



DISNEYLAND PARIS DIGITAL CAMPAIGN

DISNEYLAND PARIS X HAPPY TOUR

SOCIAL MEDIA ADS

TARGET: Romania

DATES : 1/01/25 – 31/03/25

BUDGET: 7.500 EUR

Facebook awarness

Impressions: 14,493,753

Engagements: 62,161

Clicks: 27,842

CPC: €0.15

CPM: €0.29

Video views: 44,340

Invested budget: €4,261.07

Facebook engagement

Impressions: 1,223,206

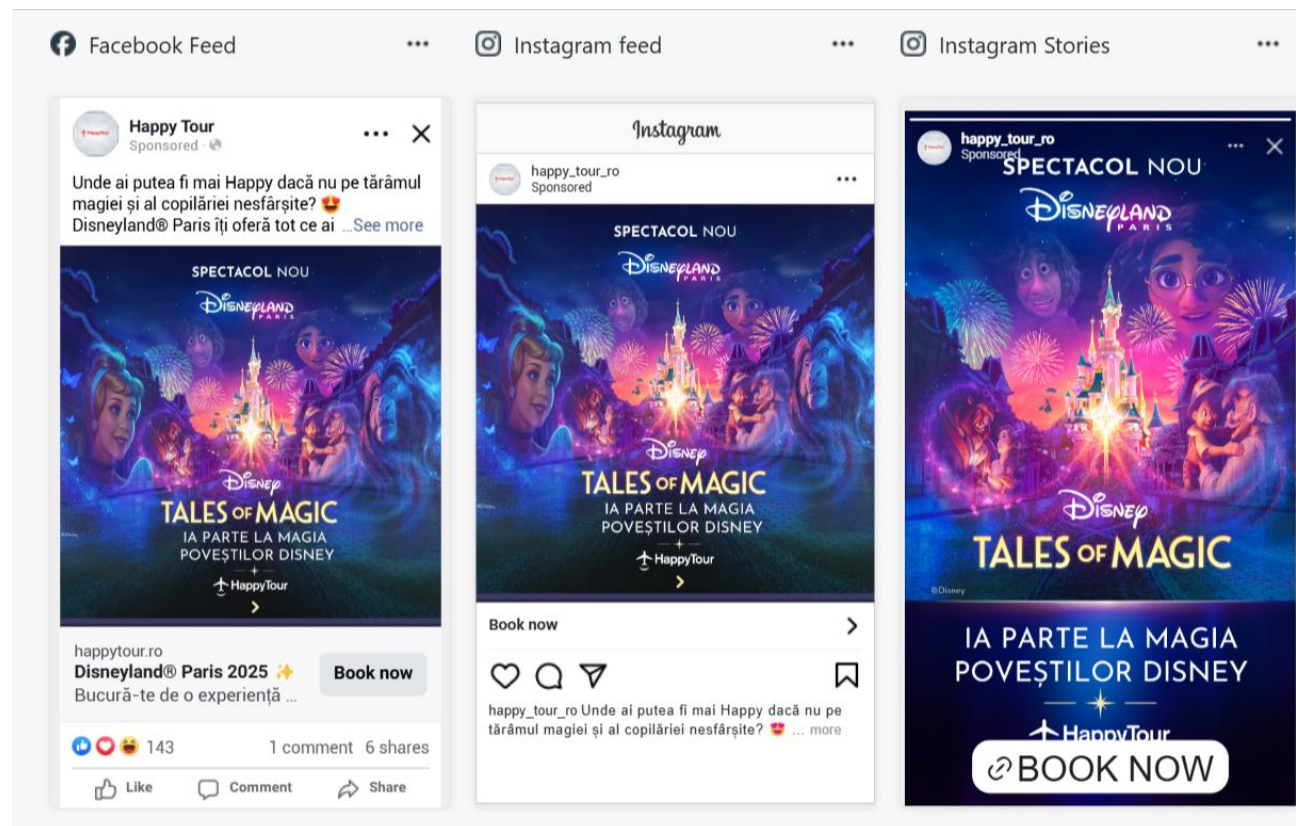
Engagements: 43,608

Reach: 502,773

Clicks: 46,175

CTR: €4.57

Invested budget: €3,513.35



RESULTS

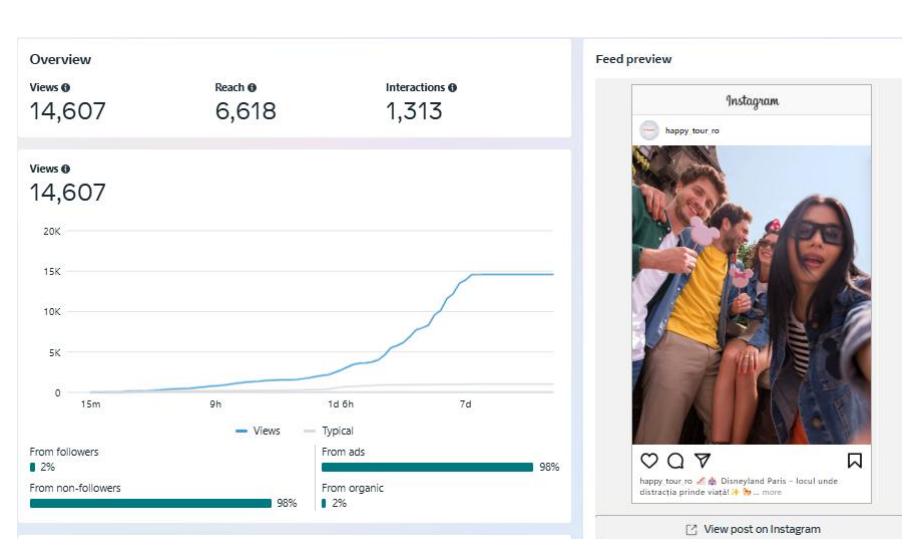
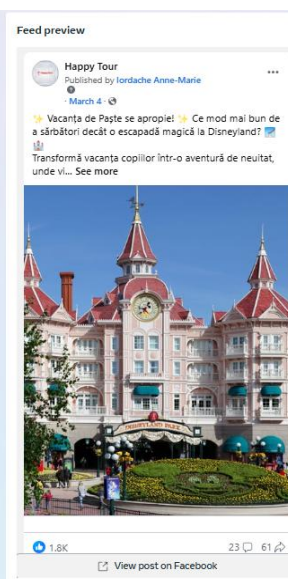
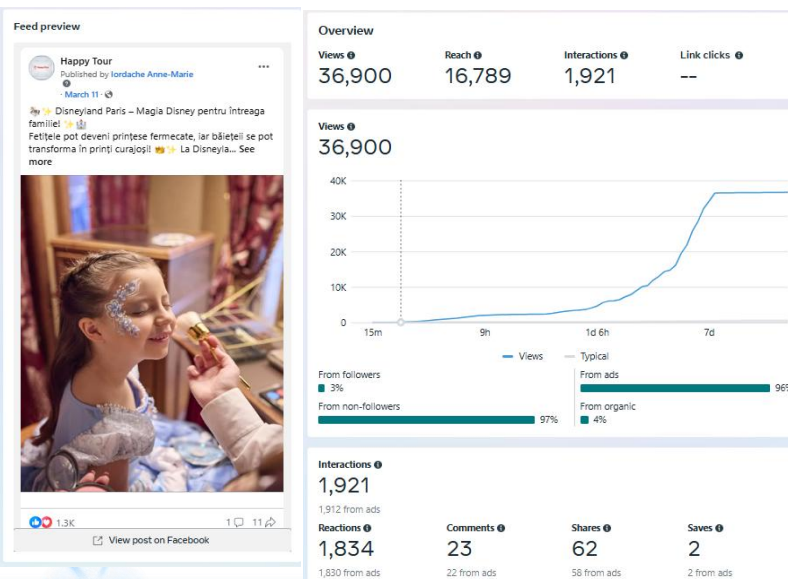
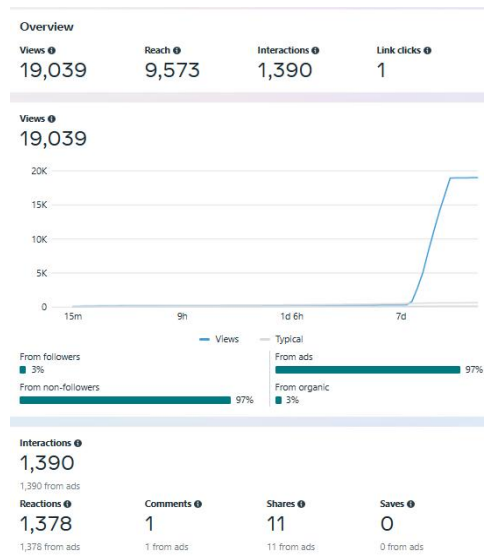
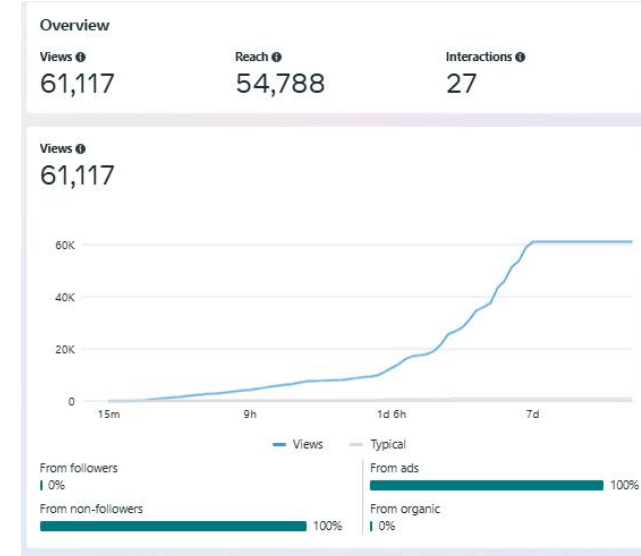
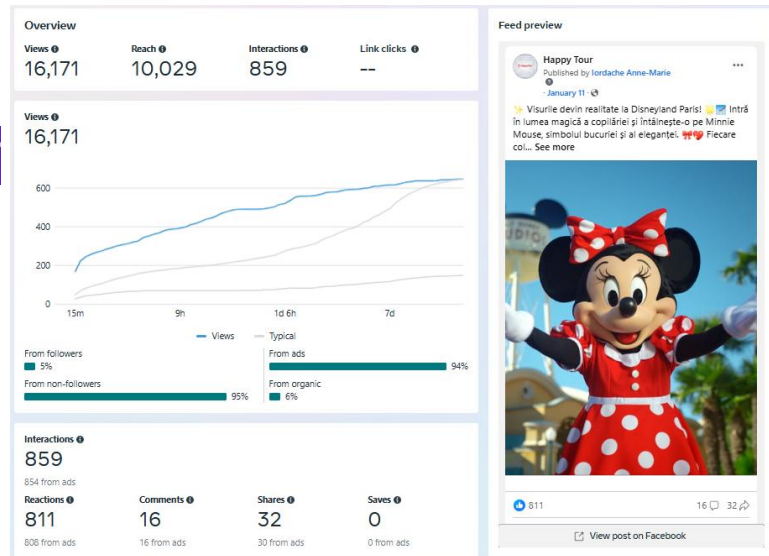


FACEBOOK POSTS BOOST

TARGET: Romania

DATES: 1/01/25 – 31/03/25

BUDGET: 6.000 EUR



ABOVE, FEW OF OUR BOOSTED POSTS (ALL POSTS OF Q2 WERE BOOSTED)





GOOGLE ADS

TARGET: Romania

DATES : 1/01/25 – 31/03/25

BUDGET: 7500 EUR

GOOGLE SEARCH

- Impressions: 419,897
- Clicks: 11,316
- CPC: 0.08- 0.22 euro
- CTR: 2.32 – 3.34%
- Conversions value: 62,788.12 euro
- Budget: 3,954.66 euro

GOOGLE DISPLAY

- Impressions: 244,025
- Clicks: 8,161
- CPC: 0.19 euro
- CTR: 3.34%
- Conversions value: 21,889.48 euro
- Budget: 1,572.09 euro

GOOGLE ADS REMARKETING

- Impressions: 576,863
- Clicks: 5,250
- CPC: 0.17 euro
- CTR: 0.36%
- Budget: 907.25 euro

MARCH SPECIAL OFFER REMARKETING

- Impressions: 269,968
- Clicks: 4,821
- CPC: 0.1 euro
- CTR: 1.78 %
- Budget: 468.18 euro



GOOGLE ADS



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WE HAD SEARCH & DISPLAY GOOGLE, REMARKETING





INFLUENCER EVENT ABOUT THE EVENT – 15.03. 2025

INFLUENCERS: WE HAD 17 INFLUENCERS AND 26 CHILDREN, MANY OF THEM ALREADY CLIENTS OF DLP

PARTNER: WE HAD AIR FRANCE AS A PARTNER OF THIS EVENT

ENTERTAINMENT: decorating the location with ballons and other props, bringing animators (unicorn and a puppy) to entertain the children, food and drinks for the kids.

MARKETING :

- The influencers promoted a weekend special offer on social media, featuring a package that included a dinner with a princess/character for 2 adults and 1 child at a price of 2,449 euros, with flights included. We decided not to proceed with providing a code for their communities since the offer was shared only in stories and wasn't available elsewhere on our website.
- Happy Tour, the official tour operator in Romania, introduced DLP to the influencers, highlighting the destination and its opportunities, while emphasizing that they are the official tour operator in Romania.
- Air France shared details about flights to Paris, including their convenient schedule and kids' menu on board..
- Fab Muse Diana & Otrava will be releasing a reel about their DLP trip, which will also be shared on the playground's social media pages, with a planned release date of March 25th.

AWARD :

- 1 influencer (Flavia Mihasan) and her family awarded with a package to DLP, accommodation (provided by DLP) and flight tickets (provided by AirFrance).
- The adults at the event were given Disney mugs, while the kids received Mickey and Minnie ears, along with a teddy bear and a plane toy from Air France.

GENERAL INFORMATION ABOUT THE EVENT - EARN MEDIA – APROX 25.000 EUR

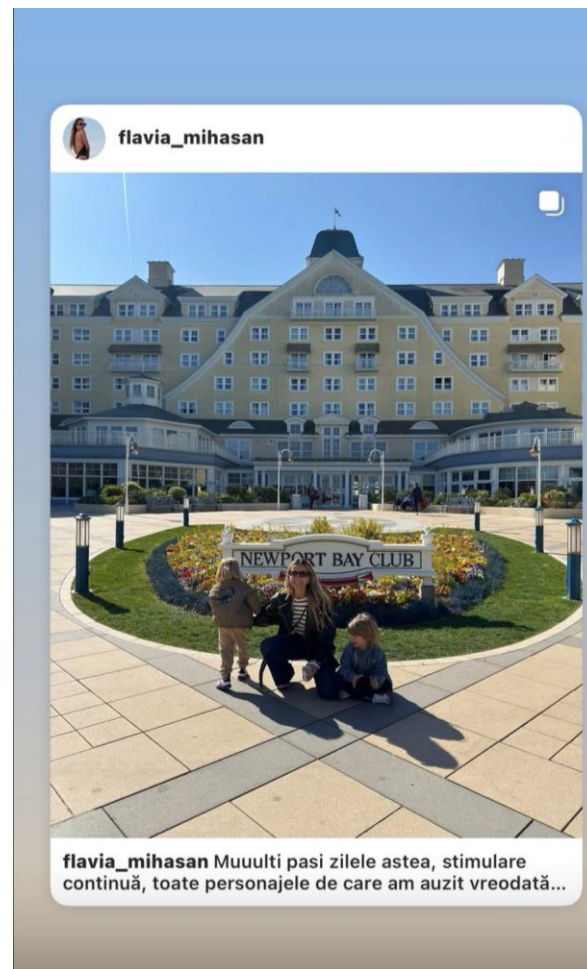
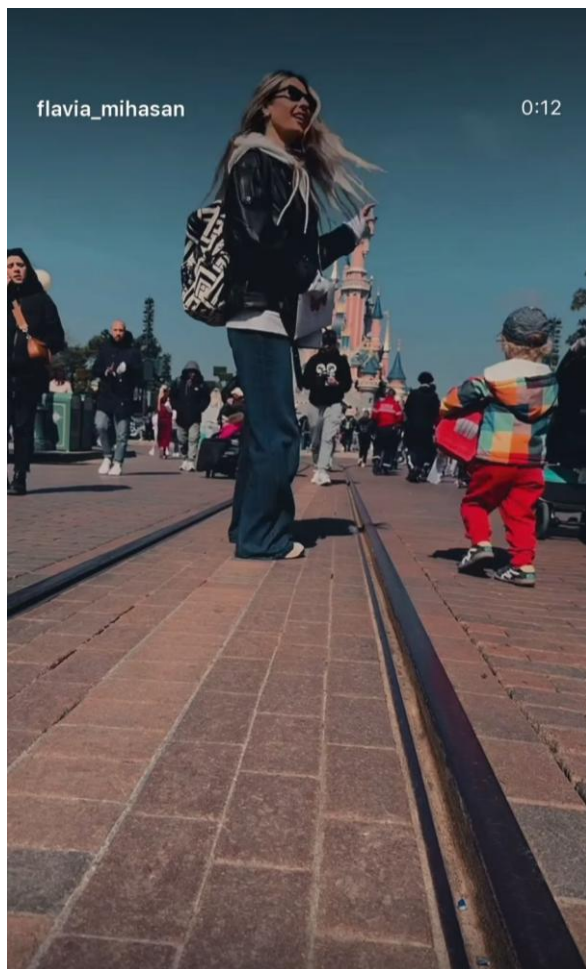




CAPTIONS FROM THE EVENT



WINNER INFLUENCER: FLAVIA MIHASAN - Earn media – aprox 5.000 EUR



WINNER INFLUENCER (HER TRIP TO DLP WAS IN APRIL)



FRAMES IN THE ELEVATORS

DATES : 1/02/25 – 31/03/25
BUDGET: 8.000 EUR

No of occupants	Estimated Visitors/ month	0-Jan-1900	Total no of Elevators	No of frames/building	#daily views occupants	#monthly views occupants	#daily views visitors	#monthly views visitors	Total # monthly views
2169	5784	30-45 ani	29	58	8,676	260280	386	11568	271848
980	2940	30-45 ani	18	36	3,920	117600	196	5880	123480
216	648	30-40 ani	2	4	864	25920	43	1296	27216
582	2328	35-45 ani	7	14	2,328	69840	155	4656	74496
975	2925	35-40 ani	9	18	3,900	117000	195	5850	122850
1305	3915	35-45 ani	10	20	5,220	156600	261	7830	164430
410	1463	30-45 ani	6	12	1,640	49200	98	2926	52126
1750	6810	30-45 ani	22	44	7,000	210000	454	13620	223620
1000	3420	35-40 ani	22	44	4,000	120000	228	6840	126840
1400	3765	35-40 ani	8	16	5,600	168000	251	7530	175530
10787	33998		133	266	43148	1294440		Grand total of monthly views	1,362,436

The KPIs above are by month

WE CHOSE 10 BIG RESIDENTIAL PROJECTS, OCCUPIED MAINLY BY FAMILIES





FEBRUARY TRADE EVENT BUCHAREST

LOCATION– SHERATON HOTEL (5*)

DATE– 11.02.2025

PATTENDANTS: WE HAD ABOUT 50 TRAVEL AGENCIES AT THE EVENT

ENTERTAINMENT: The event was divided into two parts: a presentation on Disneyland Paris led by Joanna, alongside Daniela, followed by a dinner with all partners at the Benihana restaurant.

MARKETING :

- Joanna, the representative of Disneyland Paris, delivered a presentation covering the parks, hotels, services, restaurants, and shows—highlighting productions such as The Lion King and Alice and the Queen of Hearts: Back to Wonderland. She also announced the upcoming Disney Music Festival, taking place from April 19 to September 7, 2025.
- The agencies had the opportunity to learn more about the wide range of services offered by Disneyland Paris and engage directly with Joanna during a Q&A session.

AWARD :

- 1 prize – 1 night at one of the Disneyland Paris Hotels
- Everyone received a Disney mug
- 1 prize – 1 day pass tickets for 2 persons



GENERAL INFORMATION ABOUT THE EVENT



FEBRUARY TRADE EVENT BUCHAREST



SOME OF THE MOMENTS



DISNEY SHOW EVENT ACTIVATION

WHEN: 10TH OF OCTOBER

LOCATION– SALA PALATULUI

Although the show is scheduled for October, promotional efforts and supporting materials have been underway since February. At the event, we will have a dedicated activation point to engage with attendees. We're happy to continue our partnership with the Disney shows at Sala Palatului, now marking our third consecutive collaboration.

