

Disney's Art of Animation Resort



STARGREETZ™

03/30/12

DAAR – Facebook Brand Timeline

The image shows a screenshot of a Facebook page for Walt Disney World. The page header includes the Facebook logo, a search bar, and the user's name 'Armando Guerra'. The main banner features a castle with the text 'COMP FOR DISCUSSION NOT ACTUAL PAGE' overlaid in red. Below the banner is the page name 'Walt Disney World' and a description: 'Attractions/Things to Do'. A navigation bar includes 'About', 'Meet Crush', 'Likes', 'Home', and 'Your Stories'. The main content area shows a post from 'Walt Disney World' with a video message from 'Crush' and the text 'Wow! Crush said my Name!'. A red arrow points from a red box on the left to the video message. The right sidebar shows a 'Create a Page' button and a year selection menu.

facebook

Armando Guerra Find Friends Home

COMP FOR DISCUSSION NOT ACTUAL PAGE

Walt Disney World

Attractions/Things to Do

Like Message

Attractions/Things to Do

You've got a whole fantastic world to celebrate in! With four spectacular Theme Parks and two Water Parks plus the most amazing shopping, dining and recreation...

About Meet Crush Likes Home Your Stories

Highlights

Post Photo

Write something...

Walt Disney World about a minute ago via Walt Disney World StarGreetz

Wow! Crush said my Name!

Personal Video Message from Crush! Let Crush talk to you personally.

Click the play icon to watch Crush.

Like Comment

1 Friend Likes Walt Disney World

Recent Posts by Others on Walt Disney World

Allan Light Comer um Kinder...tao pequeno e tao "bão"... e com ... 2 minutes ago

PoliticsUK - New Generation @ Come join the debate about our country's future! ht... 5 minutes ago

Angelito B. Hizon @ I had a blast with my family! Love you Disney! 5 minutes ago

Jose Aguirre Camarena Rica bebida para acompañar tu licor favorito,todo con... 5 minutes ago

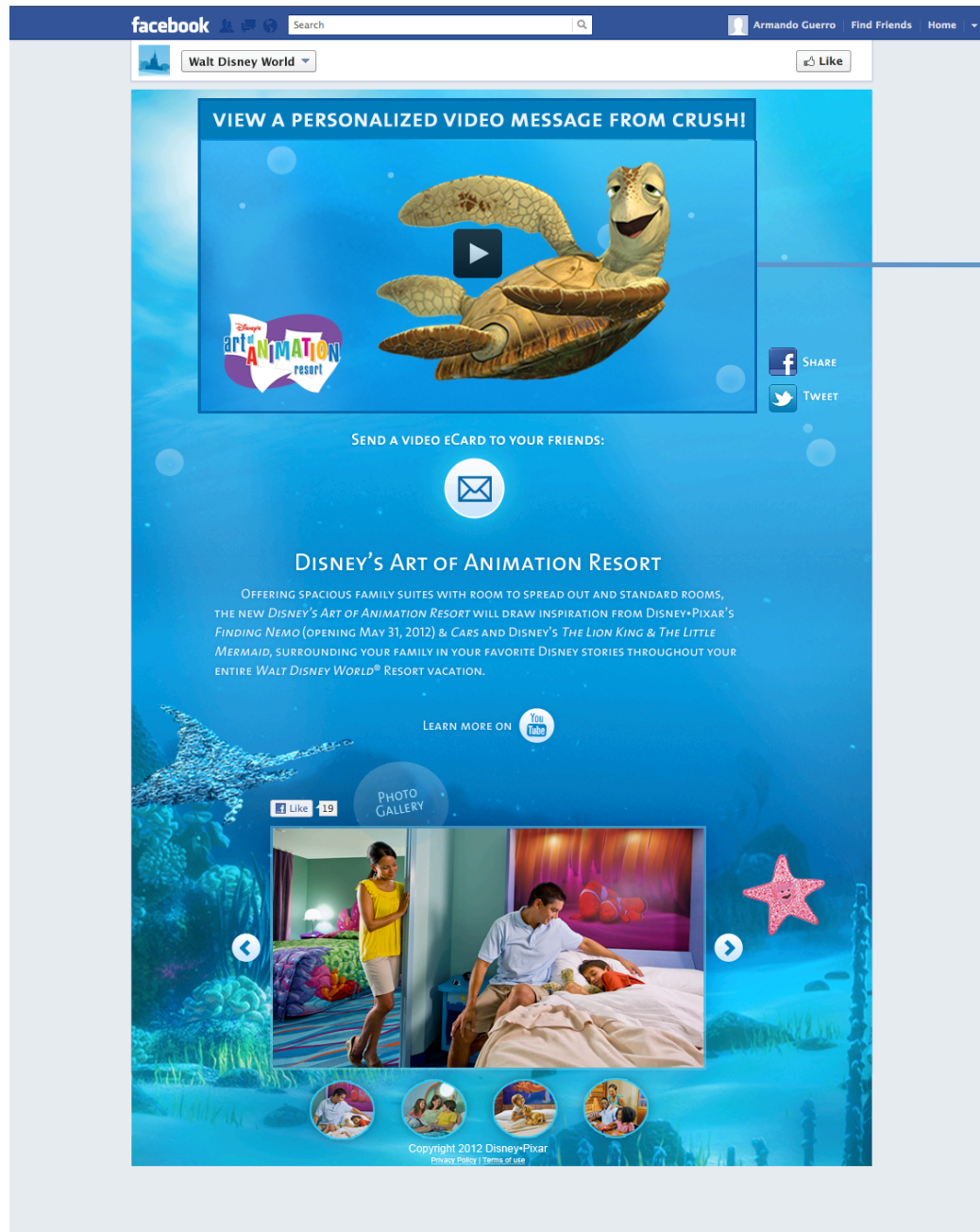
Denisse Ferrety @ Apoyanos Like http://www.facebook.com/EscenaM... 7 minutes ago

More Posts

Now February 2012 2011 2010 2009 2008 1993 1991 1990 1989 1985 1981 1974 1973 1971 1970 1969 1963 1961 1960 1958 1955 1953 1952 1951 1950 1942 1941 1937 1931 1930 1928 1918 1916 1893 1892 1892 Founded

Need Copy Here

DAAR – Facebook Application Page - Welcome Message



Video Player Size:
640X360

DAAR – Facebook Application Page - Permissions

The image shows a screenshot of a Facebook application page for Walt Disney World. The page is titled "VIEW A PERSONALIZED VIDEO MESSAGE FROM CRUSH!" and features a "Request for Permission" dialog box. The dialog box lists the following permissions being requested by the application:

- Access my basic information**: Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've made public.
- Access my profile information**: Likes, Music, TV, Movies, Books, Quotes, Birthday and Current City.
- Post to Facebook as me**: Meet Crush may post status messages, notes, photos, and videos on my behalf.

The dialog box also includes a "Meet Crush" profile picture and a "By proceeding, you agree to the Meet Crush: Privacy Policy - Report App" notice. At the bottom of the dialog box, there are "Allow" and "Don't Allow" buttons. The background of the page shows a "PHOTO GALLERY" with a "Like 19" button and a "LEARN MORE ON YouTube" link. The page is logged in as Armando Guerro.

DAAR – Facebook Application Page Player – Welcome Message

facebook Search Armando Guerro Find Friends Home

Walt Disney World Like

SHARE TWEET

SEND A VIDEO eCARD TO YOUR FRIENDS:

DISNEY'S ART OF ANIMATION RESORT

OFFERING SPACIOUS FAMILY SUITES WITH ROOM TO SPREAD OUT AND STANDARD ROOMS, THE NEW DISNEY'S ART OF ANIMATION RESORT WILL DRAW INSPIRATION FROM DISNEY•PIXAR'S FINDING NEMO (OPENING MAY 31, 2012) & CARS AND DISNEY'S THE LION KING & THE LITTLE MERMAID, SURROUNDING YOUR FAMILY IN YOUR FAVORITE DISNEY STORIES THROUGHOUT YOUR ENTIRE WALT DISNEY WORLD® RESORT VACATION.

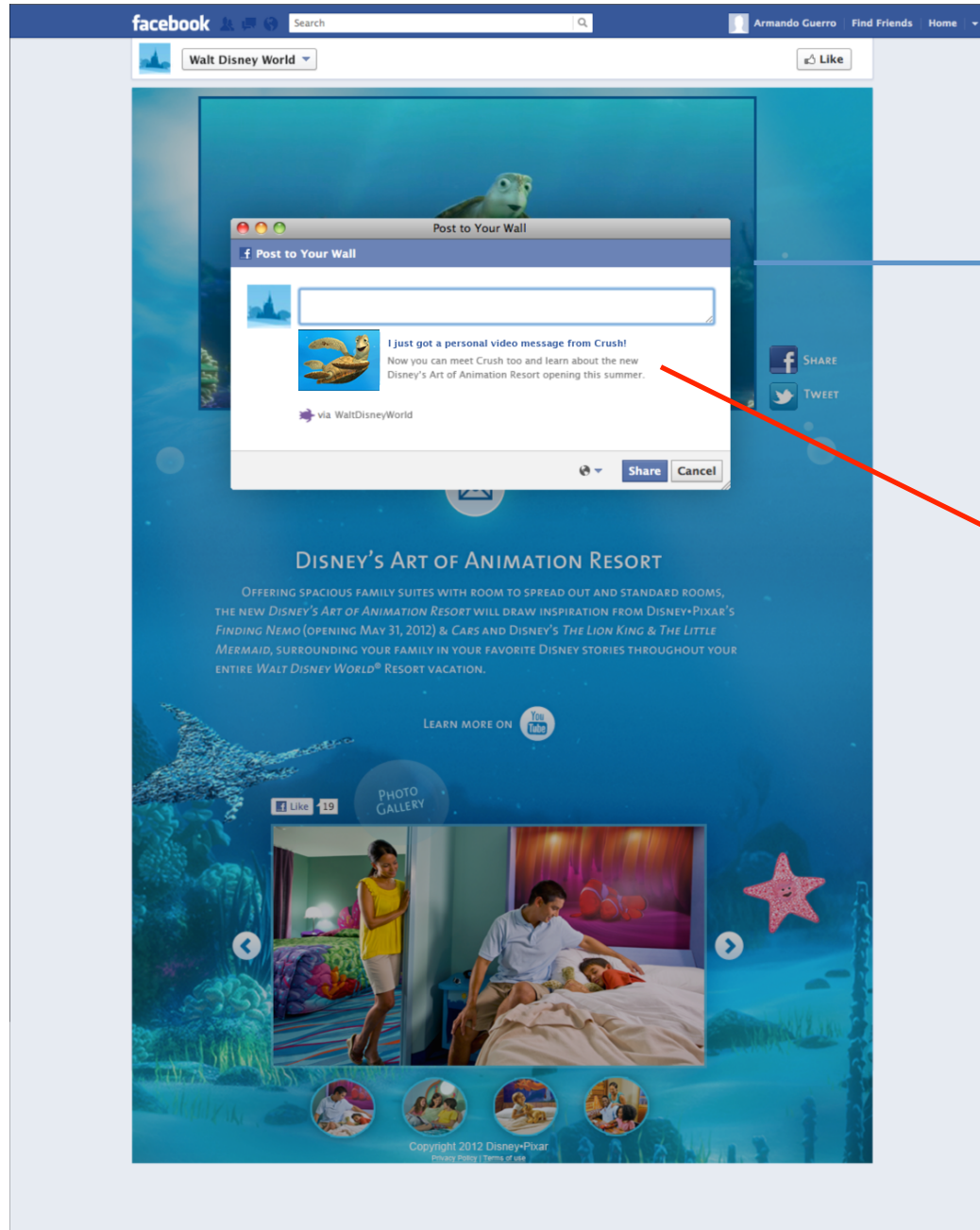
LEARN MORE ON YouTube

PHOTO GALLERY Like 19

Copyright 2012 Disney•Pixar Privacy Policy Terms of Use

Video Player Size:
640X360

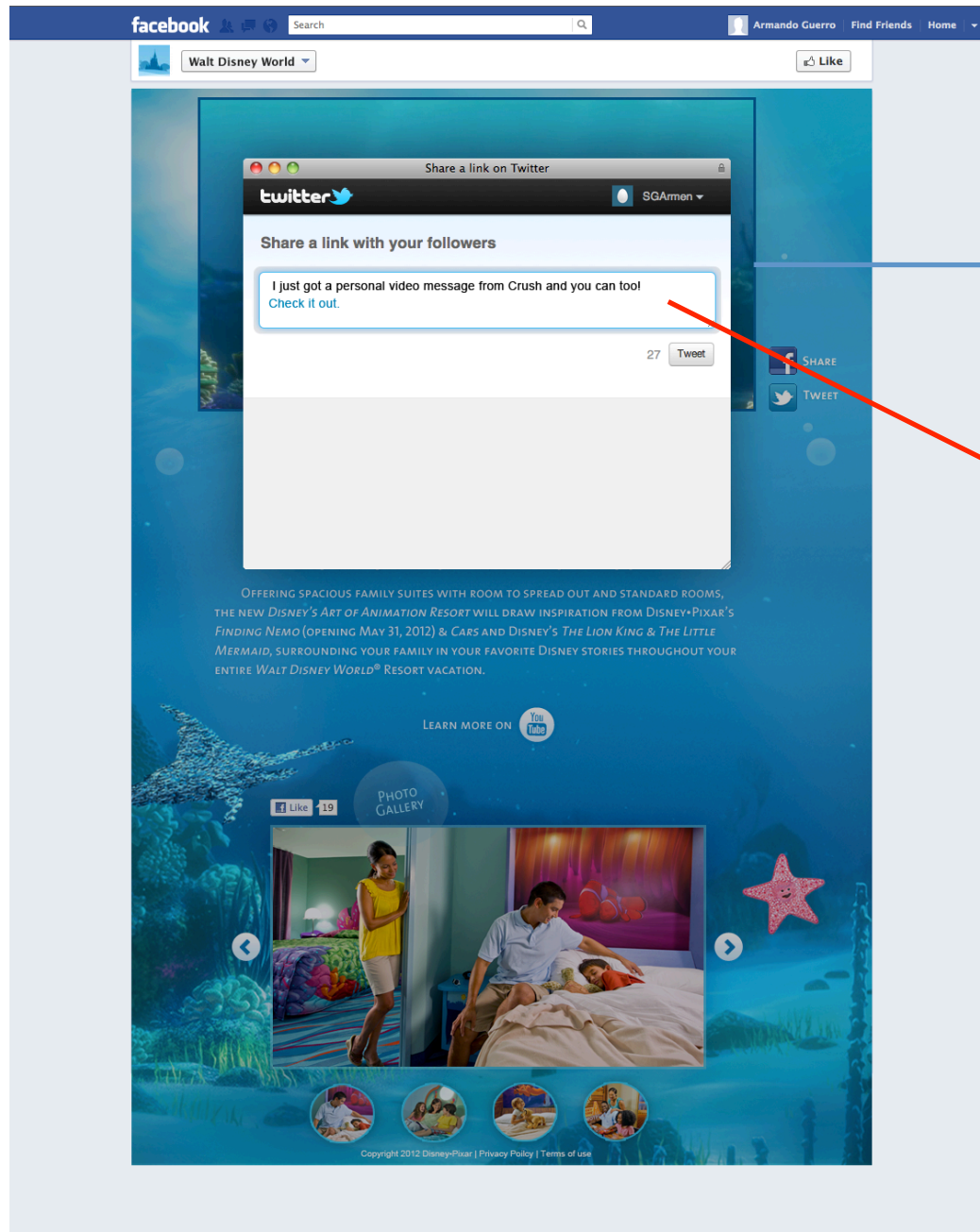
DAAR – Facebook Application Page Player – Welcome Message - Facebook Share



Video Player Size:
640X360

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3/21

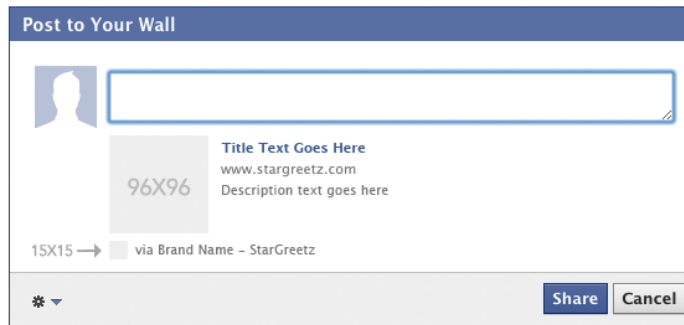
DAAR – Facebook Application Page Player – Welcome Message - Tweet



Video Player Size:
640X360

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DAAR – Welcome Message Share and Tweet



The screenshot shows a Facebook 'Post to Your Wall' dialog box. At the top, there is a blue header with the text 'Post to Your Wall'. Below the header, there is a profile picture placeholder on the left and a large text input field on the right. Below the input field, there is a smaller text input field with the placeholder '96X96'. To the right of this smaller field, the text reads 'Title Text Goes Here', 'www.stargreetz.com', and 'Description text goes here'. Below these fields, there is a 'via Brand Name - StarGreetz' field. At the bottom of the dialog, there is a 'Share' button and a 'Cancel' button.

FACEBOOK SHARE

Facebook Requires a HEADING
(55 character max, including spaces)
& DESCRIPTION (140 character max, including spaces)



The screenshot shows a Twitter tweet. The user's name is 'joeuser' and the profile name is 'Joe User'. The tweet text reads 'Insert the copy for the description here' followed by 'websiteurl or bit.ly' and '#HashTag'. Below the text, it says '4 hours ago' and has icons for 'Favorite', 'Retweet', and 'Reply'.

TWEET

Twitter Requires a DESCRIPTION
100 characters max

DAAR – Facebook Application Page - eCard Personalize

The screenshot shows a Facebook application interface for 'Walt Disney World'. The main content area is titled 'SEND A FREE PERSONALIZED VIDEO ECARD!' and features a video player with a play button and a Disney Animation Resort logo. Below the video player are several form fields for personalization: 'I'M SENDING THIS TO...', 'DUDE OR DUDETTE...' (with a dropdown menu set to 'Dude'), 'MY NAME IS...' (with 'Sender name optional' as the input), another 'DUDE OR DUDETTE...' dropdown (set to 'Dude'), and 'THEY LIVE IN...' (with 'California' as the input). There are 'BACK' and 'SEND' buttons below the form. At the bottom, there is a 'PHOTO GALLERY' section with a 'Like' button and a '19' count, showing a photo of a family in a hotel room. The page footer includes 'Copyright 2012 Disney•Pixar' and links for 'Privacy Policy' and 'Terms of use'.

“Make” changed To “Send”

Video Player Size: 640X360

DAAR – Facebook Application Page - eCard Personalize – Error#1

facebook Search Armando Guerrero Find Friends Home

Walt Disney World Like

SEND A FREE PERSONALIZED VIDEO ECARD!

Sorry, that name is not available. Please try a nickname.

I'M SENDING THIS TO...
OR
DUDE OR DUDETTE... Dude

MY NAME IS... Sender name optional
OR
DUDE OR DUDETTE... Dude

THEY LIVE IN... California

BACK SEND

PHOTO GALLERY

Like 19

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“Make” changed
To “Send”

Video Player Size:
640X360

DAAR – Facebook Application Page - eCard Personalize – Error#2

facebook Search Armando Guerrero Find Friends Home

Walt Disney World Like

SEND A FREE PERSONALIZED VIDEO ECARD!

Your video greeting is being personalized

I'M SENDING THIS TO...
OR
DUDE OR DUDETTE... Dude

MY NAME IS... Sender name optional
OR
DUDE OR DUDETTE... Dude

THEY LIVE IN... California

BACK SEND

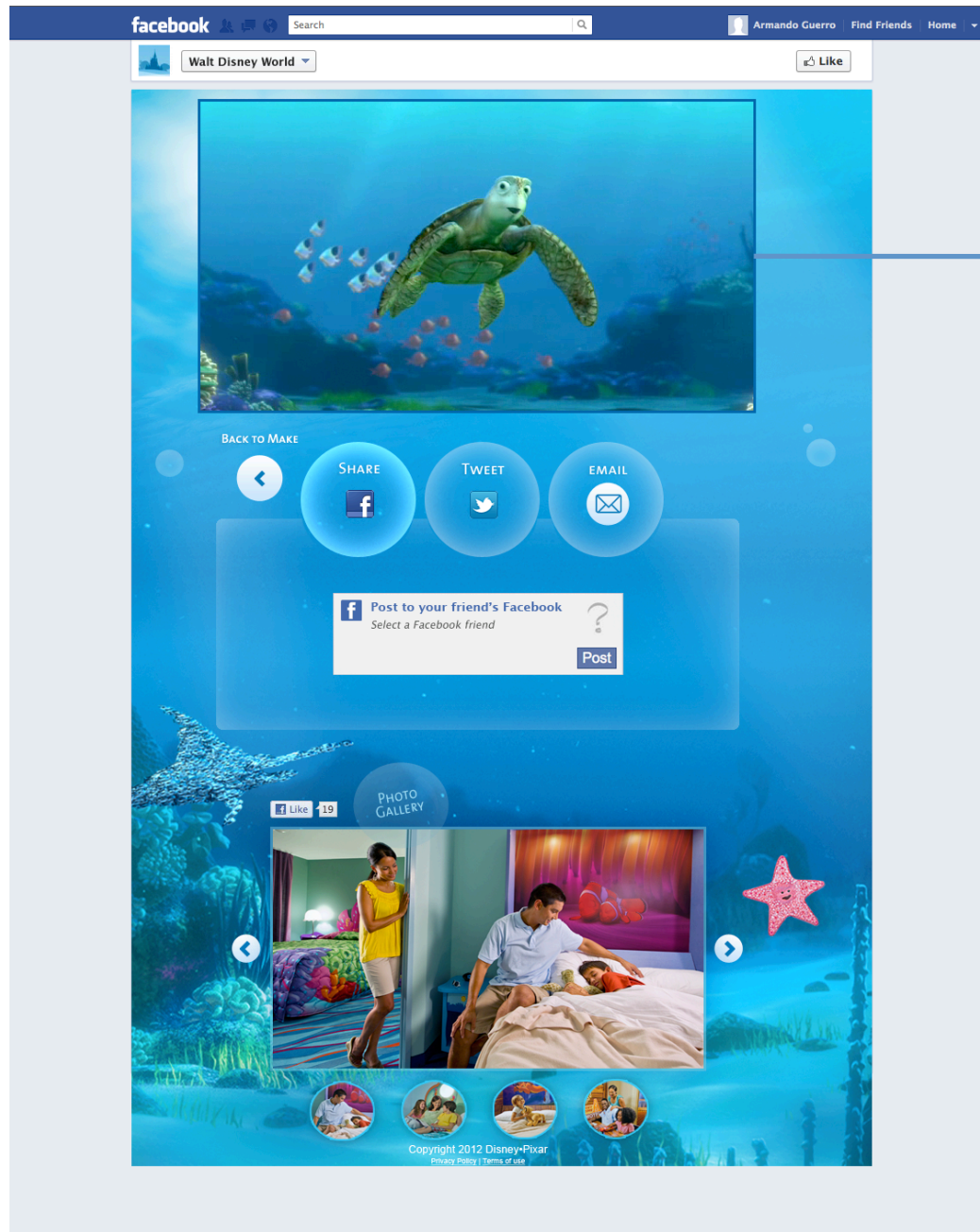
PHOTO GALLERY
Like 19

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“Make” changed To “Send”

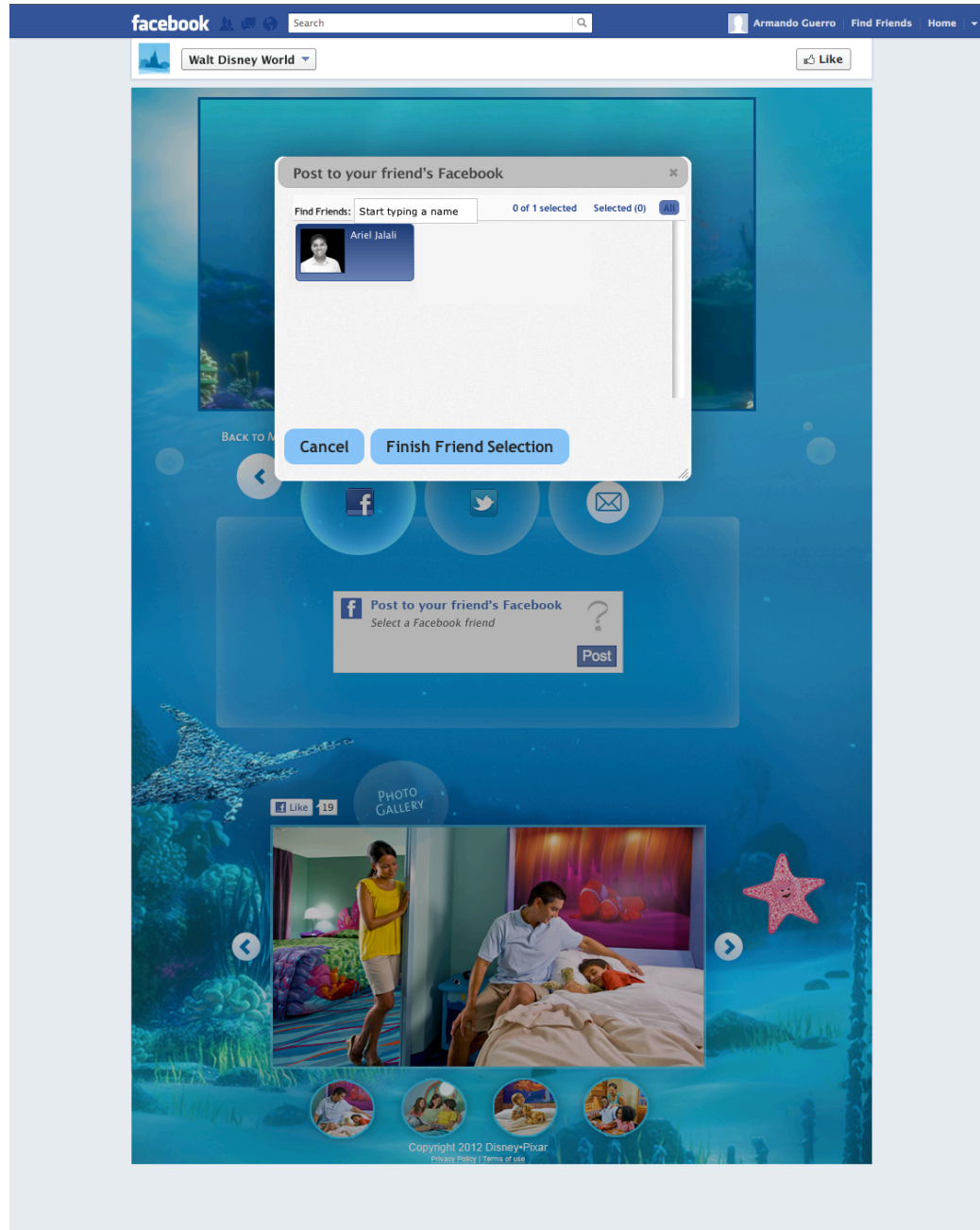
Video Player Size: 640X360

DAAR – Facebook Application Page - Facebook Share



Video Player Size:
640X360

DAAR – Facebook Application - Facebook Friend Selection Popup



DAAR – Facebook Application - Twitter Share

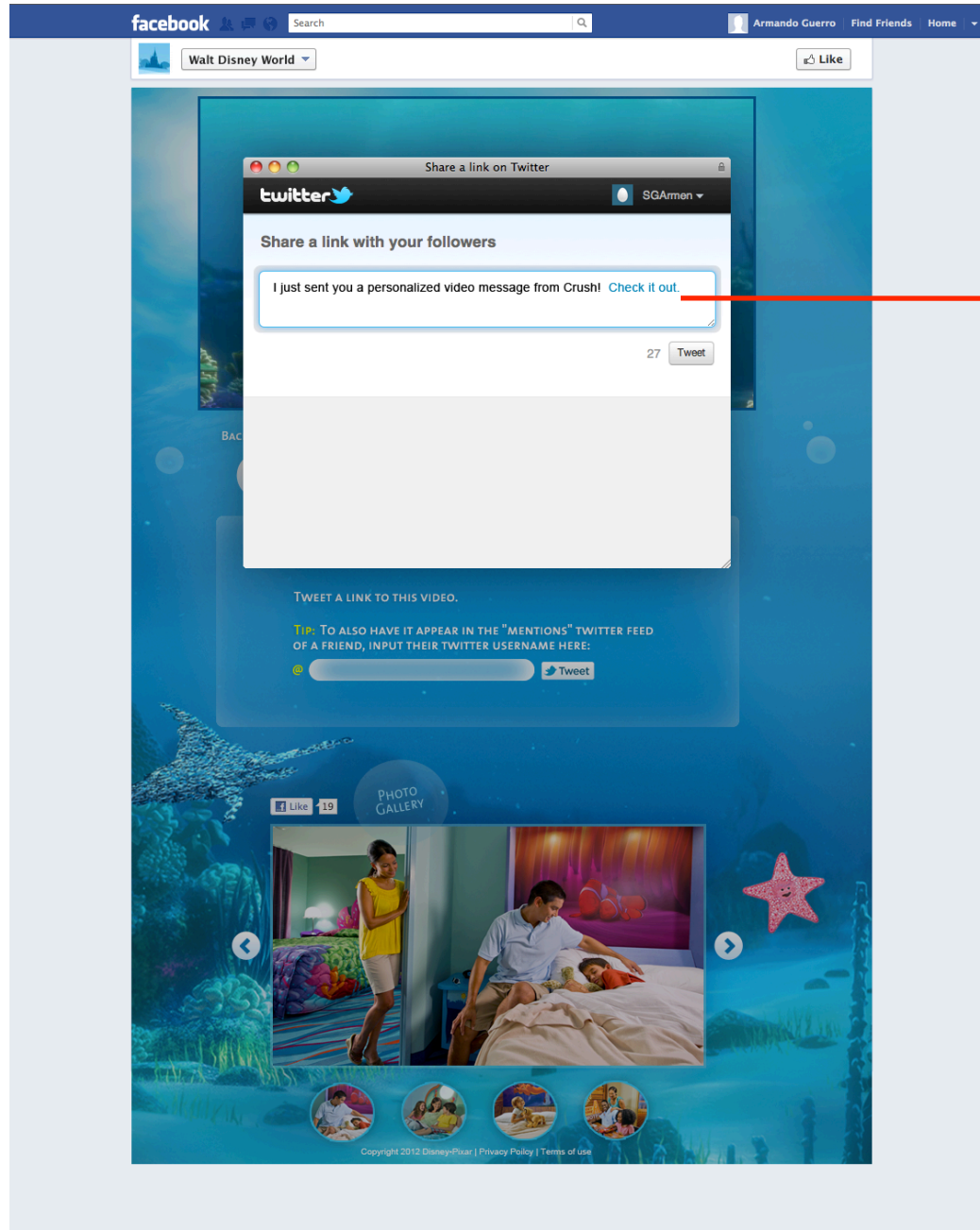
The screenshot shows a Facebook application interface for "Walt Disney World". At the top, the Facebook logo and search bar are visible, along with the user's name "Armando Guerra" and navigation links "Find Friends" and "Home". The application header includes the "Walt Disney World" name and a "Like" button.

The main content area features a large video player showing a sea turtle swimming in an underwater scene. Below the video, there are three circular buttons: "SHARE" (with the Facebook logo), "TWEET" (with the Twitter logo), and "EMAIL" (with an envelope icon). A "BACK TO MAKE" button is also present.

Below the sharing buttons, there is a text prompt: "TWEET A LINK TO THIS VIDEO." followed by a tip: "Tip: To also have it appear in the 'MENTIONS' TWITTER FEED OF A FRIEND, INPUT THEIR TWITTER USERNAME HERE:". Below this is a text input field with a "@" symbol and a "Tweet" button.

At the bottom, there is a "PHOTO GALLERY" section with a "Like" button showing 19 likes. The gallery displays a photo of a hotel room with a man and a woman. Below the gallery are four circular thumbnails showing different scenes from the hotel. At the very bottom, there is a copyright notice: "Copyright 2012 Disney•Pixar" and links for "Privacy Policy" and "Terms of use".

DAAR – Facebook Application - Twitter Share Popup



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DAAR – Facebook Application - Email Send

The screenshot shows a Facebook application interface for 'Walt Disney World'. The top navigation bar includes the Facebook logo, a search bar, and user information for 'Armando Guerra'. The application header shows 'Walt Disney World' and a 'Like' button. The main content area features a large image of a sea turtle swimming in a blue underwater scene. Below the image, there are three circular buttons: 'SHARE' (with the Facebook 'f' logo), 'TWEET' (with the Twitter bird logo), and 'EMAIL' (with an envelope icon). A 'BACK TO MAKE' button with a left-pointing arrow is also present. Below these buttons is a form titled 'WHO WOULD YOU LIKE TO SEND THIS eCARD TO?' with three input fields: 'YOUR FRIEND'S NAME:', 'FRIEND'S EMAIL:', and 'YOUR NAME:'. A 'SEND' button is located to the right of the form. Below the form, there is a question 'WHEN WOULD YOU LIKE THE eCARD SENT?' with a dropdown menu showing 'Today / Immediately'. At the bottom of the main content area, there is a 'PHOTO GALLERY' section with a 'Like' button and a count of '19'. The gallery shows a photo of a woman in a yellow top and a man sitting on a bed with a child. Below the gallery are four circular thumbnails showing different scenes. The background of the application is a vibrant blue underwater scene with coral, bubbles, and a pink starfish. At the bottom, there is a copyright notice: 'Copyright 2012 Disney•Pixar' and links for 'Privacy Policy' and 'Terms of use'.

DAAR – Facebook Application - Email Send Error

The screenshot shows a Facebook application interface for 'Walt Disney World'. At the top, the Facebook logo and search bar are visible, along with the user's name 'Armando Guerra' and navigation links 'Find Friends' and 'Home'. The application header includes the page name 'Walt Disney World' and a 'Like' button.

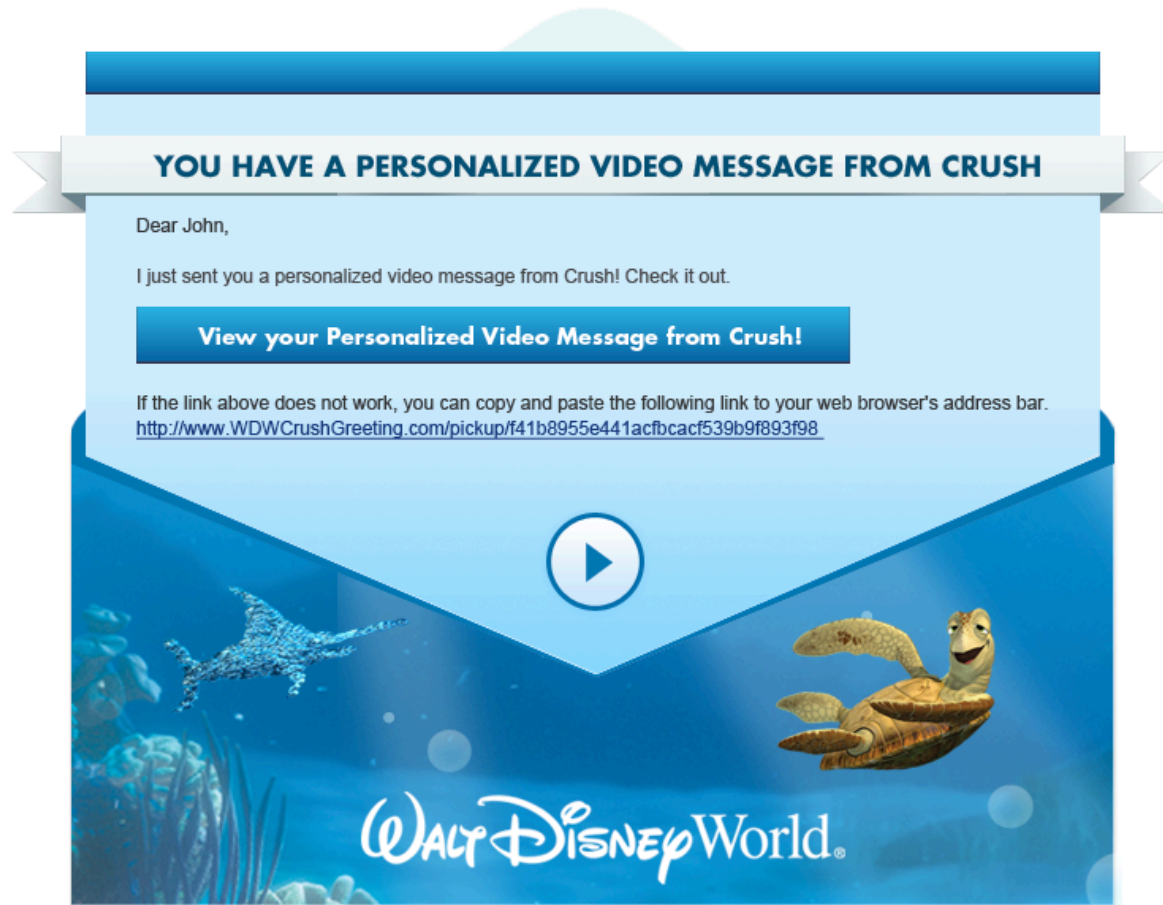
The main content area features a large video player showing an underwater scene with a sea turtle and colorful fish. Below the video, there are three circular buttons for 'SHARE', 'TWEET', and 'EMAIL'. The 'EMAIL' button is highlighted, and a message box appears with the text: 'Your video will be e-mailed as scheduled'.

Below the message box, there is a form titled 'WHO WOULD YOU LIKE TO SEND THIS eCARD TO?'. The form includes three input fields: 'YOUR FRIEND'S NAME:', 'FRIEND'S EMAIL:', and 'YOUR NAME:'. Below these fields is a dropdown menu for 'WHEN WOULD YOU LIKE THE eCARD SENT?' with the option 'Today / Immediately' selected. A 'SEND' button is located to the right of the dropdown menu.

At the bottom of the application, there is a 'PHOTO GALLERY' section with a 'Like' button and a count of '19'. The gallery shows a photo of a woman in a yellow top and a man sitting on a bed with a child. Below the gallery, there are four circular thumbnails showing different scenes. At the very bottom, the text 'Copyright 2012 Disney•Pixar' and links for 'Privacy Policy' and 'Terms of Use' are visible.

DAAR – eCard Email

Subject Line: Crush has a personal video message for you!



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[Privacy Policy](#) | [Terms of use](#)

If you'd like to unsubscribe and stop receiving emails [click here](#).

DAAR – Microsite email Pickup Page (Auto Play)

WALT DISNEY WORLD.

VIEW A PERSONALIZED VIDEO MESSAGE FROM CRUSH!

Disney's Art of Animation Resort

SHARE

TWEET

SEND A VIDEO eCARD TO YOUR FRIENDS:

DISNEY'S ART OF ANIMATION RESORT

OFFERING SPACIOUS FAMILY SUITES WITH ROOM TO SPREAD OUT AND STANDARD ROOMS, THE NEW DISNEY'S ART OF ANIMATION RESORT WILL DRAW INSPIRATION FROM DISNEY+PIXAR'S FINDING NEMO (OPENING MAY 31, 2012) & CARS AND DISNEY'S THE LION KING & THE LITTLE MERMAID, SURROUNDING YOUR FAMILY IN YOUR FAVORITE DISNEY STORIES THROUGHOUT YOUR ENTIRE WALT DISNEY WORLD® RESORT VACATION.

LEARN MORE ON YouTube

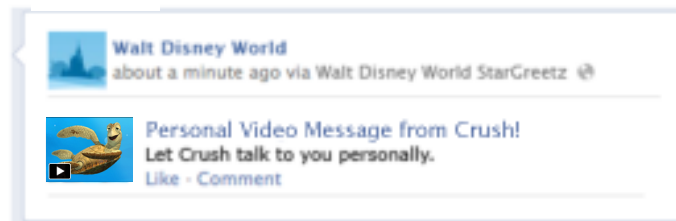
Like 19 PHOTO GALLERY

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Video Player Size:
640X360

DAAR – eCard Share and Tweet



FACEBOOK SHARE

Facebook Requires a HEADING & DESCRIPTION
(55 character max, including spaces)



TWEET

Twitter Requires a DESCRIPTION
90 characters max @username is a
input option.

DAAR – Facebook Welcome Mobile View

Note:
First Time
Users have
to Grant
(**App Allow**)

