D&AD New Blood Awards

Brief set by
Disney

Animate branded content to evoke confidence, kindness and courage for Disney Princess

Related Disciplines
Animation
Illustration

Deadline
22 March 2022, 5pm GMT

The backstory

People around the world love the magic, determination and adventure of the Disney Princess world, and of course who could forget their emblematic frocks. But with 84 years of history comes a closer inspection of some of their older Princesses values and actions, especially when it comes to some being perceived as passive, unrelatable and not sufficiently diverse. And so Disney want to make sure they put Disney Princesses in an empowering and relatable position for the next generation.

The Disney Princess brand has already worked towards this goal, beginning with their 'Ultimate Princess Celebration' campaign, which brought together Disney Princess and Frozen heroes to promote courage and kindness. And now they want to bring even more Disney Princess content that can inspire young children.

What's the challenge?

Use a Disney Princess (or Princesses) to evoke confidence, kindness and courage for 3-5 year old children via animated or stop motion branded content for YouTube, and inspire them to imagine their own princess worlds and play.

You should showcase how your animation/stop motion would come to life through up to 1-2 minutes of animated content, or a series of storyboards, but also express how your idea would be expanded into a longer piece or series.

Whatever you create should deliver great storytelling and highlight the relatable and empowering Disney Princess qualities the brand is keen to promote.

Disney will be putting Moana, Tiana and Rapunzel at the heart of their 2022 campaign and so would recommend focusing your idea around these Princesses.

Who are we talking to?

Children aged 3-5 (primarily but not exclusively girls) in Europe, the Middle East and Africa who are passionate about self-expression, making friends and friendships, nurturing, and role playing (especially as Princesses!).

They already consume content on YouTube (and are pretty savvy on this platform if a parent pulls up the content for them). They already enjoy similar content on the market, from the likes of Barbie, LOL Surprise, Rainbow High, LEGO, and Funko. Consider how you can tap into what makes these other channels successful whilst delivering a unique offering for Disney Princess.

Things to think about

Make it universal
Whatever your idea, stay clear of dialogue. Your animated content should work across a range of markets for a fairly young audience and try to avoid excessive voice over or text. Instead, consider some of the fundamentals of storytelling and how your animation can embody these without relying heavily on verbal storytelling.

Keep it Disney
Maintain the integrity of the characters. Disney work hard to make sure that characters always stay within their own worlds and time periods, so your response should do the same. Whatever your idea for a story with your chosen Princess/Princesses, place them within environments that make sense for those characters, and don't bring together characters from different worlds.

Lean into relatability
Find moments from the movies which are relatable to young children of today, for example roleplaying owning a café like Tiana, exploring the outside world like Rapunzel, or finding passions that express their own story like Merida.

It's not about stereotypes...
Not only do parents or carers need to feel comfortable playing the content for kids because it's wholesome and fun, but also because it doesn't reinforce negative gender stereotypes.

...but remember the original stimulus
However, remember that much of the appeal to young children (no matter their gender) is the idea of princess fantasy such as the fancy frocks and magic, so don't shy away from these things.

Stay true to the message
You can choose to include Disney Princess or Frozen licensed products if you so choose, but the purpose of the videos is not a call to action to buy products. Instead it is about framing Disney Princess within the core values of this market and encouraging viewers to engage in Princess play.

The important stuff

Disney is looking for quality video story telling content which is true to the Princess brand, not a reinvention. Show them what you propose as a storyboard or short 1-2 minute pilot episode.

Each response must include:

- An overview of your idea, including the inspiration and insights you found to develop your story
- 1-2 minutes of animated/stop motion footage (with all videos closing with the Disney Princess logo) suitable for YouTube

  OR

- A series of storyboards that showcases your 1-2 minute story.

What and how to submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential)**:**

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish)**:**

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

Helpful links

Disney Princess
disneyprincessstories.com

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