize moderately in addition to abiding by the principles of "mutual benefit" and "win-win" and tearing down the barriers between the two peoples.

Keywords: Disneyland; marketing; 4Ps theory.

1. Introduction

After nearly a century of growth, Disney is now one of the global entertainment giants and a well-known name in the sector. The Disney Company's operations span a variety of industries, including but not exclusive to animated films, theme parks, toys, stationery, clothing, and hair accessories. All of them are familiar to people globally. The trend of Disney's globalization has accelerated due to the quick spread of Disney culture. Modern cultural communication is a worldwide phenomenon that calls for an open attitude and an international perspective. While the biggest economies of the globe have been growing slowly recently. Despite occasional financial crises, China's economy has been expanding consistently and rapidly as a "Chinese miracle," resulting in a significant improvement in GDP and quality of life [1]. Shanghai's quick expansion, particularly in recent years, quickly caught the Disney Company's eye. After the Expo, the construction of Disneyland in Shanghai was finally completed in June 2016. The influence of Disney's work on global culture has been immeasurable. When expanding overseas, Disneyland rarely ran into an unusual situation because Disney has always been committed to the local development strategy, making Disneyland around the world in the preservation of the main line of Disney. In today's globalization, especially how cultural products can be accepted by local people in cross-cultural communication, has become an important issue in cultural studies. The key reason for this is the localization strategy that Disney has always adopted. This essay analyses Shanghai Disneyland's localization classifies the performance and outcomes of the localization of each park, clarifies the reasons for localization, and focuses on Shanghai Disneyland's localization performance and characteristics, as well as the issues that arose during the localization process and their underlying causes.

The first section explains the rationale and importance behind Shanghai Disneyland's localization. The second section describes the park's growth. The third section offers a model for the growth and success of Chinese theme parks. The fourth section offers a reference for the international business philosophies of Chinese multinational corporations. The theoretical relevance of the study of cultural similarities and distinctions between China and the United States enriches the cultural significance of localization [2].

2. Introduction to Shanghai Disney

Disneyland in Shanghai strengthens the cooperation and exchange between Shanghai and the international, improving the international image and influence of Shanghai: additionally, its infrastructure, employment, economy, fixed assets, and real estate investment will all significantly contribute to the promotion: of technology through cooperating with Disney company's talent, you can master the advanced technology, for the development of domestic cultural industries in order to lay a good foundation. The Shanghai government also saw Disneyland's potential and made a concerted effort to publicize the project, beginning talks with Disney following the 2008 Summer Olympics and ultimately opting to begin building after 2010. Additionally, since China joined the WTO, it has actively promoted foreign goods and multinational corporations, reducing trade friction between them, and enticing well-known international corporations to open branches in China. Shanghai Disneyland's entry into China may encourage the development of the local cultural sector and shift the country's reliance on industry for economic growth [3].

Shanghai is a historically significant international city that is also home to many immigrants. In the interior of China, Shanghai's inclusiveness and openness enjoy a high level of respect. Shanghai's long history has shaped the current sea culture, which is characterized by pluralism and openness and reflects the blending of Eastern and Western cultures. Shanghai has incorporated certain Western cultural features and has also been impacted by the early concessions' European and American cultures in addition to the traditional Jiangnan culture.

The Shanghai government's free admission policy is in effect for Disney employees in 2022. The guidelines are as follows: Shanghai Disney 2022 will support the Shanghai medical staff free policy, and the Shanghai government to provide assistance to Shanghai medical staff. Shanghai's famous attractions (including Disneyland) tour thanksgiving card up, you could bring five relatives within the same, and tickets are free, from July 1, 2022 - June 30, 2025, within three years, medical staff can bring Spouses, children and parents can bring their whole family to Disney and other attractions for free.

Shanghai Disneyland is primarily advertised through technological innovation; high-tech is also a key selling point for Shanghai Disneyland. The "Fastest Roller Coaster," the world's fastest roller coaster, "holographic projection" of the light show, "4D simulation experience," and other high-tech entertainment projects have quickly caught audiences' attention. Shanghai Disney is successful because of the mix of technology and culture. Additionally, the "Tomorrow land" pavilion at Shanghai Disneyland uses green energy and a driverless automobile to promote technological and ecological harmony. Currently, as domestic amusement parks grow, audiences are becoming more drawn to high technology. From the architecture, lighting, and ride designs of the parks, domestic entertainment's "high-tech" strength is continually developing and growing, and can complement Disneyland in Shanghai technically.

3. Analysis of Shanghai Disney's Marketing Strategy Using 4P Theory

3.1 Product

The market demands a unique selling point for the product, so it is necessary to put the product's functional claims first.

3.1.1 Reasons for the localization of the park

When different cultures collide, different people respond differently to the same culture, which is the reason the response to Disneyland varies from place to place. For instance, the same Disney operating model makes Tokyo Disneyland crowded, while Disneyland Paris is not [4].

Culture has a defined range. One or more cultures can come together to form a cultural circle, and inside this circle, there can be cultural interaction between nations. Culture is dynamic because it is always changing. The localization of culture means the desire to respect the traditions, customs, and

ways of life, symbols, beliefs, and values of the nation as a set of cognitive systems in the process of exchange with other cultures. It is also a way of preserving cultural pluralism. Since different cultures are the commonwealth of all humanity, indigenous development serves to maintain cultural variety. Indigenous development is founded on respect for one another's cultures. Disneyland Paris, because of the lack of attention to European cultural habits, eventually caused serious unconventional, after the trial operation, Disneyland Paris in time to make adjustments.

3.1.2 Localization way

Chinese visual symbols expressing content. In addition to preserving the authentic feel, the park's architecture, environment, signage, text, patterns, and other visual carriers have been deftly incorporated with diverse Chinese themes. Visitors are able to experience the effects of localization firsthand in this way. The tallest spire of the castle is covered with the well-known Chinese flower, the peony, and on the other spires are classic Chinese clouds and lotus flowers, as well as the flower of Shanghai, the magnolia. After entering the park, visitors will find such visual symbols all over the place, creating a sense of closeness and familiarity that will soon lead to a desire and interest to continue.

China-inspired food and beverage service from Disney. The food and beverage service at Disneyland Shanghai is catered to tourists' local consumption patterns. Traditional Chinese and Asian dishes could be easily found in the park's major themed restaurants, such as traditional Chinese buns, as well as Sichuan, Cantonese, and Hunan dishes. In terms of quantity, Chinese food and beverage account for an absolute majority of 70%. With more than 700 cooks on staff, Disney can accommodate all eight major cuisines, with just three coming from abroad. Disney, which is based in Shanghai, also completely incorporates regional specialties like xiaolongbao and Shanghai siu mai [5].

Disney's themed shows with a Chinese twist. The park's themed performances are its major draw and are presented in a different and individualized manner, with the most remarkable being the traditional cultures of each nation, whose distinctiveness is valued by many tourists. The park's classic productions feature Chinese actors and actresses in Chinese. A strong local flavor has been merged into the classic productions. The Lion King features classic Chinese characters and art including the Monkey King and shadow puppets, with a northeastern accent, and many localized lines in the show.

3.1.3 Comparing Paris/Tokyo Disney without localization

Tokyo Disneyland has a very strong track record when it comes to cross-cultural communication. Simultaneously, there are also lessons learned from the failure of Disneyland Paris. the same model was tried in Tokyo, but not necessarily suitable for Paris, which is sufficient to portray that the model of overseas operation of Disneyland cannot be copied, in cross-cultural communication still exists some barriers, so globalization at the same time, localization cannot be. This demonstrates that it is impossible to reproduce Disneyland's international model and that hurdles to cross-cultural communication still exist.

3.1.4 The impact of benefits from successful localization

After localization, for the 2019 first fiscal quarter and the next four fiscal quarters. With just two first fiscal quarters of operational income surpassing \$7 billion and a net profit of more than \$2 billion, Disney's operating income in the theme park experience and product segment generally hovers around \$6.5 billion [1]. Now that tourism is fully operating in Europe and the United States, not only is the first fiscal quarter of 2022 as profitable as it was prior to the epidemic, but even the third fiscal quarter, which was not previously thought to be the peak of profitability, has produced outcomes comparable to those of the first fiscal quarter [6].

3.2 Park Ticket Pricing Strategy

Table 1. Three Time Pireds

Phase 1	16 June 2016 - 5 June 2018
Phase 2	8 June 2018 - 5 June 2020
Phase3	6 June 2020 - now

Table 2. Tickets for Special Festival

General Day	399.00RMB
Special Regular Day	499.00RMB
Peak days	599.00RMB
Special peak days	699.00RMB

Table 3. Special Discount Packages

Unlimited Diamond card	The park is open all year round with the exception of few special event periods. Offers include: exclusive parking privileges; 12 early entry opportunities throughout the year; 4 free pram rentals all year long; priority registration for annual pass offers (e.g., on annual pass days).
Miracle Gold Card	A maximum of 250 days in a year, including most Sunday through Friday and certain winter and summer vacations, are allowed for access. Offers include. Buy two get one free for a buffet dinner at Lumière's Kitchen on your birthday and a complimentary bottle of wine with dinner at Fairview [7].
Found a silver card	During the yearly pass's validity, access is restricted to a minimum of 45 days, which includes the majority of Sundays. Offer includes. 20% off all food at park and resort hotels, shopping at park and resort shops; free birthday cake on your birthday; occasional discounts and offers at resort hotels; as well as access to a wide range of Disney Town gifts and offers.

From 8 October 2019, entrance to Shanghai Disneyland will be 25% less expensive for kids who are 3 to 11 years old (included) or 1.0 to 1.4 meters tall (inclusive) on the day of admission. Senior citizens (aged 65 and above) and guests with disabilities (proof of disability required) will keep receiving approximately 25% off the admission price. Infants and toddlers under 3 years old or 1.0m tall will be admitted free on the day of admission. E-ticket code in order to enter the park for a standard 1-day weekday ticket (valid for the day, day pass prices fluctuate from day to day, the online price of a weekday ticket at HKDL is RMB370 and the online price of an annual pass remains the same. Online tickets for peak days cost RMB 659. Online rates will change based on dates and passenger volume.

3.3 Promotion

Businesses don't interact with customers directly; instead, they concentrate on developing their distribution network and building their sales force. Distributors operate as intermediaries between businesses and customers. Public relations, brand publicity (advertising), and promotion should all be part of a marketing strategy.

3.3.1 Poster/Video

In contrast to other companies, at Shanghai Disneyland, the brand endorsement is not by entertainment stars or celebrities from other fields of life. For instance, there are film commercials, advertisements for web games, or promotions on various portals. Along with this, the form and content of advertising have changed over time in line with the development of society. In 2018, Shanghai Disney released a corporate video known as "A lifetime of you". It depicts the stages of a woman's development, by telling the story of her exciting childhood, amorous youth, fulfilling career, and lovely daily life in her senior years at Shanghai Disneyland. The corporate film is a good illustration of Shanghai Disney's service philosophy: to create happiness for every consumer [8].

Based on how the girls in the narrative film developed, Shanghai Disneyland clearly demonstrates the business philosophy for the masses. In order to create dreams and beauty for every age. Under the premise of the media release on the Internet, Shanghai Disneyland in the maximum degree for acquiring the task of propaganda planning its main content, invisible deep in order to attract more potential customers.

3.3.2 Publicity content highlighting the characteristics of corporate culture, diversity and differences

Use the celebrity impact to raise awareness. Disney film actors, voice actors and producers to domestic publicity are numerous examples. Depicting the Sleeping Beauty film "Sleepy Hollow" starring Angelina Jolie would be the first publicity stop in China, and the hero film "Ant-Man" publicity is unique. In keeping with the theme of Ant-Man, a superhuman hero with a very tiny and miniature stature. Disney produced a variety of miniature billboards that were put in well-known locations in big cities. This type of marketing and promotion is not only inventive but also emphasizes the film's subject, which is not to judge an event or a person from a traditional point of view since there may be immense force and wisdom concealed beneath the seemingly minor [9].

Disney engages in word-of-mouth promotion. Because of the limitations imposed by China's system of film preservation. Disney is subject to strict approvals and quotas to be imported as an overseas film, so often the release date is already far away from the premiere in the US. Despite these challenges and issues, Disney has used word-of-mouth marketing to its advantage by highlighting its production team, award nominations, or box office records in other countries in its advertising campaigns, using its stellar reputation or award-winning status in the US as a promotional tool. In actuality, this capitalizes on Chinese viewers' tendency to follow the crowd and their widespread appreciation of the caliber of European and American shows. Simultaneously, the box office of the country of origin or other countries where the film was already released also provides a cultural quality test for the product itself, making it less risky to enter the Chinese market [10].

3.4 Place

Channel exclusivity at the regional level to differentiate. Despite being a globally renowned multinational cultural company with many sales channels, Disney has applied channel differentiation to highlight the distinctive features of each park and resolve multi-channel conflicts by designing different channels of exclusive products for attracting more visitors to each park. This strategy was used in the flagship shop in Shanghai, where many of the products sold are unique in the world, and has been tailored in order to meet the needs of Chinese consumers' Chinese market [6].

Disney's distribution network has also started to transition to the internet as a result of the internet era's upheaval. Disney added an online mall on its official website (<https://www.disney.cn>) and APP and entered comprehensive e-commerce platforms, such as movie derivatives sales stores which include Amazon, ebay and Tmall, to enrich its sales channels and enhance product sales. At the same time, increasing the purchase channels of genuine products is also a behavioral measure to resist pirated goods. Because there were no legitimate routes for purchasing things before the Internet was founded, individuals mostly purchased pirated Disney items. Geographical restrictions prevented people from going to Disneyland in order to buy the products they wanted, and the opening of online purchase channels slowed down this phenomenon.

4. Conclusion

How to define the boundary between globalization and localization has been a fundamental concern for Disney as it has adopted a "think globally, act locally" strategic mindset. The question of how to determine the weight or boundary between the two has indeed become one of the key points of this strategic thinking. As a cultural and entertainment brand, Disney focuses primarily on the experience, and different consumer groups have an innate adherence to their own culture. At the same time, the iconic cartoon characters created by Disney over the years have long been deeply ingrained

in people's hearts, representing the typical American culture, which has already partially impacted the global market. Consumers of cultural and entertainment products frequently have a "love of the new but in the tendency of consumers of cultural and entertainment items is to exhibit a degree of global convergence, sometimes known as a respect for one's own traditional culture and customs while remaining open to and accepting of other people's classic cultures. Every country has a responsibility to safeguard its own exceptional traditional culture from encroachment in the process of cultural globalization, while also learning from and inheriting the developed cultures of other countries and building on their strengths to avoid their shortcomings. Globalization is an unstoppable trend, and the only way to attain better development is to keep up with it. Because Disney balances globalization and localization while keeping its own cultural traits, it is enjoyed by people from all over the world. A good example is the collection of Disney animated movies. These films feature well-known animation prototypes from countries like Britain, Denmark, China, and India, but Disney is not a copy of the original; rather, these Disney tales are skillfully incorporated with regional color in the cross-cultural interactions within the park.

Multinational corporations must establish positive political and economic relations with the host country based on the principles of "mutual benefit" and "win-win," tearing down the barriers between the two peoples, in addition to seeking areas of agreement with the host country, respecting cultural differences, and localizing appropriately. You can take inspiration from Disney's overseas joint ventures and co-manage the enterprise with the host country to reduce the overseas risks faced by the enterprise in order to attract the consumers of the host country, establish a good "friend" image, unite with the host country, and cooperate for development. Develop top-notch international talent, lower the cost of investing abroad, and help the host nation by supplying a significant number of job opportunities as well as cutting-edge managerial expertise and technology. The development of both economies together will be successfully ensured by this.

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