

Scaling Character Storytelling Across Licensed Products

Case Study

From proven
conversion impact
(2022) to
measurable brand
engagement with
Stitch



The Challenge For License Owners

Disney characters carry strong emotional value, but that value is not always consistently activated across licensed product assortments online.

Product pages are typically SKU-driven, while the character universe – the core of the license – is underrepresented at the point of purchase. This results in fragmented brand experiences across retailers, markets and licensees.

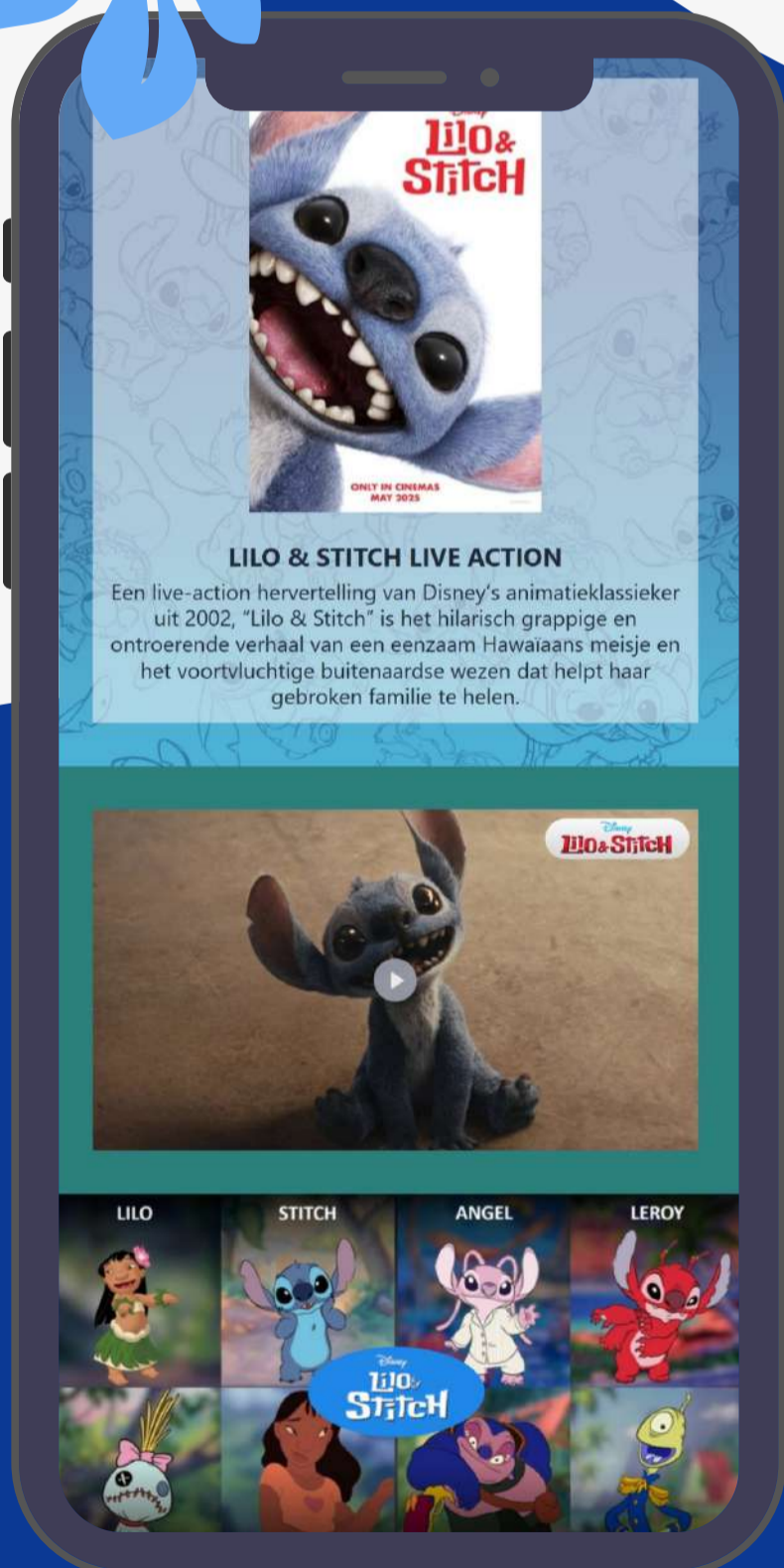
Icecat's Solution: Generic Product Stories

Generic Product Stories give Disney a scalable way to control how character storytelling is presented across all licensed products.

- Built around the character, not the SKU
- Centrally managed and reusable across licensed assortments
- Consistent storytelling across retailers and countries
- Brand experience activated directly on the product page

One character story. Hundreds of products.
One consistent experience.

**One character story.
Hundreds of products.
One consistent experience.**



Validated impact of Character Storytelling

Disney × Intertoys pilot (2022)

In 2022, Icecat partnered with Disney and Intertoys to validate the impact of Generic Product Stories through a controlled A/B test.

Products enriched with Generic Product Stories structurally outperformed standard product pages, proving that character storytelling directly influences purchasing behaviour.

Results

+11%

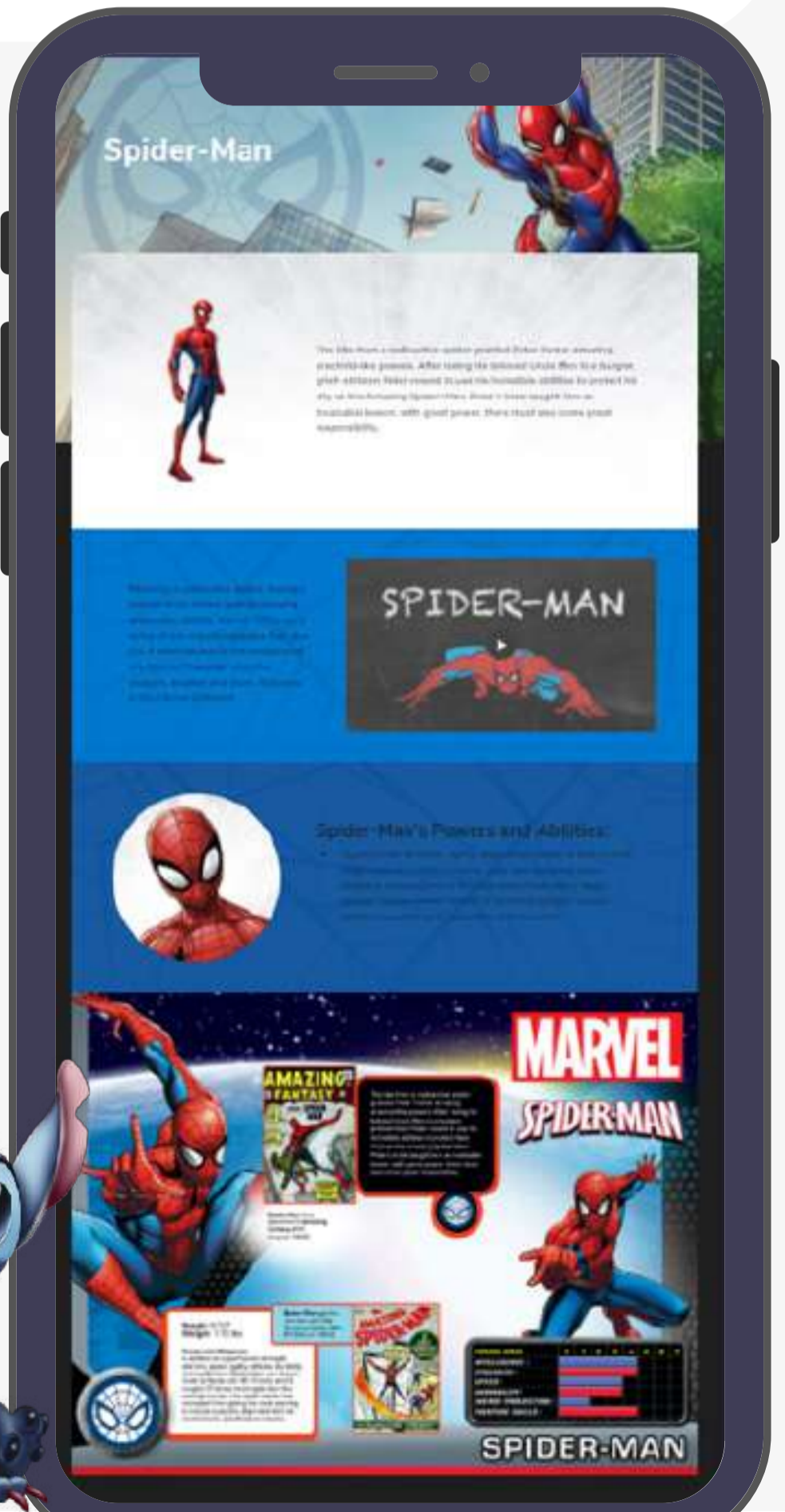
Conversion

+18%

Orders

+34%

Revenue



From conversion to brand engagement: Stitch

Building on the 2022 validation, Icecat launched a new storytelling pilot focused on measuring engagement, using Stitch.

The Stitch pilot shifts the conversation from 'does storytelling work?' to 'how well does character storytelling perform across partners?'

Measurable storytelling via Icecat Studio

Icecat Studio provides Disney with full visibility into how Generic Product Stories perform across retail partners, including:

- Live partners per story
- Users, views, and impressions
- Interaction and engagement depth
- Story completion rate

Key Insight from the Stitch pilot:

37% STORY COMPLETION

37% of consumers consumed the character story from start to finish, an indicator of strong brand engagement and narrative quality.

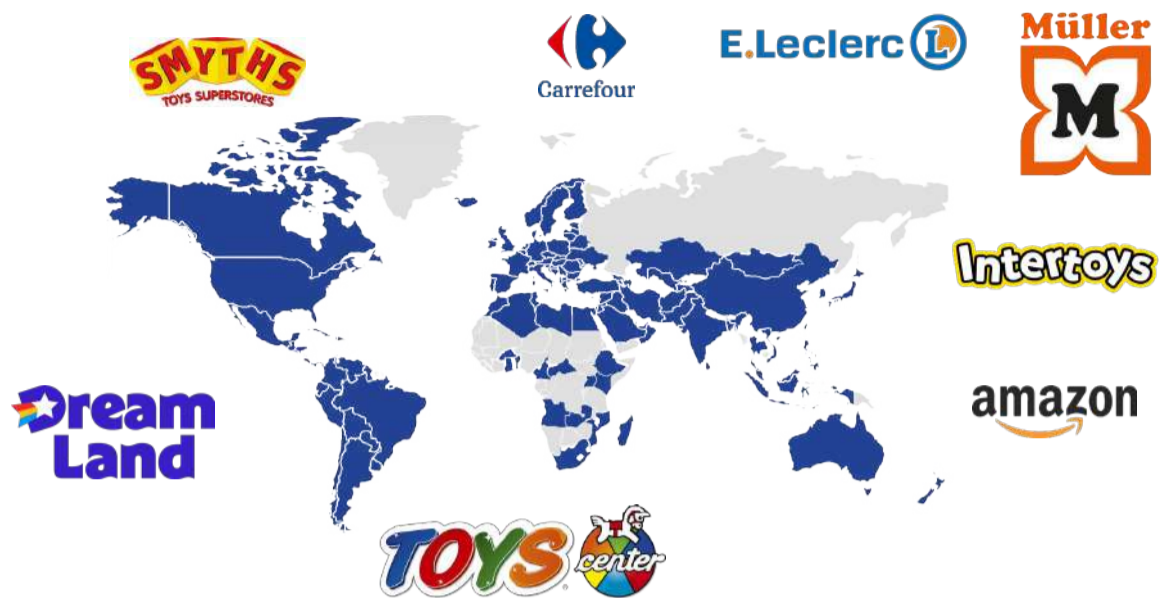
Why Generic Product Stories matter for Disney



- Activate character storytelling at the moment of purchase.
- Maintain brand and character control across licensed assortments.
- Scale one approved story across hundreds of products
- Move from fragmented execution to measurable brand performance

Generic Product Stories turn licensed products into controlled, scalable, and measurable brand experiences—helping Disney deliver consistent storytelling across partners and markets.

Worldwide User Network



About Icecat

icecat

Icecat is a market leader in product content solutions. Through Icecat's services and solutions, we enable brands, retailers, and marketplaces to exchange product content quickly and easily. Our services include catalog content, e-commerce integrations, and Product Information Management (PIM) systems.

Icecat's Global Footprint

40K+
Brands

70+
Languages

100k+
Users

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