



# Final Campaign: Royal Caribbean Cruise Lines

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# Millennials: Travel



# Brand Description



- American cruise company **based in Miami**
- Variety of onboard and offboard amenities
- **2nd largest cruise operator** after Carnival Cruise
- **23% market share** in cruise industry
- **25 cruise ships**
- Visits over **250 destinations** globally



# Problem to Address

Cruise line industry having difficulty reaching millennials

**Royal Caribbean aims to fill market gap by creating a direct marketing campaign that will appeal to Millennials**



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# Objectives



## Business Objectives

1. Acquire 5% more millennial cruise customers
  - a. Customer Goal: Acquire 50,000 new customers
2. Increase revenue goal by 5%: \$100,000,000
  - a. Sales/Revenue in 2015: \$8.67 billion (Marketwatch, 2016)

## Marketing Objectives

1. Increase awareness of Royal Caribbean brand amongst target market (Millennials)
2. Acquire 300,000 new email addresses for new Millennial database
3. Generate qualified leads amongst Millennial vacationers
4. Convert leads to purchase at least 1 cruise within a 12-month period



# Competitors

## Cruise Lines

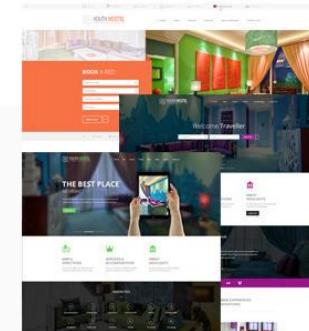


## Hotels & Resorts



- 1 FOR WORLDWIDE COMPANIES
- 2 FOR SINGLE OWNERS
- 3 ALSO AS ONE PAGER STYLE

→ ARRIVAL PAGE, GROUP BOOKING PAGE, GUESTBOOK PAGE, ROOM TYPES PAGE, SURROUNDINGS PAGE



## Youth Hostels



# Target Audience



## Demographics:

- Millennials
- Ages 18-34
- Educated with bachelor's degree
- Average HHI: \$60,000-\$175,000 a year

## Media Consumption:

- Mobile Apps: 864,328 mins/month
- Desktop: 491,743 mins/month
- Mobile Web: 124,787 mins/month

## Social Media:

- Social Media: 21.4% of mobile mins

# Segmented Audience

## **Merry Married Melissa:**

- Diligent and dedicated
- Enjoys relaxing with their significant other
- Highly value romantic-related activities
- Like having options but not feeling obligated to be involved



## **Frugal and Ready Freddy:**

- Bang for your buck
- Partiers looking for unlimited drinking

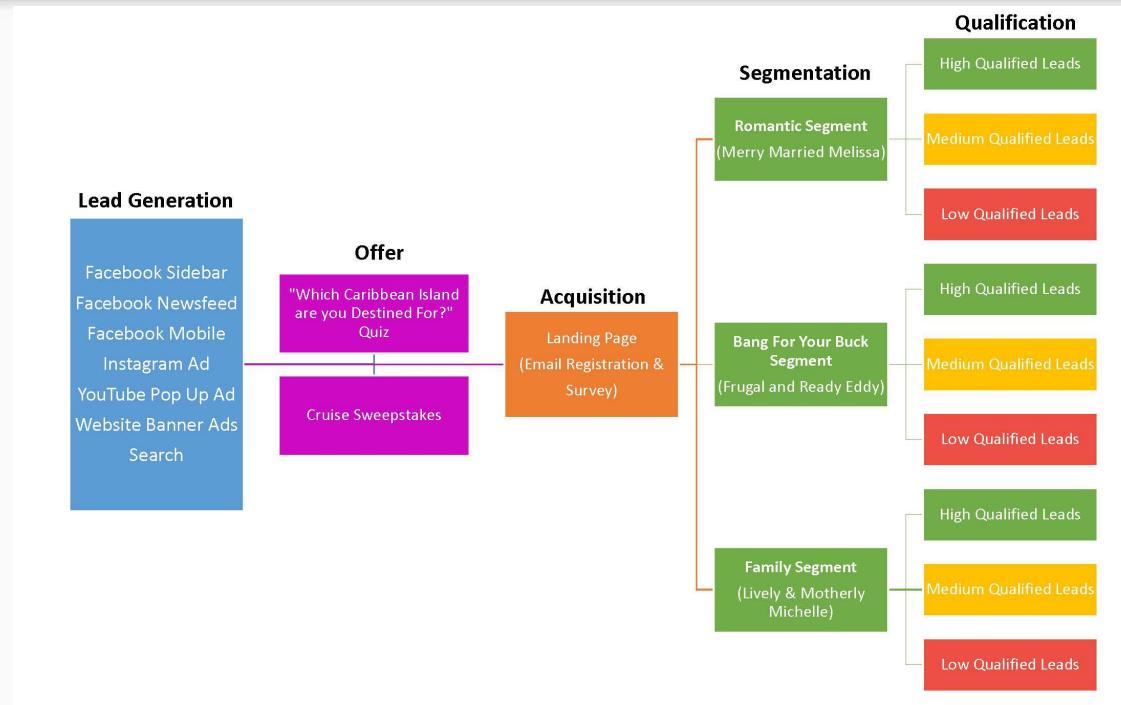


## **Lively and Motherly Michelle:**

- People who are planners
- Families who want entertainment for all members at any given time of the day
- Family friendly environment is absolutely essential



# Lead Generation Iconograph



# Survey

## Royal Caribbean Lead Qualification Survey

Below is a survey that will be distributed to our target audience, Millennials, which will assist us in creating our segmentation and categorizing our customers based on their wants and needs when it comes to planning his or her vacation.

1. Please enter your name: \_\_\_\_\_

2. Please enter your preferred email address: \_\_\_\_\_

3. What I want the most out of a vacation is:

- a) A romantic and relaxing getaway
- b) An affordable one
- c) Spending time with family

4. I am planning on going on vacation:

- a.) Within the next 30 days
- b.) Within the next 3 months
- c.) Within the next 6+ months

# Budget

Tactics	Media	Creative	Production
Print	X	X	X
Follow-Up Email	X	X	X
Search		X	X
Banner Display	X		
Mail Lists	X	X	

Media Tactics	Impressions	Quantity	Response Rate	Responses	% of Qualified Leads	Qualified Leads	% Conversion	Customers	Average CPM (\$)	Cost	CPC
Print	3,750,000		0.01%	375.00	10.00%	37.50	20.00%	7.50	\$20.00	\$75,000.00	\$200.00
FB Desktop Sidebar	8,000,000	N/a	0.04%	3,200.00	20.00%	640.00	20.00%	128.00	\$0.15	\$1,200.00	\$0.38
FB Desktop Sidebar	8,000,000	N/a	0.04%	3,200.00	20.00%	640.00	20.00%	128.00	\$0.15	\$1,200.00	\$0.38
FB Newsfeed Ad	9,000,000	N/a	2.00%	180,000.00	20.00%	36,000.00	20.00%	7,200.00	\$7.00	\$63,000.00	\$0.35
FB Newsfeed Ad	9,000,000	N/a	2.00%	180,000.00	20.00%	36,000.00	20.00%	7,200.00	\$7.00	\$63,000.00	\$0.35
FB Mobile	9,000,000	N/a	2.50%	225,000.00	20.00%	45,000.00	20.00%	9,000.00	\$8.00	\$72,000.00	\$0.32
FB Mobile	9,000,000	N/a	2.50%	225,000.00	20.00%	45,000.00	20.00%	9,000.00	\$8.00	\$72,000.00	\$0.32
Instagram Ad	9,000,000	N/a	0.09%	8,100.00	15.00%	1,215.00	20.00%	243.00	\$5.78	\$52,020.00	\$6.42
Banner Ad #1	9,000,000	N/a	0.05%	4,500.00	10.00%	450.00	20.00%	90.00	\$15.00	\$135,000.00	\$30.00
Banner Ad #2	9,000,000	N/a	0.05%	4,500.00	10.00%	450.00	20.00%	90.00	\$15.00	\$135,000.00	\$30.00
YouTube Pop-Up Ad	9,000,000	N/a	1.50%	135,000.00	15.00%	20,250.00	20.00%	4,050.00	\$8.00	\$72,000.00	\$0.53
Search	6,000,000	N/a	3.50%	210,000.00	50.00%	105,000.00	20.00%	21,000.00	\$3.00	\$18,000.00	\$0.09
Totals	97,750,000			1,178,875.00		290,683		58,137		\$759,420.00	\$269.13

# Budget

Creative Tactic	Creative Costs	Production & Deployment Costs	
Print Ad	\$25,000.00	\$5,000	
FB Desktop Sidebar	\$15,000.00	\$2,500	
FB Desktop Sidebar	\$15,000.00	\$2,500	
FB Desktop Sidebar	\$15,000.00	\$2,500	
FB Mobile	\$5,000.00	\$1,000	
FB Mobile	\$5,000.00	\$1,000	
Instagram Ad	\$5,000.00	\$1,000	
Banner Ad #1	\$15,000.00	\$2,500	
Banner Ad #2	\$15,000.00	\$2,500	
YouTube Pop-Up Ad	\$100,000.00	\$50,000	
Landing Site	\$50,000.00		
Landing Site	\$50,000.00		
Search Ads	\$0.00	\$0.00	
Search Ads	\$0.00	\$0.00	
Search Ads	\$0.00	\$0.00	
E-mail version (26 total)	\$216,000.00	\$27,000	
E-mail version (26 total)	\$216,000.00	\$27,000	
E-mail version (26 total)	\$216,000.00	\$27,000	
<b>Total Creative Costs</b>	<b>\$531,000.00</b>	<b>\$97,500</b>	<b>\$628,500</b>
			\$759,420
			\$1,387,920
		<b>Budget</b>	<b>\$6,000,000</b>

# Measurement Plan

Media	Objective	Metric	Success Metric
Print	Awareness	Ad Awareness % Increase based on pre & post awareness survey	10%
	Drive traffic to website	Response Rate	10.00%
Search	Drive traffic to website	Click Thru Rate (CTR)	2.50%
		Cost per Click	\$1.50
Quiz Landing Site	Engagement	Number of completed quizzes	1,000
		Completed quiz %	50%
		# of visits to the page	100000
		Click Thru Rate (CTR)	75%
Sweepstakes Landing Site	Engagement	Number of completed registration	75%
		Completed Registration %	50%
		# of visits to the page	30%
		Number of completed registration	50%
E-mail	Conversion	Open Rate	50%
		Click Thru Rate (CTR)	20%
		Conversion Rate	15%
Facebook Ads (6)	Drive traffic to website	Click Thru Rate (CTR)	50%
Instagram Ad	Drive traffic to website	Click Thru Rate (CTR)	40%
Banner Ads (2)	Drive traffic to website	Click Thru Rate (CTR)	60%
YouTube Pop-Up Ad	Drive traffic to website	Click Thru Rate (CTR)	50%

# Creative #1: Banner Ad



Water Works

**Fun Family Getaway Sweepstakes**

**Enter Here**

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## Creative #2

Email Address:

Royal Caribbean

[Royaloffers@royalcaribbean.com](mailto:Royaloffers@royalcaribbean.com)

Subject: 15% off Discount  
on Romance Package

The image shows the homepage of the Royal Caribbean website. At the top, the Royal Caribbean logo is on the left, and the navigation menu includes 'PLAN A CRUISE', 'THE EXPERIENCE', 'DISCOVER CRUISING', 'ALREADY BOOKED', and a search bar. A large banner on the right features a couple on a cruise ship deck with the text '15% Off Ultimate Luxury Romance Package Discount' and a 'Shop Now' button. Below the banner are search filters for 'SAILING TO ANYWHERE', 'LEAVING FROM ANYWHERE', 'DEPARTING ANY DATE', and a yellow 'SEARCH' button. At the bottom, there are three promotional cards: 'SAIL FROM NEW YORK' (Starting From USD \$399, BOOK NOW), 'Cruise Class Bonus GET \$250 Instant Savings' (BOOK NOW), and 'SAIL FROM SAN JUAN' (Starting From USD \$505, BOOK NOW). The footer features the Royal Caribbean logo and the text 'BEST CRUISE LINE 14 YEARS IN A ROW' and 'BEST CRUISE LINE OVERALL'.



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## Creative #3

Email Address:

Royal Caribbean

[Royaloffers@royalcaribbean.com](mailto:Royaloffers@royalcaribbean.com)

Subject Line: 25% off  
Family Connections  
Shore Excursions



PLAN A CRUISE THE EXPERIENCE DISCOVER CRUISING ALREADY BOOKED

25% Off Family Connections Shore Excursions

SEARCH

SAILING TO ANYWHERE

SAILING FROM ANYWHERE

DEPARTING ANY DATE

SAIL FROM NEW YORK  
Starting From USD \$399  
BOOK NOW

CLASS Bonus  
GET \$250 Instant Savings  
BOOK NOW

SAIL FROM SAN JUAN  
Starting From USD \$505  
BOOK NOW

BEST CRUISE LINE IN THE CARIBBEAN  
14 Years Running

BEST CRUISE LINE 14 YEARS IN A ROW

BEST CRUISE LINE OVERALL  
14 Years Running

Royal Caribbean INTERNATIONAL

## Creative #4

Email Address:

Royal Caribbean

[Royaloffers@royalcaribbean.com](mailto:Royaloffers@royalcaribbean.com)

Subject Line: \*LIMITED  
TIME OFFER\* 15% off  
Deluxe Beverage Package

The image shows the official website of Royal Caribbean International. At the top, the Royal Caribbean logo is displayed next to the text "PLAN A CRUISE THE EXPERIENCE DISCOVER CRUISING ALREADY BOOKED". The main visual is a vibrant photograph of several colorful cocktails, each garnished with a small umbrella and a cherry. Overlaid on this image is a large, bold promotional text: "15% Off Deluxe Beverage Package". Below the main banner, there is a search bar with fields for "CROISING TO ANYWHERE", "CROISING FROM ANYWHERE", and "DEPARTURE ANY DATE", followed by a yellow "SEARCH" button. Below the search bar, there are three promotional cards: "SAIL FROM NEW YORK" (Starting From USD \$399, BOOK NOW), "Cruise Class Bonus GET IT \$250 Instant Savings" (BOOK NOW), and "SAIL FROM SAN JUAN" (Starting From USD \$505, BOOK NOW). At the bottom of the page, there are three awards: "BEST CRUISE LINE IN THE CARIBBEAN 16 YEARS RUNNING", "BEST CRUISE LINE 14 YEARS IN A ROW", and "BEST CRUISE LINE OVERALL 16 YEARS RUNNING". The Royal Caribbean logo is also present in the bottom right corner.

# CONTENT CALENDAR

	Week #1	Week #2	Week #3	Week #4	Week #5	Week #6	Week #7	Week #8
Romance: Independence of the Seas	<u>Email:</u> <b>High:</b> 15% off an ultimate luxury romance package <b>Medium:</b> 15% off an ultimate luxury romance package	<u>Email:</u> <b>Low:</b> 50% off a flow-rider session for two	<u>Email:</u> <b>High:</b> 10% off an alcoholic drink package <b>Medium:</b> 25% off a speciality restaurant experience	<u>Email:</u> <b>Low:</b> 50% off an off shore excursion	<u>Email:</u> <b>High:</b> Get 20% off a massage with your romantic cruise experience <b>Medium:</b> 10% off a private flow-rider session	<u>Email:</u> <b>Low:</b> 25% off the Independence of the Seas Cruise for the Honeymooners only	<u>Email:</u> <b>High:</b> 10% off an off shore excursion <b>Medium:</b> 10% off an alcoholic drink package	<u>Email:</u> <b>High:</b> 10% off a private flow-rider session <b>Low:</b> Get 15% off when you book a 7-night romantic getaway with Independence of the Seas
Bang for your Buck: Freedom of the Seas	<u>Email:</u> <b>High:</b> Book in the next two days and receive 25% off the Freedom of the Seas Cruise <b>Medium:</b> 25% off when you and three friends book the Freedom of the Seas Cruise	<u>Email:</u> <b>Low:</b> 25% off when you and three friends book the Freedom of the Seas Cruise	<u>Email:</u> <b>High:</b> 10% off an alcoholic drink package <b>Medium:</b> 25% off an alcoholic drink package	<u>Email:</u> <b>Low:</b> 50% off a merchandise purchase	<u>Email:</u> <b>High:</b> 25% off a group flow-rider session <b>Medium:</b> 10% off an off-shore excursion	<u>Email:</u> <b>Low:</b> 50% off a group flow-rider session	<u>Email:</u> <b>High:</b> 10% off an off shore excursion <b>Medium:</b> 15% off a group flow-rider session	<u>Email:</u> <b>High:</b> Last chance to get 10% off your party cruise on Freedom of the Seas <b>Low:</b> 25% off off an alcoholic drink package
Family Fun: Vision of the Seas	<u>Email:</u> <b>High:</b> When you book the Vision of the Sea Cruise you will get 10% off Spring Break Week (Mar 5- Mar25) <b>Medium:</b> 25% off a family fun cruise vacation with Visions of the seas	<u>Email:</u> <b>Low:</b> 50% off a merchandise purchase	<u>Email:</u> <b>High:</b> 10% off an alcoholic drink package <b>Medium:</b> 25% off an off shore excursion	<u>Email:</u> <b>Low:</b> 25% off a group flow-rider session	<u>Email:</u> <b>High:</b> 25% off an off shore excursion <b>Medium:</b> 10% off an alcoholic drink package	<u>Email:</u> <b>Low:</b> 25% off an off-shore excursion	<u>Email:</u> <b>High:</b> 10% off private flow-rider lessons <b>Medium:</b> 25% off a private flow-rider session	<u>Email:</u> <b>High:</b> 10% off a speciality restaurant experience <b>Low:</b> 10% off an alcoholic drink package



# Royal Caribbean: COME SEEK



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THANK  
YOU!