

The (mouse) ears have it

ADVERTISING | Balloon ties images together in partners' latest Disney spot

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In the wonderful world of Disney theme parks, it's always about celebrating the good times for the proverbial children of all ages.



For several years now, Ned Crowley and his creative partner, Jon Moore, have lovingly tended the Walt Disney theme park advertising account, first at their former agency Leo Burnett/Chicago and now at mcgarrybowen/Chicago. The two veteran advertising creatives opened the Chicago outpost of that New York-based shop last year.

A mouse-eared balloon magically appears in each scene of the Disney spot.

(Courtesy)

Crowley and Moore have developed a sure feel for the kind of advertising that perfectly fits the Disney parks – ads that emphasize the joy to be found in exploring the parks and that embody the lush production values suggesting the parks are high-quality attractions. The Disney brand, in all its manifestations, has always been about meticulous execution, and Crowley and Moore have demonstrated time and again that they understand that fact.

So it comes as no surprise the newest Disney theme park television commercial from mcgarrybowen, “What Will You Celebrate?” is a solid example of what Disney likes to put forth in its advertising.

The 60-second version of the spot breaking this week is an exquisitely shot montage of images of kids of various ages experiencing both big and little meaningful moments in their lives. There are some adorable shots of a tousle-haired kid getting a haircut, another of youngsters graduating from kindergarten (replete with their little mortarboards and diplomas) and another of two newlyweds kissing in the back of a limo.

The connective image binding these disparate but nicely captured visuals is a mouse-eared balloon that magically (this is Disney, after all!) materializes in each scene.

The spot ends with images of a young girl's birthday party, the perfect setting for the voiceover announcer to tell viewers that starting in January, visitors to a Disney theme park can enter free on their birthday. In these economically challenging times for many Disney theme park fans, that's bound to be a bit of good news. And it's also comforting to report that, as we all struggle through these tough times, Crowley and Moore and mcgarrybowen continue to do good by the Disney theme park brand.

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