



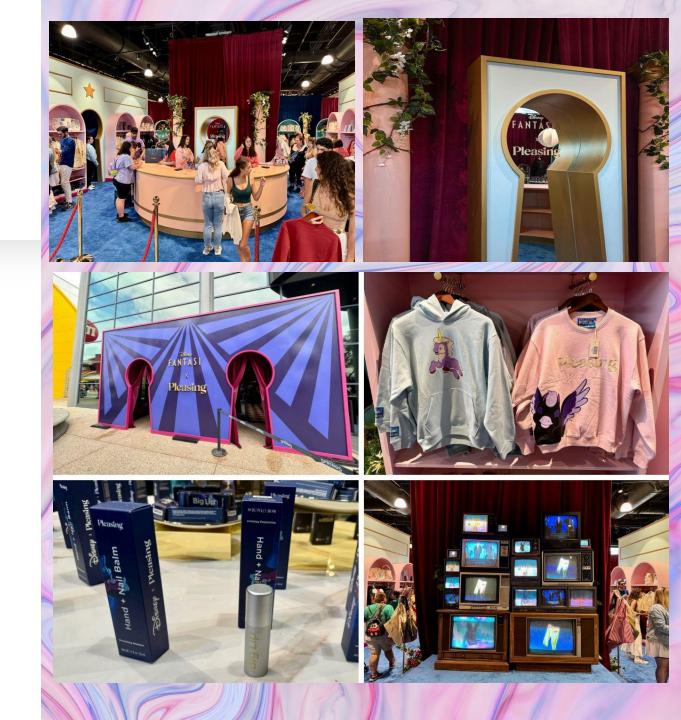
Campaign Overview + Opportunity:

- Campaign promoted collaboration between Disney and Pleasing, showcasing a Fantasia-themed collection launched just before the holidays.
- Collaboration offered an opportunity to reach a wider audience, expand brand into the mainstream, increase brand awareness, and strengthen brand identity while staying true to brand ethos.
- Partnering with an iconic and nostalgic brand like
 Disney allows Pleasing to tap into a multi-generational
 legacy. Collaboration combines timeless charm of a
 Disney classic with a modern, gender-fluid, and
 forward-thinking fashion aesthetic, creating a unique
 fusion that appeals to a diverse audience.

PR Implication #1

3-D Interactive Pop-Ups

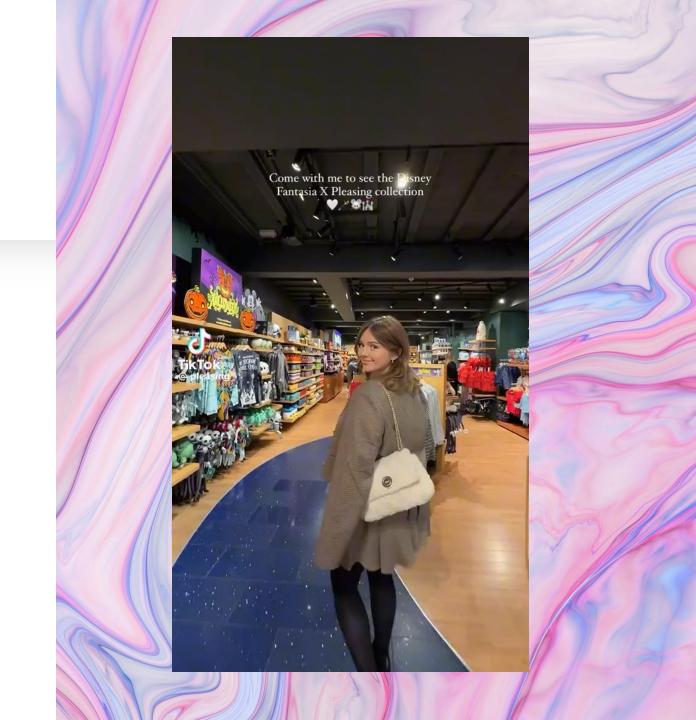
- Created immersive pop-up stores offering a sensory shopping experience with interactive visuals and striking displays. Pop-ups successfully targeted Disney and Harry Styles fans at key locations: Texas, Florida, London, and New York.
- Analysis: What about the fans that don't live in those areas? What about major cities like SF and LA? #gatekeeping. If the brand desires to reach a wider audience, they could've created smaller experiences in more locations.



PR Implication #2

Paid Influencer Content

- Partnered with a diverse group of influencers to promote the collection at pop-up events, including UK lifestyle creator Naomi Victoria and Floridabased Disney niche influencer Melizza Black.
- Analysis: Videos received minimal engagement due to influencers being too niche and having small, specialized audiences. Pleasing could have invited 1-2 bigger creators such as @grapejuicenads (known Harry fan with 1.2 mill on TikTok) to reach a bigger audience. Also, could have collabed with well-known LGBTQ+ influencers since the whole brand revolves around being inclusive.



PR Implication #3

Organic Social Media Coverage

- Fans and customers shared their Pleasing x
 Disney Fantasia pop-up experience on social media. Posts featured nail designs, vlogs of their shopping experience, and product reveals, generating authentic engagement and word-of-mouth promotion.
- Analysis: Could have sent PR packages containing limited edition products from collection to influencers or big fans so they could tease products prior to launch + spread campaign. Could have done a giveaway where they would fly someone out (or a Disney family) to a pop-up location. Could have created a specific hashtag to encourage more posting and potential virality.

