

CIEE SHU

Disney Presentation

May 26th

€

Euro  **Disney**

Barcelona



closed from Nov to April



Tintin: « 7 à 77 ans »



Meeting
needs
profitably



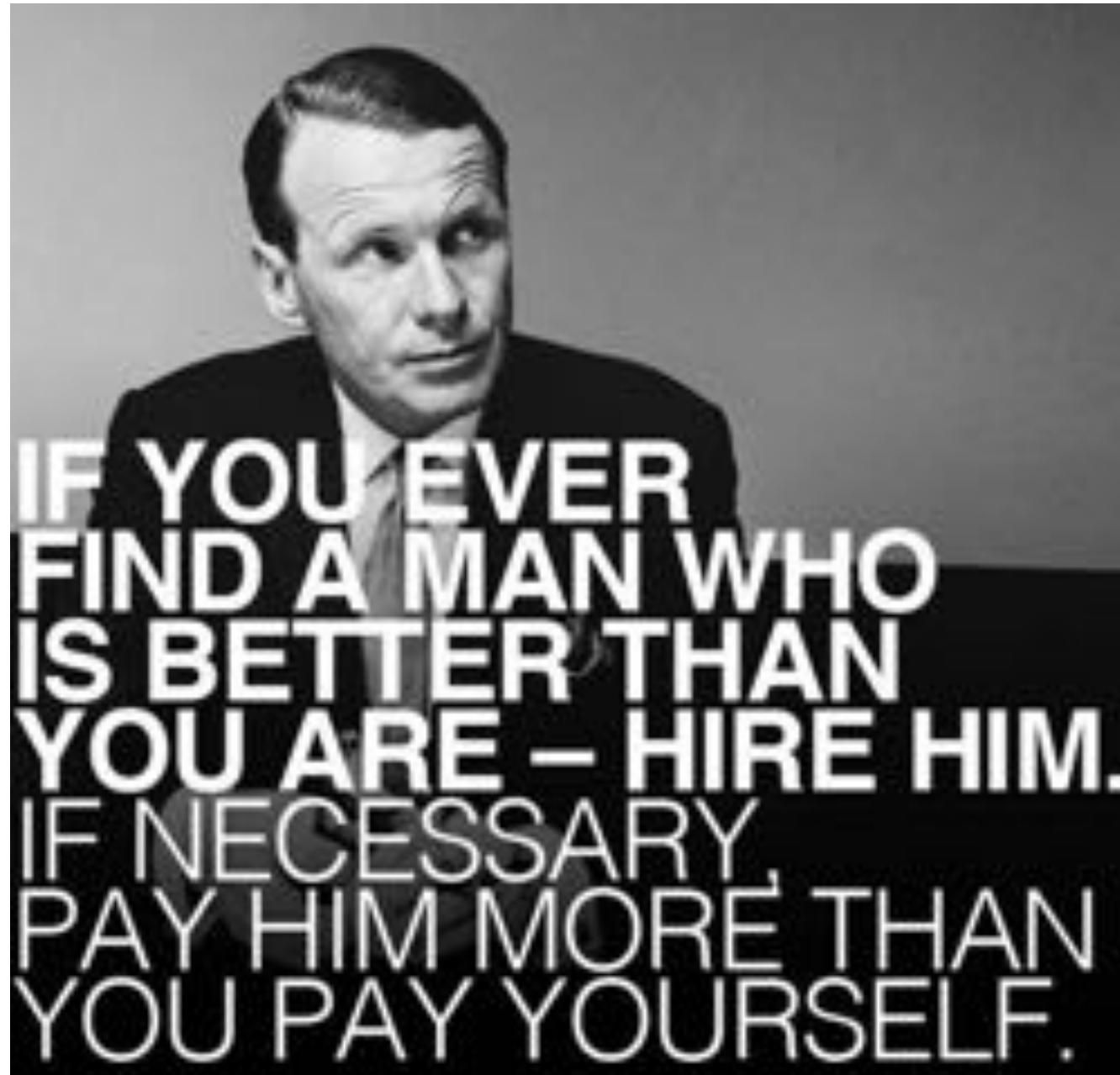
Philip Kotler 2006



David Ogilvy

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

Ogilvy



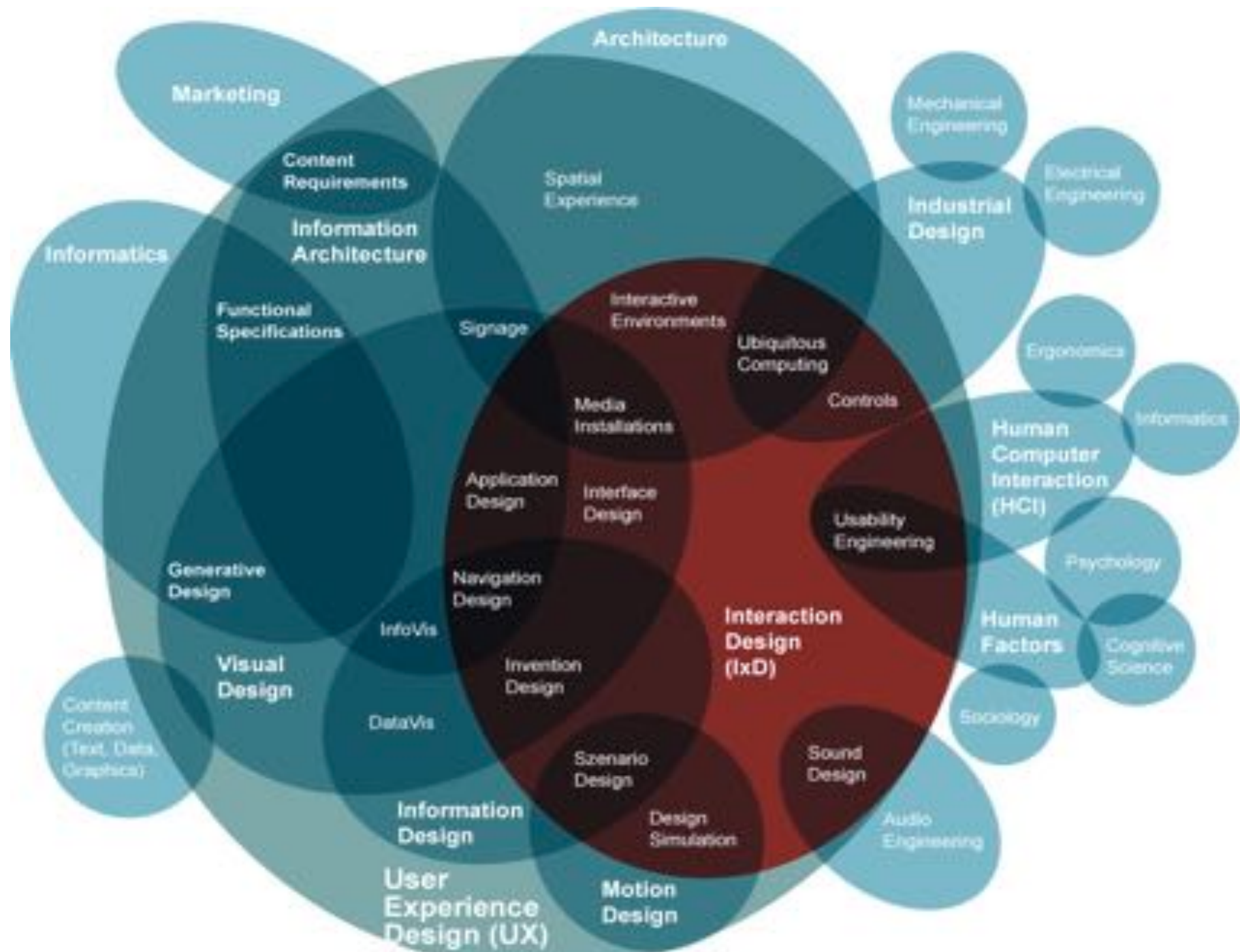
IF YOU EVER
FIND A MAN WHO
IS BETTER THAN
YOU ARE – HIRE HIM.
IF NECESSARY,
PAY HIM MORE THAN
YOU PAY YOURSELF.



“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

