



Wishes &
Wayfinding

Media Kit

Overview

Wishes and Wayfinding is a team of five Ohio University Scripps School of Communication graduates who share a mutual love for all things Disney, storytelling, and media. While we each have our individual day-time professions within the communication, media, marketing, and design worlds; we come together in our free time to express our creativity through this passion project. We send out a monthly, themed-newsletter full of original articles and designs. We create long-form, quality features, recipes, How To's, listicles, and humor-based pieces designed to bring a little magic to our everyday lives. We also have a strong presence on TikTok, Pinterest, Facebook, and Instagram, and regularly update our content and engage with our followers. For more information and to view our content, check out <https://www.wishesandwayfinding.com/>





Interests

Disney, Disney Parks, Star Wars, Marvel

Press Contact

wishesandwayfinding@gmail.com

Date launched

**January 15,
2021**



Team size

5



Age

20S



Location

**United
States**



Resources & Testimonials

OHIO alumni share love of Disney with new blog

Ohio University Scripps College of
Communication

March 1, 2021

Read the interview: <https://www.ohio.edu/scripps-college/ohio-alumni-share-love-disney-new-blog>



Disney Dive with Wishes and Wayfinding

Churro for your Thoughts Podcast

Sn. 1 Ep. 8 | May 19, 2021

Listen to the podcast: <https://podbay.fm/p/churro-for-your-thoughts/e/1621414800>



The team at Wishes and Wayfinding has a deep understanding of media production and strategic communication.

They are positioned uniquely in the influencer sphere having academic credentials and professional experience as well as passion for Disney theme parks.

I have had the honor of seeing this enterprise grow out of my Storytelling in Theme Parks class, and I am excited to see what these talented individuals do as a collective.

- Professor Beth Novak, Ohio University



The image shows the interior of a roller coaster car designed to look like a teacup. The car is light blue with yellow and red decorative patterns. It is surrounded by other similar teacup cars, some of which are occupied by people. The ride is set in a large, open-air pavilion with a complex metal truss roof. Numerous colorful, spherical lanterns in shades of blue, yellow, and red are suspended from the ceiling. In the background, an "EXIT" sign is visible on the structure. The overall atmosphere is bright and festive.

Backstory

Wishes & Wayfinding is a community of young adults who ignore the haters and share their love of all things Disney. We're here to spill the tea on the teacups, obsess over seasonal snack offerings, and sprinkle a little magic into your inbox.

We're Olivia, Sam, Nicole, Bailey, and Houser, a group of pals in their twenties with a passion for Disney. We met in a college class called "Storytelling, Technology and Digital Media in Theme Parks," complete with a grand, week-long trip to WDW full of behind the scenes tours and Disney Education classes.

When the parks shut down due to coronavirus, we knew it would be a while before we could return and we wanted a way to combat the withdrawal while also supporting the "lost generation's" love for Disney into adulthood.

And so, Wishes & Wayfinding was born!





Key Features

What makes us different?

We all graduated from the prestigious Ohio University Scripps College of Communication. This means we have a professional background in writing, editing, interviewing, fact checking, typography, graphic design, branding, and analytics that not all influencers or brand ambassadors have.

What makes us better than other blogs?

We curate our content in a theme that encompasses the entire month. Every social post, newsletter headline, and teaser is on brand and aligned with our focus. We take the time to make sure our website and newsletter are aesthetically appealing, updated regularly, and not crammed with pop-ups and advertisements — as it is also completely free for the user.

Our newsletter is also sent monthly. We knew we didn't want to be a sole “news” or “planning” site (which most Disney blog and newsletters are). We wanted to carve out a niche and spend more time on quality features that as an added bonus, don't spam your inbox every day and lead to unsubscribes.

What is our competitive advantage?

The New York Post wrote an article about how “Childless Millennials” shouldn’t go to Disney World. Nothing frustrates adults who like Disney more than the negative connotation that comes from articles like these and the term “Disney adults.” While any community can include toxic outliers, we’ve met some of the best, brightest, and most inclusive people through the Disney Fandom.

Additionally, we are young adults with careers. We have the disposable income to spend on more Disney trips than a family with kids. This affords us the opportunity to connect with this demographic through an empathetic and relatable lens that other outlets just don't have.

A statue of Walt Disney in a suit, holding the hand of a Mickey Mouse statue. They are positioned in front of Cinderella Castle at Walt Disney World. The scene is overlaid with a semi-transparent blue filter. The word "Audience" is written in white serif font across the center.

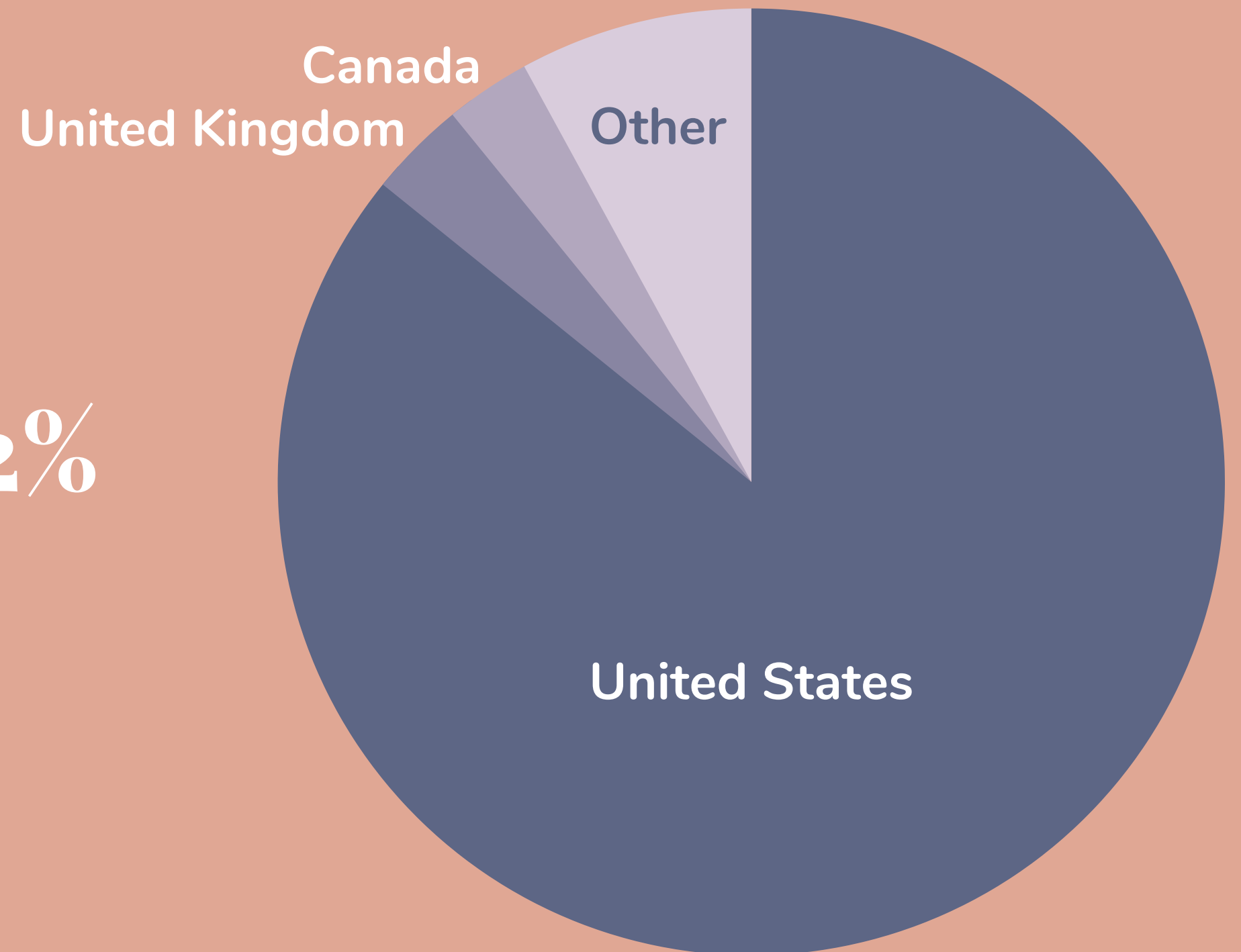
Audience

Top Countries

United States: 85.81%

United Kingdom: 3.32%

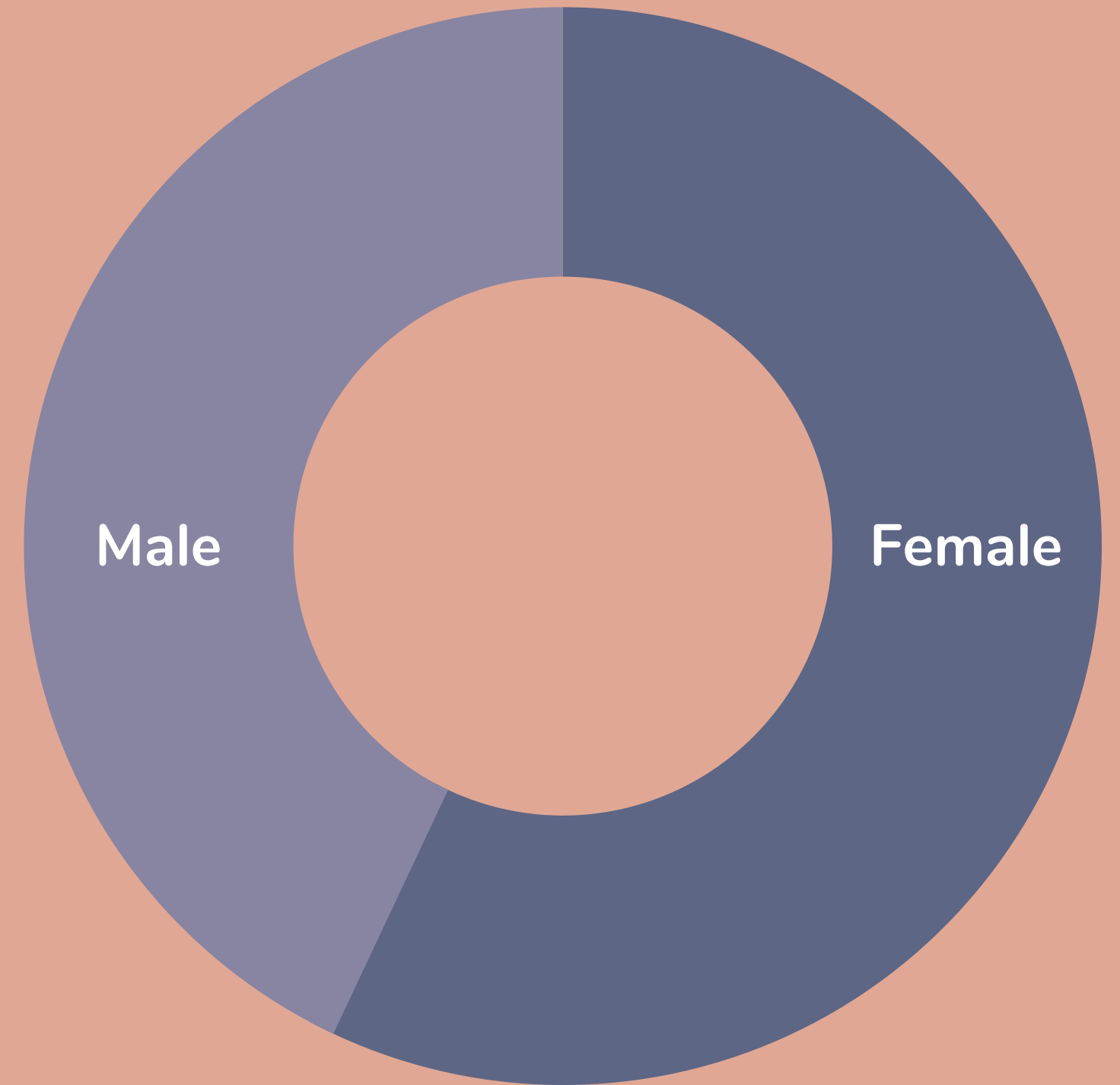
Canada: 2.91%



Demographics

57% Female

43% Male



Demographics

18-24: 19.22%

25-34: 28.98%

35-44: 26.93%

45-54: 12.86%

55-64: 8.20%

65+: 3.82%

18-24

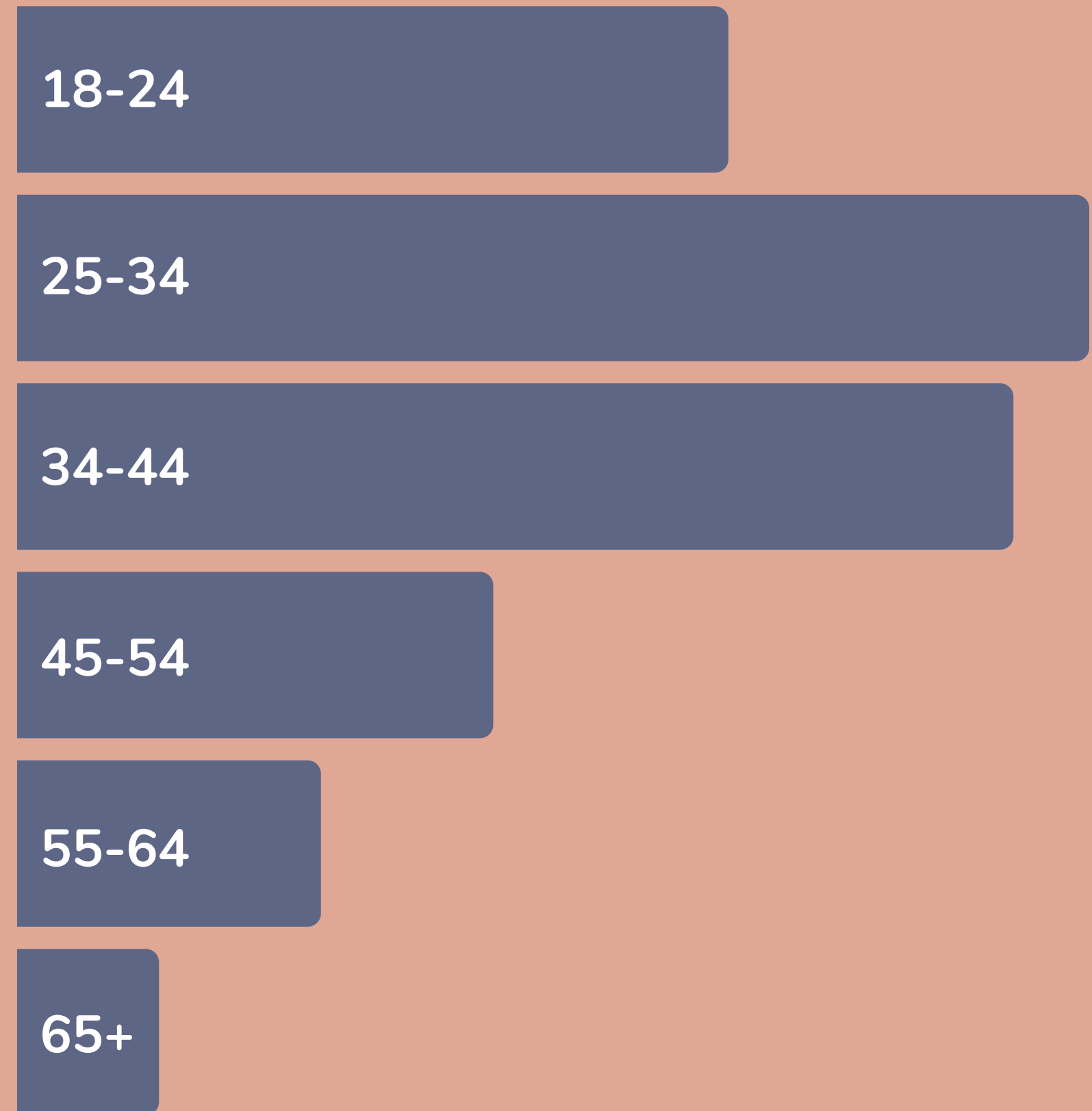
25-34

34-44

45-54

55-64

65+



Demographics

Interests

- Star Wars
- Marvel
- Disney Parks

Affinity Categories

- Celebrities
- TV/Videos
- Cooking/Recipes
- News/Weather
- Sports
- Film

Statistics



Combined audience of all followers

16,140

6,848 social media followers | 9,292 web users

Social media followers

TikTok: 4,677 followers | 32.7K likes

Instagram: 1,403 followers

Twitter: 709 followers

Pinterest: 25 followers | 1.61K monthly views

Facebook: 34 followers | 29 likes

As of October 1, 2022

Web traffic

Users: 9,304

New users: 88.3%

Returning users: 11.7%

Pageviews: 39,794

Unique pageviews: 19,870

Pages per session: 3.04

Sessions: 13,070

Bounce rate: 10.98%

Sessions per user: 1.41

Average session duration: 1:35

All time as of October 1, 2022

Web channels

Organic search: 65.11%

Social: 16.96%

Direct: 13.68%

Other: 2.80%

Referral: 1.42%

Paid search: 0.3%

All time as of October 1, 2022

Monthly newsletter

Subscribers: 157

Average open rate: 35.8%

Average click rate: 13.1%

Average site sessions generated: 32

Year to date as of October 1, 2022



Collaboration Options

Available for:

- Partnerships
- Influencer
- Ambassador programs
- Podcasts
- Product Reviews
- Service Reviews
- Accommodation Reviews
- Brand Mentions
- Interviews
- Giveaways





Top Stories

Drink Recipe: POG Juice

You'll be going ape for this jungle juice.

<https://www.wishesandwayfinding.com/post/pog-juice>



Drink Recipe: Oga's Cantina's Yub Nub

Make your favorite Cantina cocktails at home!

<https://www.wishesandwayfinding.com/post/yub-nub>



How to Use David's Vacation Club Rentals — And Why You Should

David's Vacation Club Rentals is the best kept secret at Disney World.

<https://www.wishesandwayfinding.com/post/davids-vacation-club-rentals>



How to Make a Reservation for Oga's Cantina in Galaxy's Edge

Join DJ R3X and smugglers alike in the local Cantina that's suitable for all ages!

<https://www.wishesandwayfinding.com/post/how-to-make-ogas-catina-reservations>



Drink Recipe: Oga's Cantina's Jedi Mind Trick

Make your favorite Cantina cocktails at home!

<https://www.wishesandwayfinding.com/post/jedi-mind-trick>





Meet the Creators



Samantha Pauley

Email

samantharpauley@gmail.com

Website

<https://samanthapauley.wixsite.com/portfolio>

Degree

Bachelors of Science in Journalism Strategic Communication with a marketing minor and specialization in visual communication

Job

Marketing and Advertising Coordinator at Trax Farms

Samantha Pauley

Immersion and Dole Whip Enthusiast

I have always had a love for Disney, but didn't truly become a fanatic until my senior year of college. I have been to WDW five times and Disneyland Paris once. I love the thrill of new attractions but am a sucker for classic Disney experiences like pictures with Minnie.

Favorite Park:

Magic Kingdom

Favorite Snack:

Pineapple Dole (Polynesian and Adventureland)

Favorite Drink:

Piña CoLAVA

Favorite Movie:

Lady and the Tramp

Favorite Ride:

Splash Mountain



Bailey Fink

Email

baileylfink@gmail.com

Website

<https://baileylfink.wixsite.com/baileylfink>

Degree

Bachelor of Science in Journalism: News and Information with a marketing minor and specialization in visual communication

Job

News & Trending Writer at Allrecipes.com

Bailey Fink

Storytelling and Snack Specialist

I've always been obsessed with all things Disney, from the movies to the parks. My first trip to Walt Disney World was when I was in kindergarten, and I've been finding ways to go back ever since — including my high school senior trip and senior year of college. I love Disney because it allows you to feel like you're a kid again. Every time you experience Disney, whether that be at the parks or in a movie, it's magical.

Favorite Park:

Magic Kingdom

Favorite Snack:

Pineapple Dole

Favorite Drink:

Mo'ara Margarita

Favorite Movie:

The Emperor's New Groove

Favorite Ride:

The Twilight Zone Tower of Terror and Rock 'n' Roller Coaster starring Aerosmith



Olivia Ujlaki

Email

oliviaujlaki@gmail.com

Website

<https://www.oliviaujlaki.com/>

Degree

Bachelor of Science in Journalism on the strategic communication track. Minors in media and marketing. Certificates in consumer behavior and social media. Master of Arts in Digital Marketing and Data Analytics

Olivia Ujlaki

The Park Pro with a Minnie Bow

I'm a longtime Walt Disney World fanatic. My family has been Disney Vacation Club members since 2005 so I have been to WDW a whopping 15 times! Yet, I can't stop going back because every trip I find something new to love.

Favorite Park:

Magic Kingdom

Favorite Snack:

Vanilla Cupcake (Main St. Confectionary)

Favorite Drink:

Hot Chocolate Martini

Favorite Movie:

Monster's Inc.

Favorite Ride:

Rise of the Resistance



Nicole Dinan

Email

ncdinan@gmail.com

Website

<https://www.nicoledinan.com/>

Degree

Bachelor of Science in Visual Communication: Information Design - Interactive Multimedia with a marketing minor

Job

Consultant, User Experience at Nationwide Insurance

Nicole Dinan

Picture Taker and Memory Maker

My love for Disney started at an early age with Disney Channel and classic movies. I've been to WDW a few times and DL is on my bucket list. The immersive rides and attractions are my favorite and I find it interesting to learn how they make their magic behind the scenes!

Favorite Park:

Magic Kingdom

Favorite Movie:

Aladdin

Favorite Snack:

Mickey ice cream sandwich

Favorite Ride:

Avatar Flight of Passage

Favorite Drink:

Piña CoLAVA



Alex Houser

Email

alexhouser1466@gmail.com

Degree

Bachelor of Science in Communication, Games & Animation

Job

Chef at La Tavola

Alex Houser

Happiness Maker and Baker

When I was a young child, I enjoyed watching Disney movies and going to Disney World with my family. I've visited WDW five times and my favorite thing about it is that you can forget about the rest of the world. I love the attractions and drinking around the world! I recreate Disney recipes at home for a TikTok series, known as Houser's Reviews.

Favorite Park:

Magic Kingdom

Favorite Snack:

Gaston's Giant Cinnamon Roll

Favorite Drink:

Mexico Margarita

Favorite Movie:

Lilo and Stitch

Favorite Ride:

Splash Mountain

Contact Us



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