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Disney Wonder of Friendship - The Experience

Bronze | Company: **Haygarth** | Category: **Experience** | Client: **The Walt Disney Company** | Year: **2024**

2023 marked Disney's 100th anniversary. To celebrate a century of friendship, Disney wanted to give Gen Z a fresh, meaningful way to connect - both with each other and with Disney as a brand. We created an ultra-personalisable, hyper-immersive ticketed Gen Z pop-up event that toured four of Europe's coolest cities. Launching with a killer London PR party full of influencers and press, we teased the public's timelines gaining coverage across VOGUE France, Metro, Stylist, Adweek, Time Out, Campaign, and more before opening to the public... This multi-sensorial event brought classic characters, groups of guests and Disney's brand partners together under one unifying theme - 'Wonder of Friendship'. With the help of some of Disney's most iconic pals of the century, guests explored, played and sang their way through four immersive zones - each celebrating a specific friendship quality through the stories and characters in four classic franchises. To personalise guests' journeys, we teamed up with Snapchat to create custom filters bringing our installations to life. RFID-powered 'friendship keys' helped guests unlock unique friendship insights at every turn. With picture-perfect backdrops everywhere guests pointed their phones, content capturing was irresistible. We wowed over 40,000 guests in 40 days across 4 countries, achieving over 90% of ticket sales - surpassing our KPI of 74%. The event was a neon-glowing success, smashing ticket sale goals, achieving a reach of over 1.4 billion, and helping Disney to reinforce that coveted spot in the hearts and social feeds of Gen Z across Europe.



Credits

- Lucy Couldwell, Senior Brand Marketing Manager, The Walt Disney Company
- Alison Smith, Event Producer, The Walt Disney Company
- Angela Affinita, Director of Global Marketing Creative & Campaign Management, The Walt Disney Company
- Beth Heaven, Senior Partnerships & Digital Manager, The Walt Disney Company
- Shauna McCarthy, Director of Communications, Consumer Products, Games and Publishing, EMEA, The Walt Disney Company
- Natasha Doggett, UK & EMEA Communications, The Walt Disney Company
- Lara Masheder, Global Brand Marketing Manager, The Walt Disney Company
- Robert Sloan, Senior Creative Innovations Manager, The Walt Disney Company
- Rebecca Lawson, Project Lead, Haygarth
- Simon McGrath, Head of Brand Experience, Haygarth
- Kate Houghton, Project Coordinator, Haygarth
- Susie Marriott, Senior Producer, Haygarth
- Jamie Ross Hulme, Head of Operations, Haygarth
- Steve Rogers, CCO, Haygarth
- Tanja Siersbol, Creative Director, Haygarth
- Joanne Serguola, Art Director, Haygarth
- Alana OSullivan, Copywriter, Haygarth
- Lisa Wallace, Head of Design, Haygarth
- Diego Angelucci, Head of Digital Integration, Haygarth
- Sean Jenkins, Motion Animation, Haygarth



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