



DISCONTINUE PRODUCT & HEALTHY LIVING

## WHY

Disney is promoting healthier eating to children by banning junk food adverts on its media channels and improving nutritional standards at Disney Theme Parks.

## HOW

- In 2012, Disney established a ban on junk food advertising on its television, radio and internet channels.
- Disney have set clear guidelines for advertisers on serving size, calories, and fat and sugar content.
- By 2015, Disney-licensed products, Disney.com recipes, and food sold at Disney Theme Parks that meet certain nutritional guidelines will display the Mickey Check logo.
- The initiative was praised at a news conference by the US First Lady Michelle Obama.

## BUSINESS VALUE



### REPUTATION

**Brand awareness** – The announcement was supported by leading figures that generated significant PR coverage.

**Risk** – Disney’s initiatives demonstrate leadership to parents as awareness of childhood obesity grows.

## CONSUMER VALUE



### EMOTIONAL

These initiatives further strengthen the trust parents have in the Disney brand.

## RESULTS

- “This new initiative is truly a game changer for the health of our children.” – US First Lady Michelle Obama. [Source](#)
- Disney was praised by four US senators as a role model in combating childhood obesity. [Source](#)
- The Center for Science in the Public Interest said Disney’s initiatives were “far ahead of competitors”. [Source](#)