From Our Family To Yours

BACKGROUNDER

INTRODUCTION

At the core of this year's Disney Consumer Products, Games & Publishing's Holiday advert is family togetherness. Disney '*The Gift*' tells the powerful story of sibling relationships and the deepening of family bonds through magical storytelling. This year's '***From Our Family To Yours***' campaign in support of Make-A-Wish®, sees the final instalment of the trilogy that began in 2020 with the advert Disney '*Lola*'

As with the previous two years, the 2022 animation is developed and produced by Disney's EMEA in-house team, led by Brand and Creative Marketing Director, Angela Affinita, in partnership with Flux Animation Studios

Disney 'The Gift' features actor and music artist, Jessica Darrow, voice of Luisa Madrigal from Disney *Encanto* and singer of the viral success '*Surface Pressure*' from the movie's soundtrack. Jessica performs an original track - especially written for this year's ad titled '*A Little More'*

CREATIVE FACTS

From writing the script to completion, this year's '*From Our Family To Yours*' Holiday advert took 15 months to create, with approximately 4,880 hours of animation time

There are **22 Disney 'Easter Eggs'** throughout the animation including:

1. Max wearing *Spider-Man* pyjamas, at *2 seconds*
2. *The Lion King* Musical poster on the children's bedroom wall, at *5 seconds*
3. Ella wearing a Disney *Winnie the Pooh* onesie, at *6 seconds*
4. An Oswald soft toy on the windowsill, at *19 seconds*
5. Ella wearing Disney PrincesspPyjamas, at *20 seconds*
6. Disney Home homeware, at *22 seconds*
7. Ella wearing a *Frozen 2* Elsa dress, at *25 seconds*
8. A National Geographic book, at *27 seconds*
9. Max wearing a *Star Wars* beanie, at *44 seconds*
10. *Frozen 2* Arendelle yule log on TV, at *46 seconds*
11. Disney and Pixar *Lightyear* on TV, at *54 seconds*
12. A 2020 *Lola* Mickey Mouse soft toy, at *54 seconds*
13. A shopDisney tear drop bauble, at *57 seconds*
14. An *Encanto* casita poster, backpack and hidden Bruno, at *1 minute and 20 seconds*
15. *Soul* artwork in hall, at *1 minute and 25 seconds*
16. Marvel *Black Panther* comic, at *1 minute and 20 seconds*
17. A *Frozen* tea set, at *1 minute and 20 seconds*
18. A Disney Princess Jasmine doll, at *1 minute and 20 seconds*
19. A LEGO *Star Wars: The Skywalker Saga* game poster, at 1 *minute and 20 seconds*
20. A Mickey x Tonies speaker, at *1 minute and 20 seconds*
21. A Disneyland Paris snow globe, at *1 minute and 20 seconds*
22. A Disney *Winnie the Pooh* blanket, at *1 minute and 50 seconds*



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From Our Family To Yours

Disney PIXAR STAR WARS MARVEL

BACKGROUNDER

MAKE-A-WISH®

This campaign once again supports Make-A-Wish®, helping the charity to create life-changing wishes for children with critical illnesses that can be an important part of the healing process. Since 1980, Disney has helped Make-A-Wish® grant more than 145,000 life-changing wishes around the world - bringing light, hope and joy to wish children and their families

Since the launch of FOFTY in 2020, Disney will have committed support worth more than $4 million as part of the campaign to Make-A-Wish®, and its network of Affiliates around the world. The campaign forms part of Disney's ongoing commitment to inspire a better world through the power of storytelling

The support, made up of financial donations, media value and gifts in-kind, is a further contribution to Disney's ongoing 40-year partnership to help Make-A-Wish® in their mission to grant life-changing wishes for children living with serious illnesses around the world

Throughout the advert, eagle-eyed viewers will also be able to spot a number of hidden Disney and Make-A-Wish® Easter Eggs' that are inspired by children supported by the charity, including Sienna (12) from Reading, UK, Davide (seven) from Italy, and Amelia (seven) from Australia

There are eight Make-A-Wish® 'Easter Eggs' featured in the advert

1. Sanka's *Frozen* jacket, designed by Sienna (UK) whose wish is to be a Fashion Designer, seen at *34 seconds*
2. Marvel *Black Panther* poster, placed for Davide (Italy) whose wish was to have a special meeting with Marvel Superheroes seen at *20 seconds*
3. Six Hidden Mickeys placed for Amelia (AUS), seen at:
   - A Mickey glow in the dark soft toy, at *14 seconds*
   - A Mickey pillowcase, at *18 seconds*
   - Mickey pancakes, at *22 seconds*
   - A 2020 *Lola* Mickey Mouse soft toy, at *54 seconds*
   - A shopDisney tear drop bauble, at *57 seconds*
   - Mickey and Minnie festive soft toys, at *1 minute and 20 second*

MUSIC - JESSICA DARROW

Jessica Darrow is a Cuban American actress and singer from Miami, FL. She graduated from Mason Gross School of the Arts at Rutgers University, which included a year of study at Shakespeare's Globe in London

Most recently, fans will recognise Jessica's voice in the Walt Disney Animated smash hit, *Encanto*, where she plays strong supportive sister 'Luisa Madrigal.' The soundtrack skyrocketed to #1 on Billboard and her solo, *'Surface Pressure'* made it to #9 on Billboard Worldwide 200 and as high as #3 in UK

Jessica was also selected to take part in the Disney Diversity Showcase in 2021. Jessica is currently shooting a limited series, FIFTEEN-LOVE, which will be airing Spring/Summer 2023

Key streaming facts* for *Surface Pressure*:

- **Global streams:** 1.3 Billion
- 227 Million EMEA streams / 110 Million UK
- **UK Charts:** *Surface Pressure* in the top 5 (peak at #3) for 6 weeks
- **BPI Certification:** *Surface Pressure* – Gold
- ***Surface Pressure* video views:** 284M views

** Stats correct as of October 2022*



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From Our Family To Yours

Disney PIXAR STAR WARS MARVEL

BACKGROUNDER



COMPOSER

PARKWILD is an artist duo and song writing/production team currently based in Los Angeles, and made up of Austin Zudeck and Justin Thunstrom. They wrote the title tracks to 2021 and 2022's adverts, *Love Runs Deeper* and *A Little More*

DISNEY 'THE GIFT' CREDITS

ORIGINAL CONCEPT & DIRECTOR
Angela Affinita

PRODUCER
Freya Boissonade

ANIMATION DIRECTOR
Laban Dickenson, Flux Animation Studio

ANIMATION
Flux Animation

SOUND DESIGN
Simon Harris, Offset Audio

GRAPHICS
Marcus Punter Bradshaw

VOICEOVER TALENT
Mike: Andre Laville
Nicole: Charlene June Estrada-ng
Max: John Tyler Hernandez
Ella: Adrianna Gabrielle Bulcio
Baby girl: Genesis Sol Estrada-ng

MUSIC
Track Name: *A Little More*
Artist: Jessica Darrow
Original Source of Music: PARKWILD
Composer: Austin Zubeck (BMI) and Justin Thunstrom (BMI)
Publisher: Walt Disney Music Company (ASCAP)
and Wonderland Music Company, Inc. (BMI)
Record Label: Disney Music Group

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