

Disney Dream



Client: Walt Disney Company and the
Disney Dream Cruise Ship
Product: Airplane Banner, Skywriting
About :

The Walt Disney Company, commonly known as “Disney,” is an American diversified multinational mass media and entertainment conglomerate . The Disney Dream is a cruise ship operated by the Disney Cruise Line, part of the Walt Disney Company, and entered service in 2011. It currently sails three and four-day cruises to the Bahamas and is ranked #1 among Disney cruise ships by *U.S. News & World Report*.



Goal

When it comes to a Disney event, nothing less than spectacular will do, and the arrival of the new Disney Dream cruise ship to Port Canaveral, Fl. was no exception. AirSign worked alongside the Disney team to aid in making the arrival ceremony, christening, and maiden voyage events around the Disney Dream launch worth remembering for years to come.

Execution

AirSign supplied banner planes, custom banner printing, and skywriting services for Disney's events as the Disney Dream made her debut. AirSign pilots worked within a tight schedule, with very specific flight paths over various key locations around Port Canaveral based upon requirements dictated by the nearby U.S. Air Force base and U.S. Coast Guard offices.



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Results

Along the way, AirSign communicated directly and frequently with the Disney team to ensure the event went as planned and brought about the desired results.

"... you delivered an exceptional series of shows that exceeded our expectations... The addition of the flights you coordinated were part of the over-the-top experience that our guests have come to expect from a Disney event, and for that, you should take a great deal of pride."

- A Disney Project Manager