

**CIEE SHU**

Disney Presentation

May 26th

€

**Euro**  **Disney**

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# Barcelona



closed from Nov to April



# Tintin: « 7 à 77 ans »



Meeting  
needs  
profitably



Philip Kotler 2006



David Ogilvy

If it doesn't sell,  
it isn't creative.

*Ogilvy*



IF YOU EVER  
FIND A MAN WHO  
IS BETTER THAN  
YOU ARE – HIRE HIM.  
IF NECESSARY,  
PAY HIM MORE THAN  
YOU PAY YOURSELF.

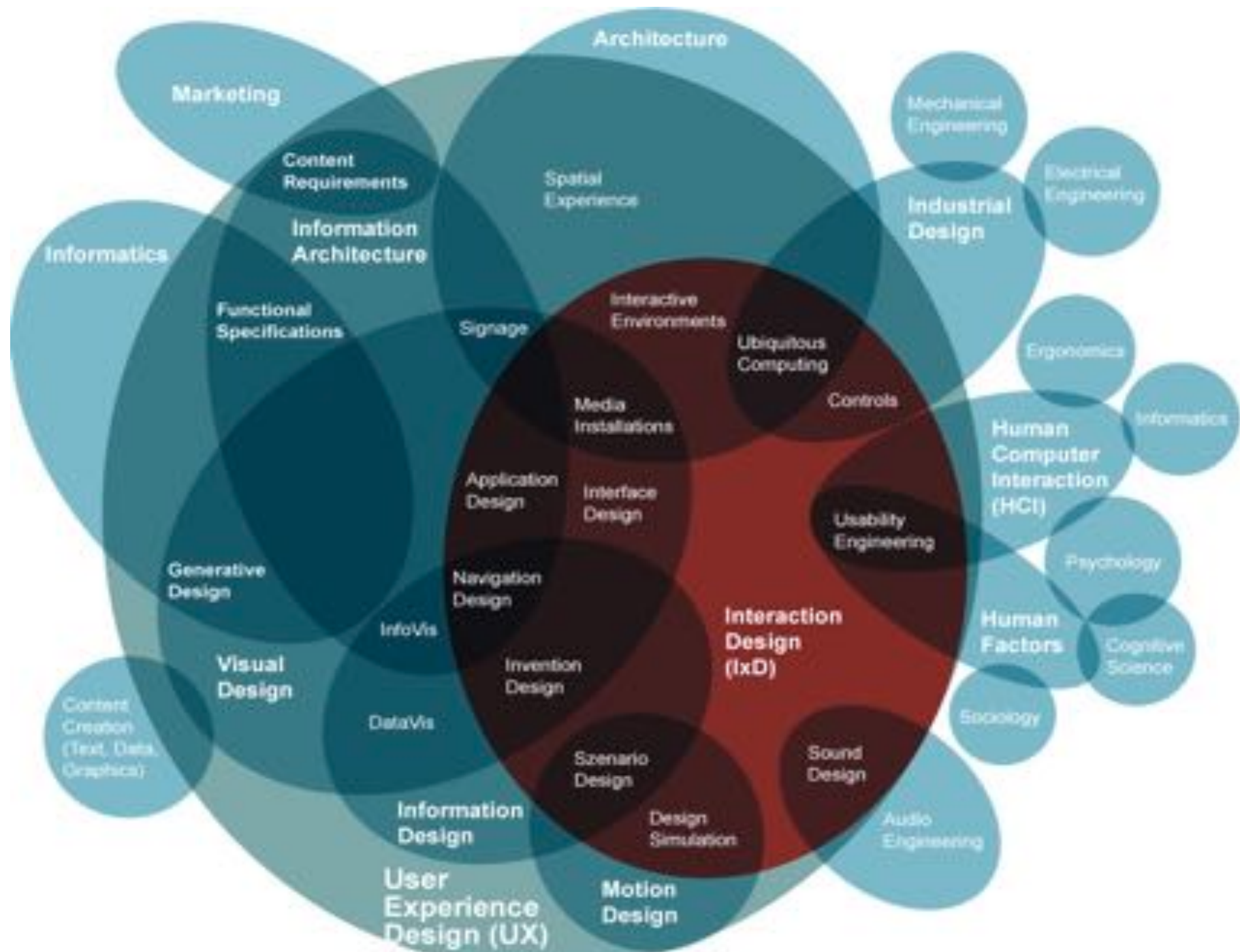




“Advertising and marketing is the price companies pay for being unoriginal.”

Yves Behar (Swiss designer)





28 flags / 29 rules / 24 languages





THE RISE OF  
ABSOLUTISM  
IN FRANCE

“L’etat, c’est moi  
(I am the state)” –  
Louis XIV

# Sebastien Bazin AccorHotels



# StoryTelling





# BrandContent

