



ANNA INC.

MAGIC OR MANIPULATION? AI, DEEPFAKES, & THE NEW AGE OF DISNEY



GET STARTED



- **GLOBAL ENTERTAINMENT LEADER
KNOWN FOR EMOTIONAL,
CHARACTER-DRIVEN
STORYTELLING.**
- **BRAND BUILT ON AUTHENTICITY,
LEGACY, AND “MAGIC.”**
- **CONTINUALLY INTEGRATES NEW
TECHNOLOGY TO ENHANCE
STORYTELLING.**



WHY AI & DEEPFAKES MATTER NOW



AI now enables de-aging, digital doubles, and character recreation.

CHALLENGES



Disney must use AI without weakening audience trust.

RESEARCH CONTEXT & RATIONALE



AI and deepfake adoption is growing across entertainment.



Disney is at the center of public scrutiny because of its cultural influence.

RESEARCH GOALS



Understand how AI/deepfakes affect audience trust and authenticity.



Identify what types of AI use feel acceptable vs. unethical.



Provide clear, actionable storytelling and PR recommendations for Disney.

RESEARCH QUESTIONS

- How does AI use affect audience perception of Disney's authenticity and legacy?
- Does undisclosed AI use decrease trust in Disney?
- What emotional reactions arise when audiences consider AI-driven character recreation?
- How do different age groups vary in their ethical expectations of AI?
- Is neutrality in brand attitude tied to low competence/familiarity with deepfakes?



HYPOTHESES

H1: Non-disclosure of AI use will significantly decrease brand trust.

H2: Deepfake recreation of deceased actors will be viewed as highly unethical.

H3: Participants with low deepfake familiarity will display neutral/apathy scores.

H4: Older audiences will show stronger ethical and emotional reactions.

METHODS

- **Primary Method:** Online survey
- **Why:** Efficient collection of quantitative + qualitative data; supports Likert, semantic differential, ratio & open-ended formats
- **Duration:** 1-week field period
- **Completion Time:** ~8 minutes per respondent; completed in one sitting



RATIONALE FOR VARIABLES

- **All variables map to research objectives:**
 - Gauge audience reactions to AI/deepfakes
 - Identify benefits, concerns, and comfort levels
 - Measure perceived authenticity & trust
 - Assess awareness and ability to detect deepfakes
- **Grounded in secondary research + theoretical rationale:**
 - Deepfakes blur authenticity
 - Audience trust is fragile
 - Disclosure is essential for ethical AI use
 - Media literacy varies significantly
- **Variables chosen to measure:**
 - Cognitive (knowledge/awareness)
 - Affective (attitudes, trust, authenticity)
 - Evaluative (ethical judgments)
 - Behavioral (future intent & support)

TARGET POPULATION & DATA COLLECTION

Target Population

- U.S. adults aged 18–60
- Consumers of Disney content

Sampling Approach

- Convenience sampling

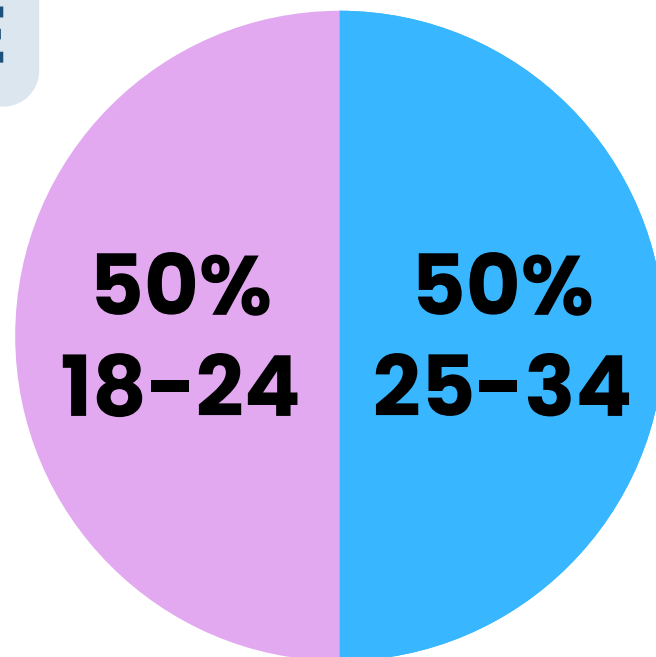
Data Collection Process

- Participants were provided definitions/examples (deepfake vs real)
- Completed online survey in one uninterrupted session
- Responses collected anonymously
- Mixture of quantitative + qualitative items

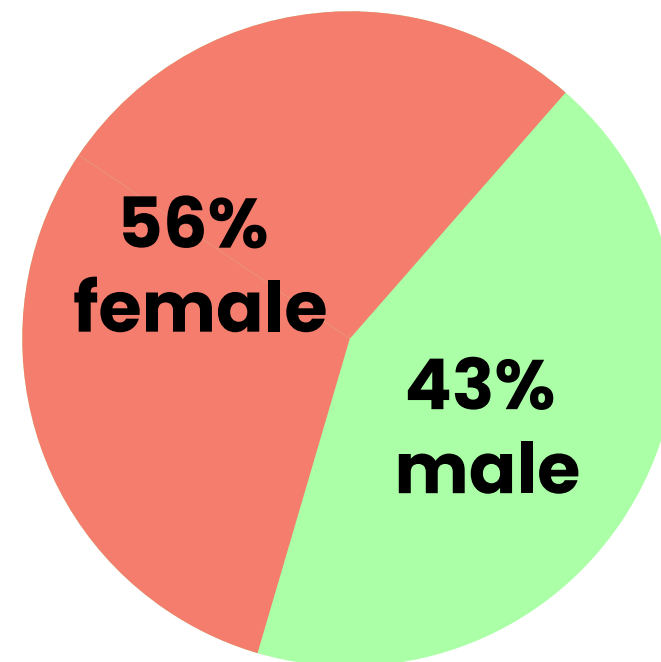
PARTICIPANT PROFILE

OF 46 TOTAL RESPONDENTS:

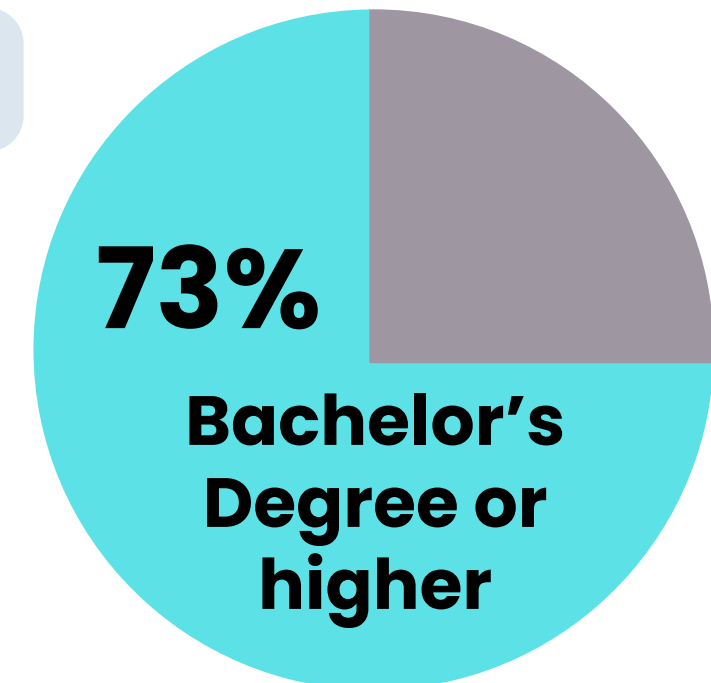
AGE



GENDER



EDUCATION



KEY FINDINGS :

APATHY & LACK OF COMPETENCE

Q34

Mark one point between each pair that best matches your perception of Disney's AI advertising.

Harmful	☐	☐	☐	Helpful
Inauthentic	☐	☐	☐	Authentic
Untrustworthy	☐	☐	☐	Trustworthy
Outdated	☐	☐	☐	Innovative
Disengaging	☐	☐	☐	Engaging

- Mean Brand Attitude Score: **2 (Neutral)**
- **82% reported low familiarity** with deepfakes and ability to detect AI-generated content

Q32

The following questions will gauge your awareness and familiarity of AI-generated content.

	Not familiar at all	2	3	Neutral	5	6	Strongly agree
How familiar are you with the concept of deepfakes?	☐	☐	☐	☐	☐	☐	☐
How familiar are you with AI-generated advertising technologies?	☐	☐	☐	☐	☐	☐	☐
How confident are you that you can detect when media content has been altered or AI-generated?	☐	☐	☐	☐	☐	☐	☐

- Mean Brand Attitude Score: **2.1 (Q34)**
 - Respondents scoring 1-3 on Q32
- **77% of respondents** selected 2 on Trustworthiness (Q34)

INSIGHT Low audience familiarity with deepfakes creates **apathetic brand attitude.**

KEY FINDINGS :

DECEPTION & LOSS OF TRUST

78% OF RESPONDENTS WOULD FEEL DECEIVED BY
DISNEYAI USAGE WITHOUT DISCLOSURE

83% OF RESPONDENTS WOULD LOSE TRUST IN
DISNEY IF THEY DISCOVERED DISNEY USED AI
WITHOUT DISCLOSING

INSIGHT In order to maintain brand trust, **AI disclosure is paramount.**

KEY FINDINGS : AGE & ETHICAL CONCERN

18-24

55%

STRONGLY AGREE AI
DISCLOSURE IS NECESSARY

40%

STRONGLY AGREE AI USE
TO BRING BACK DECEASED
ACTORS IS PROBLEMATIC

25-34

68%

STRONGLY AGREE AI
DISCLOSURE IS NECESSARY

55%

STRONGLY AGREE AI USE
TO BRING BACK DECEASED
ACTORS IS PROBLEMATIC

35+

85%

STRONGLY AGREE AI
DISCLOSURE IS NECESSARY

55%

STRONGLY AGREE AI USE
TO BRING BACK DECEASED
ACTORS IS PROBLEMATIC

INSIGHT People above the age of 25 are more likely to be concerned about the disclosed use of AI and its ethicality.

KEY FINDINGS : DISNEY FANS & AI DISTRUST

60% OF RESPONDENTS REGULARLY CONSUME DISNEY CONTENT (WATCH DISNEY CONTENT A FEW TIMES A MONTH)

INSIGHT Disney fans believe that **Disney does not need extreme amounts of AI to maintain its competitive edge** in the industry. In fact, its use of AI dampens the magic of the brand in their eyes.

STATEMENT	PERCENTAGE STRONGLY DISAGREE
AI makes advertisements more creative and visually appealing.	48%
AI enhances storytelling potential in Disney ads.	44%
AI use increases my engagement with ads.	65%
AI makes advertisements more creative and visually appealing.	48%
I think Disney’s use of AI helps it stay competitive.	39%

INSIGHTS AND RECOMMENDATIONS

DISCLOSURE AND TRANSPARENCY

AI AS A TOOL

RESPECT OF LEGACY



DISCLOSURE AND TRANSPARENCY

Respondents find deepfakes “lazy,” “inauthentic,” and “creatively bankrupt.”

Disclosure was repeatedly demanded.

Actions

1. Clear disclosure, transparency
2. Showcase AI and its involvement in the creative process
 - a. Allows consumers to better understand and familiarize with AI/deepfakes



AI AS A TOOL

People are uncomfortable with a reliance on AI

- Complete replacement
- Deepfake used as a main character

Action: Use AI in complementary ways

- minor touch-ups
- background work

When AI replaces the important human aspects of storytelling, audiences react negatively.



RESPECTING LEGACY

IF AND WHEN AI IS USED TO RECREATE A DECEASED ACTOR:

- CLEAR CONSENT FROM ESTATE/REPRESENTATION
- MUST ENSURE HIGH QUALITY, REALISTIC END PRODUCT
- AT THE SAME TIME, CAN NOT UNDERMINE ACTOR'S LEGACY

ULTIMATELY: AI TO ENHANCE, NEVER TO REPLACE.



Limitations and Refinement

Disconnect between the emotional power of Disney's brand and the audience response to its potential use of deepfakes.

1. More engaging examples/material
 - a. Create a better emotional connection
2. Expand audience
 - a. Beyond peers
 - b. Families, older generations

Further analyze the disconnect or inconsistencies

- Why do certain participants feel apathetic towards the storytelling?

