These Disney World Print Ads Don’t Show the Park at All

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It’s reasonable to assume that an ad for Disney World would be built around pictures of Disney World. But here’s a campaign that takes promotion of the park a creatively different direction.

Yellow Shoes, the in-house agency at Disney, created print ads that highlight the afterglow of a Disney World visit. Each shows a child asleep on the drive home or perhaps en route back to a hotel.

Anyone who’s been on such a trip with kids will recognize the complete, blissful exhaustion conveyed by the ads.



Yellow Shoes



Yellow Shoes

Disney photographer Caitie McCabe, who specializes in child and family photography, shot the campaign, with creative leadership from vp Jean Batthany and director of creative Jim Real.



Yellow Shoes

For a more cinematic look at Disney park marketing, check out Disneyland Paris' ad from agency BETC this year. (Adweek named it one of the 25 Best Ads of 2019 and honored BETC as International Agency of the Year.) You can watch the spot below, followed by the credits for the new print work from Yellow Shoes.

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