

The Walt Disney Company and Pixar Inc.

Introduction

The main focus of the case is on the cooperation and the subsequent merger between the Walt Disney Company and Pixar Inc., as a turning point in the animated film market. The acquisition of Pixar with its outstanding creative ideas and Disney with its big amounts of money, target was to redesign the animated films and change the ways they have been created and told in the past as well as to enhance profitability.

Background

For Disney it had become a problem to bring out animated movies by the early 2000 while Pixar was already in vogue with its new age digital animation and back to back hits. Disney had a contract with Pixar and if Disney did not renew the contract Pixar would be taking most of its animated future with it.

Strategic Marketing

In 2006, this company experienced the critical period of its history when Disney bought Pixar for \$7.4 billion. Successfully, the acquisition proved win-win—Disney received Pixar new ideas, new talent, and new technology, while Pixar received Disney's protection with the option to maintain their corporate independence.

Conclusion

This work demonstrated that the Disney-Pixar case hinted at the positive effects of strategic acquisitions in stimulating innovation and growth. Subsequently, Disney was able to appropriately use Pixar's strength that was based on cultural integration and creativity in order to fortify its status as an industry giant in the field of animation.

Recommendation

This case is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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