



215 Celebration Place
 Celebration, Florida 34747
www.disneyinstitute.com

Why Disney Still?

Media Production Creative Brief

Last Revision Date: June 17th, 2025

- **Post Production**
 - Edit & Approve – **August/September**
 - Integrate into DAAE – **FY26 Q1**
 - Launch & Communicate – **FY26 Q2**

Logistics

Anticipated Production Date(s): Preferred Dates: <ul style="list-style-type: none"> ◦ TBD, August (not 8th, 11th, or 15th) 	Hair and Makeup Needed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Production Location(s): Location Name: Roy O Studio Address: 351 S Studio Dr, Bay Lake, Florida, United States	
Target Length: 2:30 min/sec <input type="checkbox"/> :30 <input type="checkbox"/> :45 <input type="checkbox"/> :60 second versions	Teleprompter Needed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Video/Photo/VO Cast or Talent:		Production Specs: Aspect Ratio: <input checked="" type="checkbox"/> 16:9 (horizontal) <input type="checkbox"/> 9:16 (vertical) <input type="checkbox"/> 1:1 (square) Resolution: <input type="checkbox"/> 4k <input type="checkbox"/> 8k <input checked="" type="checkbox"/> 1080p	
In-House Production? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD If no, identify 3 potential vendors: Name: Brent Belvadere Location/Agency: Strike First – Post Production Contact Info: strikefirstpost@me.com Name: Randy Chase Location/Agency: Rocket Chimp Marketing and Creative Agency Contact Info: randy@rocketchimp.com Name: Tim Toccalino Location/Agency: Disney Broadcasting Contact Info: tim.g.toccalino@disney.com		In-House Editing? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> TBD If no, identify possible editor vendors: Name: Brent Belvadere Location/Agency: Strike First – Post Production Contact Info: strikefirstpost@me.com Name: Randy Chase Location/Agency: Rocket Chimp Marketing and Creative Agency Contact Info: randy@rocketchimp.com Name: Tim Toccalino Location/Agency: Disney Broadcasting Contact Info:	
Production Quotes: Quotes include production (location scouting, shooting, hair and makeup, etc.) and post-production (editing, sending files, etc.).			
Agency	Disney Broadcasting	Rocket Chimp	Our Recommendation Strike First – Post Production
Quote	Declined due to project size. Said for this scale they would use Strike First.	\$10,320	\$8,300
Additional Comments/Notes: <ul style="list-style-type: none"> • Planning to source B-Roll. • Teleprompter will not be necessary. 			

Please see following pages for production assets.



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Production Asset: BOOMERANG CAST INTERVIEWS @ Roy O

Subject	Interviewer	Interviewee(s)
Why Former Disney Cast Return	Off-Camera Content Team Member	TBD

Question #	Main Question	Look For...	Potential Follow Up
#1	Introduce yourself, your role.		
#2	What made you decide to return to The Walt Disney Company?	<p>Answers that relate to what we've talked about in the course:</p> <ul style="list-style-type: none"> Development opportunities. My values align with those of the company. Felt cared for by fellow Cast and leaders. Career growth. Affinity with the brand/culture. <p>Note: The focus of what we are asking is not on why they initially left, but what brought them back/made them want to return to Disney. Facilitator setup can include an explanation that like other organizations, Cast may leave for a variety of reasons (family, health, project hire ending, pursuing other opportunities, etc.).</p>	

Based on answers, follow-up questions may be asked that are not represented here.