

Modifying Merida: Disney's 11th Princess

Financial Security

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Disney had a history of financial security

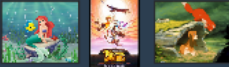
- Consistently on the cutting edge of animation technology
- Superior storytelling
- Iconic images

Disney Renaissance

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1989-90's saw a surge in success with a new generation of animated films:

- Aladdin
- The Lion King
- Beauty and the Beast
- etc.



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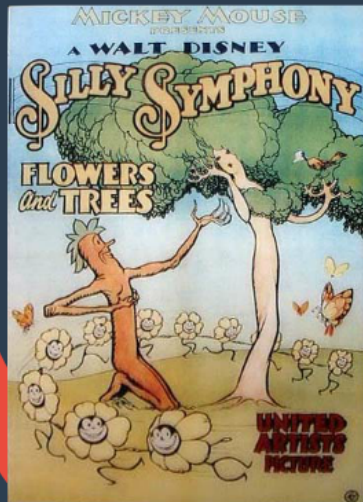


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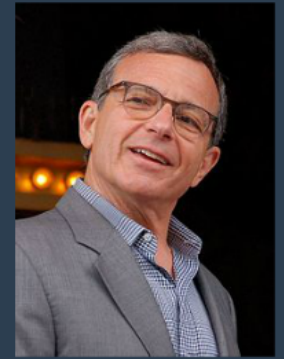
Walt Disney Animation Studios was created by Roy and Walt Disney in 1923 in Burbank, California. The company has created animated short films and full-length feature films.

Introduction of new products and services

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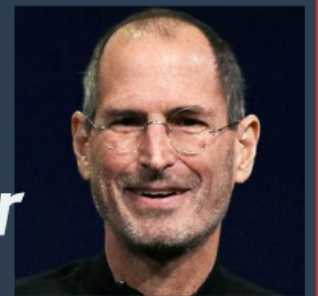


Major Players



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- *Bob Iger, CEO of Disney*
- *Steve Jobs, CEO of Pixar*
- *Jonathan Geibel, Director of Systems*
- *Ron Johnson, Manager of Systems*
- *Ed Catmull, Pixar President*
- *John Lasseter, Pixar Chief Creative Officer*
- *Andy Hendrickson, Chief Technology Officer*



Exploiting New Raw Materials

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This was done by breaking
into teams every time
something new was introduced

- intellectual resources
- new software development



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THE OPPORTUNITY

Once Bob Iger was announced CEO of Disney, he went to Steve Jobs to form a deal to buy Pixar.

After one week of discussing the details they had a deal.

In 2006, Disney acquired Pixar and the changes to the company started happening right away.

Jonathan Geibel and Ron Johnson were both promoted to the Systems Team to create a new teaming structure.

Geibel and Johnson both have spoke frequently about the management and had similar beliefs on how the operation and technical teams should be redone.

Introduction of new products and

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