International **Marketing Trends** Conference

POSTER SESSION

Lean Canvas, a Strategic **Tool: The Walt Disney** Company case

Introduction:

Lean Canvas was created in 2009 primarily to work with SaaS startups practiced but is now used in many large companies. It is quite similar to the Business Model Canvas structure but it has some main other advantages and can be easily used because:

- A business plan takes too long to write (and actually not everyone will read it)
- The Lean Canvas is designed to help creating a guick visualization of any idea, to share it and to get a feedback

Lean Canvas realised from a documentary study:

Problems - 2008 Crisis - Competitiveness - Public critics - Ethic - CSR - Work Conditions

Solution Neuromarketing: limited reduction price Innovation in movies industry More communication with employees **Key Metrics** Key Partners (with TV channels ...) - Key Activity (Production of

Key Resources (employees ...)

Unique Value Proposition -Exists for about a century -Driven by passion customers' wishes -Innovative technologies -Brand name

-Extremely famous characters

Unfair Advantage - Their Passion Subsidiaries Animation - Loyal customers Channels - The parks Music industry

Film industry

Merchandise

Social Media

Website

Television



Cost Structure -Significant costs and expenses by 4 segments (Media Networks; Parks, Experiences and Products; Studio Entertainment; Direct-to-Consumer & International)

movies with new

innovations ...)

-Potential additional costs: External factors Internal factors

Revenue Streams

-Both products and services revenues

Revenue sectors:

-Media Networks (the most profitable)

-Parks, Experiences and Products (the most revenue) -Studio Entertainment

-Direct-to-Consumer & International

This tool can be very useful to refine the company's future strategy

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