**Disney Rethinks Marketing After Study on Fathers**

Disney conducted a study on how fathers see themselves portrayed in modern media and found that, while fathers are often depicted as being absent, dads want to bond with, equip and entertain their children. Disney plans to rework its marketing strategies based on this data and is encouraging other brands to do the same.

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<http://www.thedrum.com/news/2017/12/04/disney-ditch-dad-stereotypes-movies-marketing-it-urges-other-brands-follow-suit>