



Disney/Pixar gives major markets a big, brand-building taste of Ratatouille

Overview

Global Experience Specialists (GES) and Disney/Pixar collaborated to bring the film *Ratatouille* to life with “The Big Cheese Tour,” an interactive touring exhibit designed to entertain and educate visitors of all ages. The tour crossed the U.S. with stops in 10 major cities, giving visitors a chance to win exclusive movie items and experience the world of Remy the rat, the film’s star character.



Case Study | *Ratatouille* Big Cheese Tour

Objectives

- Create an engaging promotional tour for Disney/Pixar's newest film and major summer release.
- Visit 10 major U.S. markets during the two-and-a-half month tour.
- Create an interactive, cooking-themed tour that emulates the Parisian world of *Ratatouille* and incorporates themes and characters from the film.
- Immerse visitors in a highly-entertaining environment that involves learning activities and hands-on demonstrations.

Solutions

- GES piggybacked on local food festivals in major markets across the country, including The Taste of Chicago and the Bite of Seattle. The multi-component exhibit included:
 - A wild ride down a 25-foot-tall inflatable cheese slide.
 - A center stage area featuring Radio Disney shows, real chefs demonstrating family-friendly recipes, and an interactive live show complete with actors and musicians dressed in costumes from the film.
 - A 30-foot-tall Eiffel Tower replica housed an air-conditioned, state-of-the-art HD theater which delivered sneak peeks of the film.
 - Tour partners included Samsung, Intel, General Mills Chex and the Young Chef's Academy.

Results

- The tour garnered massive brand awareness in 10 major U.S. markets.
- Disney/Pixar successfully engaged visitors in an immersive environment, and provided them with a memorable taste of the film.
- More than 45 million impressions were measured in addition to a unique attendance of close to 5 million.



Testimonial

"It's a great, tangible way for consumers to touch and feel our films before they come out."

—David Sieden,
Director National Promotions, Disney