



DISNEY

AND THE

WEATHER





Disney and the Weather

Weather affects some businesses mildly or not at all. For others, weather is one of the most important drivers of business success – or lack thereof. The smartest and most successful of those companies strategically position themselves so that when one profit center takes a weather hit, another is ready to pick up the slack. One such company is Disney, and it’s a perfect illustration of how weather targeting can be used to drive sales. Consider these examples:

Theme parks

Disney theme parks are located in areas graced with year-round nice weather, so there isn’t really an “off season” in the usual sense of the term. But some times are slower than others, especially those times when kids are in school. When there’s an especially perfect day in the forecast, Disney could reach out to locals, suggesting that it’s a great time to visit the park, or, even offering incentives to locals, during days when weather conditions are less than ideal.

And then there are those visitors who have a vacation booked – or who are already at a park – when bad weather hits. Rather than having a resort full of guests just sitting in their rooms (not spending money), Disney could use weather targeting to suggest rainy-day activities, like visiting the gift shops, eating at the restaurants, or even purchasing Disney-branded rain gear.

Disney programming

Movies, DVDs, and streaming programming are another huge income stream for Disney, and the company could potentially increase revenue dramatically with weather-based targeting. They could, for instance, present consumers facing a stormy weekend with information about new releases, marathon showings, etc., to help them enjoy a weekend stuck in the house. Alternatively, they might make more clever offerings based on the current climate; perhaps they’d suggest that people living in areas experiencing an extreme heat wave cool off by watching a movie like Frozen.



Merchandise

Weather has a tremendous impact on clothing. When rain is in the forecast, Disney could send out emails letting people know about the newest Disney-branded rain gear. For a cold-weather forecast, they could send out an email promoting their sweatshirts and jackets. The same is true for the approach of warm weather, during which they could talk about shorts, t-shirts, and swim gear.

It's easy to see that weather-based marketing could be a huge opportunity for a company like Disney. The question is how. That's where Skymosity can help. Skymosity helps brands present content to the right people at the most relevant time. Here are a few ways:

- **Analytics:** The first step is to do a deep dive into your sales data to identify the situations in which weather is a trigger for consumer behavior. It may support conclusions you had already made, or it could surprise you. Either way, once you know which weather conditions trigger which consumer behaviors, you can plan your marketing tactics accordingly.
- **Email Triggers:** Email is the perfect channel for weather-based targeting. You can set up triggers that will automatically create and send emails to customers experiencing different weather conditions. For instance, a rainy forecast could trigger an email about watching Disney media to everyone in that forecast area. A beautiful February day in Orlando could trigger an email to locals, suggesting that it's a great time to spend the day at Disney.
- **Content Personalization:** Emails aren't the only communication channel that can be set up with weather triggers: Landing pages can, too. Disney could set things up so that the landing page a customer sees would relate to the consumer behavior the local weather is most apt to trigger.

The advent of big data has made the relationship between weather and consumer behavior more obvious than ever. Rather than just being aware of that fact and using it to help adjust your business forecasting, marketers can leverage big weather data to actually influence consumer behavior.



About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.

