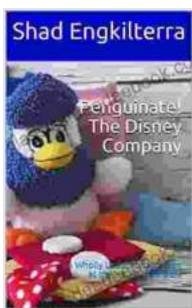


# Penguinate: The Disney Company's Unlikely Success Story

The Walt Disney Company is one of the most successful entertainment companies in the world, with a vast empire that includes theme parks, movies, television shows, and consumer products. But few people know that Disney's success was almost derailed by a little-known penguin named Oswald the Lucky Rabbit.

In 1927, Walt Disney and his partner Ub Iwerks created Oswald for Universal Pictures. Oswald was an instant hit, and soon he was starring in his own series of animated shorts. But in 1928, Universal decided not to renew Disney's contract, and the rights to Oswald reverted to Universal.

Disney was devastated by the loss of Oswald, but he quickly rebounded by creating a new character, Mickey Mouse. Mickey was an immediate success, and he soon became the face of the Disney empire. Oswald, on the other hand, faded into obscurity.



## **Penguinate! The Disney Company: A Wholly Unauthorized Look at the House Walt Built (Penguinate! Positive Creativity)** by Shad Engkilterra

★★★★☆ 4.4 out of 5

Language : English  
File size : 1558 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 147 pages  
Lending : Enabled

Hardcover	: 234 pages
Item Weight	: 1.19 pounds
Dimensions	: 6.85 x 9.69 inches



Or so Disney thought. In 2006, Disney acquired the rights to Oswald from NBCUniversal. Oswald has since made a comeback, appearing in video games, merchandise, and even a new animated short.

So how did a little-known penguin almost derail the Disney empire? And how did Oswald make a comeback after decades of obscurity?

## **The Creation of Oswald the Lucky Rabbit**

Oswald the Lucky Rabbit was created by Walt Disney and Ub Iwerks in 1927. Disney had been working for Universal Pictures since 1922, and he had already created several successful animated shorts. But Oswald was Disney's first major character.

Oswald was a mischievous penguin who loved to get into trouble. He was always getting into fights with other animals, and he was always looking for a new adventure. Oswald was a hit with audiences, and he quickly became one of the most popular animated characters of the time.

## **The Loss of Oswald**

In 1928, Universal decided not to renew Disney's contract. Disney was shocked and disappointed, but he knew there was nothing he could do. The rights to Oswald reverted to Universal, and Disney was left with nothing.

Disney was devastated by the loss of Oswald. He had put his heart and soul into creating the character, and he felt like he was losing a part of himself. But Disney was also a realist, and he knew he had to move on.

## **The Creation of Mickey Mouse**

After losing Oswald, Disney and Iwerks created a new character, Mickey Mouse. Mickey was a big-eared mouse who was always getting into trouble, but he was also kind-hearted and lovable. Mickey was an immediate success, and he soon became the face of the Disney empire.

Mickey Mouse helped Disney to forget about Oswald. Mickey was more popular than Oswald had ever been, and he was the perfect character to lead Disney into the future.

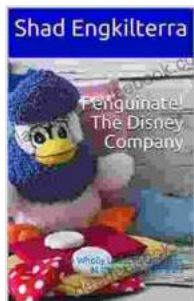
## **Oswald's Comeback**

In 2006, Disney acquired the rights to Oswald from NBCUniversal. Oswald had been forgotten by most people, but Disney was determined to bring him back.

Disney released a new Oswald short in 2012, and Oswald has since appeared in video games, merchandise, and even a new animated series. Oswald is not as popular as Mickey Mouse, but he is still a beloved character with a loyal following.

The story of Oswald the Lucky Rabbit is a reminder that even the most successful companies can face setbacks. But it is also a reminder that with hard work and perseverance, you can overcome any obstacle.

Disney lost Oswald in 1928, but he didn't give up. He created Mickey Mouse, and Mickey became one of the most popular characters in the world. Disney eventually acquired the rights to Oswald, and Oswald is now back where he belongs: at Disney.



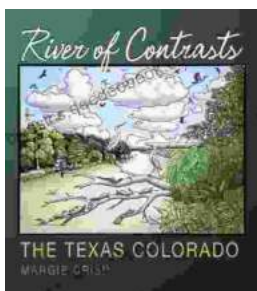
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