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Sent:

To:

Subject: More than meets the eye

Hi Jack,

If there's one company you should watch it's DISNEY.

And by watch, I don't mean their movies or TV programs... I'm talking about how they run their business. The following paragraph from Forbes.com holds the key:

Disney's consumer products division saw a 22% jump in revenues to \$1.38 billion while the operating income surged 46% to \$626 million in the December quarter. The segment growth was led by higher merchandise sales for Frozen.

The movie was released in November 2013 and it has grossed nearly \$1.30 billion at global box-office. Frozen was also the No. 1 toy brand for 2014, according to market research firm NPD Group.

Yes, they're great at creating vacation experiences that draw repeat business year after year. And even with the occasional swing-and-a-miss at the box office (i.e., The Lone Ranger) they still manage to crank out entertainment properties that bring in some smokin' bacon. But their TRUE genius lies in Disney's ability to REPURPOSE properties from one market to another. "Frozen" has become an empire worth well over a billion dollars – thanks to sales of movie tickets, audio CDs, videos, and a plethora of dresses, tea sets, toys, books, you name it.

And construction has already begun inside Epcot to transform the Norway exhibit into a themed environment based on the setting and characters in Frozen. Any guesses as to whether it'll drive more revenues?

There's real power in repurposing properties into new markets, new categories, etc. It just takes some creative thinking.

And that's one of the things we'll discuss later this month at [our GKIC Marketing Power Lunch](#) taking place on July 21. You can join us as a returning guest for just \$47.

If you want to join the fun, all you need to do is click this link to let us know you'll be there.

See you real soon!

To Your Success,

Travis Lee
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