

HOSP3075

Hotel Strategic Marketing & Brand Management

Week 9 Assignment: The Walt Disney Company: Disney's California Adventure

*Please read the case study "The Walt Disney Company: Disney's California Adventure" and answer the questions **below** in complete sentences on a separate document. Do Not complete the questions at the end of the case study – no credit will be given. When you are done please hand in a hard copy in class and post to the Turnitin dropbox. Make sure to use in-text citations and a reference section at the end of your assignment.*

Questions

1. How would you characterize Disney's California Adventure's brand image and sources of brand equity?
 - a. What are the strengths and weaknesses of the brand's existing personality and image? *(Please bullet the strengths and weaknesses and label them.)*
 - b. How does California Adventure compare to the other Disney brand extensions?
 - c. Has California Adventure positively or negatively impacted the other brand extensions?
2. Where did Disney go wrong? Please base your answer on Chapter 12 and the Brand Extension Guidelines.
3. Based on your knowledge of brand extensions, what could it have done differently?
4. Was Iger's reinvestment successful? What is the status of Disney's California Adventure today? Please find at least 1 current article that describes California Adventure's status today.