

EXCLUSIVE: Disney Cruise Line Ad Delivers a Powerfully Quiet Moment During Oscars

A lifelong, healthy parent-child bond is one of life's magical pleasures, and Disney Cruise Line is tapping into that feeling with its latest ad campaign.

"Midnight Magic," which debuted during tonight's 98th Annual Academy Awards telecast on ABC, is inspired by the experiences of real Disney Cruise guests. It depicts a father and son sharing a quiet ritual aboard a Disney ship, following their relationship across the years, from childhood to adulthood and into grandparenthood.

"When you sail with Disney—or experience any Disney vacation for that matter—it's not just about the ship or the destination; it's about how it makes you feel," said Asad Ayaz, chief marketing and brand officer at The Walt Disney Company. "Our ships offer incredible entertainment, dining, and experiences, but it goes deeper than that, and that's what we're aiming to show through this campaign."

Highlighting the value of time spent with loved ones via other aspects of the cruise experience, Disney hopes the ad conveys that a journey aboard one of its ships fosters impactful lifelong connections.

Ayaz added, "We very intentionally chose to spotlight the quieter, more personal moments, because those are often the ones that leave the deepest impression and turn a vacation into something truly meaningful."

“Midnight Magic” builds on the success of the 2025 viral ad featuring Evie, a towel-animal dog. The ad became a hit and inspired a new merchandise item.

The timing of this new campaign comes as the media conglomerate undergoes a leadership transition, with Disney Experiences chairman Josh D’Amaro succeeding Bob Iger as the company’s new CEO.

D’Amaro oversaw the company’s largest business segment, which included the Disney Cruise Lines, with \$36 billion in annual revenue, according to the company. ☐☐

His tenure as lead of Disney Experiences ends on a high note, with Disney Cruise Line enjoying healthy growth.

Five new ships are planned by 2031, bringing the fleet to 13 ships worldwide. That expansion includes the recent launch of Disney Destiny in Fort Lauderdale, Florida, and the debut of Disney Adventure in Singapore earlier this month as the cruise line’s first ship in Asia.

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