



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



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

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:

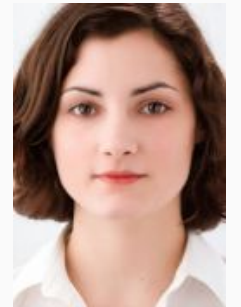
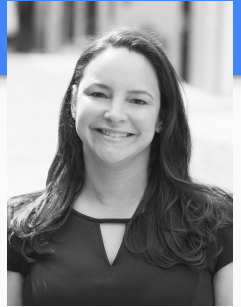
- Diligent and dedicated
- Enjoys relaxing with their significant other
- Highly value romantic-related activities
- Like having options but not feeling obligated to be involved

Frugal and Ready Freddy:

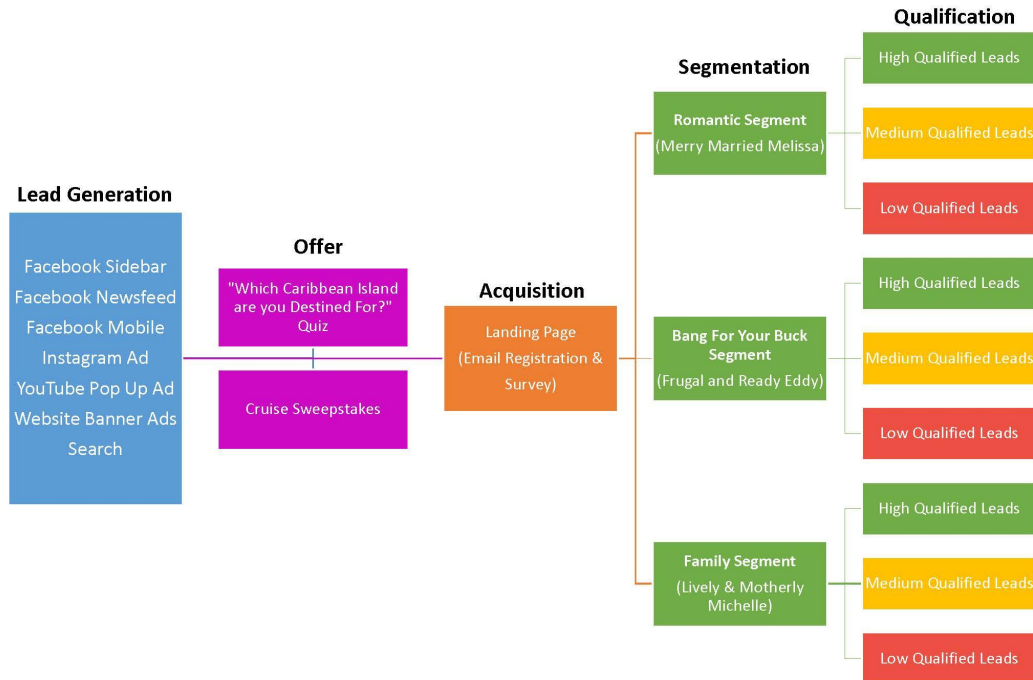
- Bang for your buck
- Partiers looking for unlimited drinking

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	Respose 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	
Total Creative Costs	\$531,000.00	\$97,500	\$628,500
			\$759,420
			\$1,387,920
		Budget	\$6,000,000

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	Complete Quiz	Number of completed quizzes	1,000
		Completed quiz %	50%
	Engagement	# of visits to the page	100000
		Click Thru Rate (CTR)	75%
Sweepstakes Landing S	Complete Sweestakes Registration	Number of completed registration	75%
		Completed Registration %	50%
	Engagement	# 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



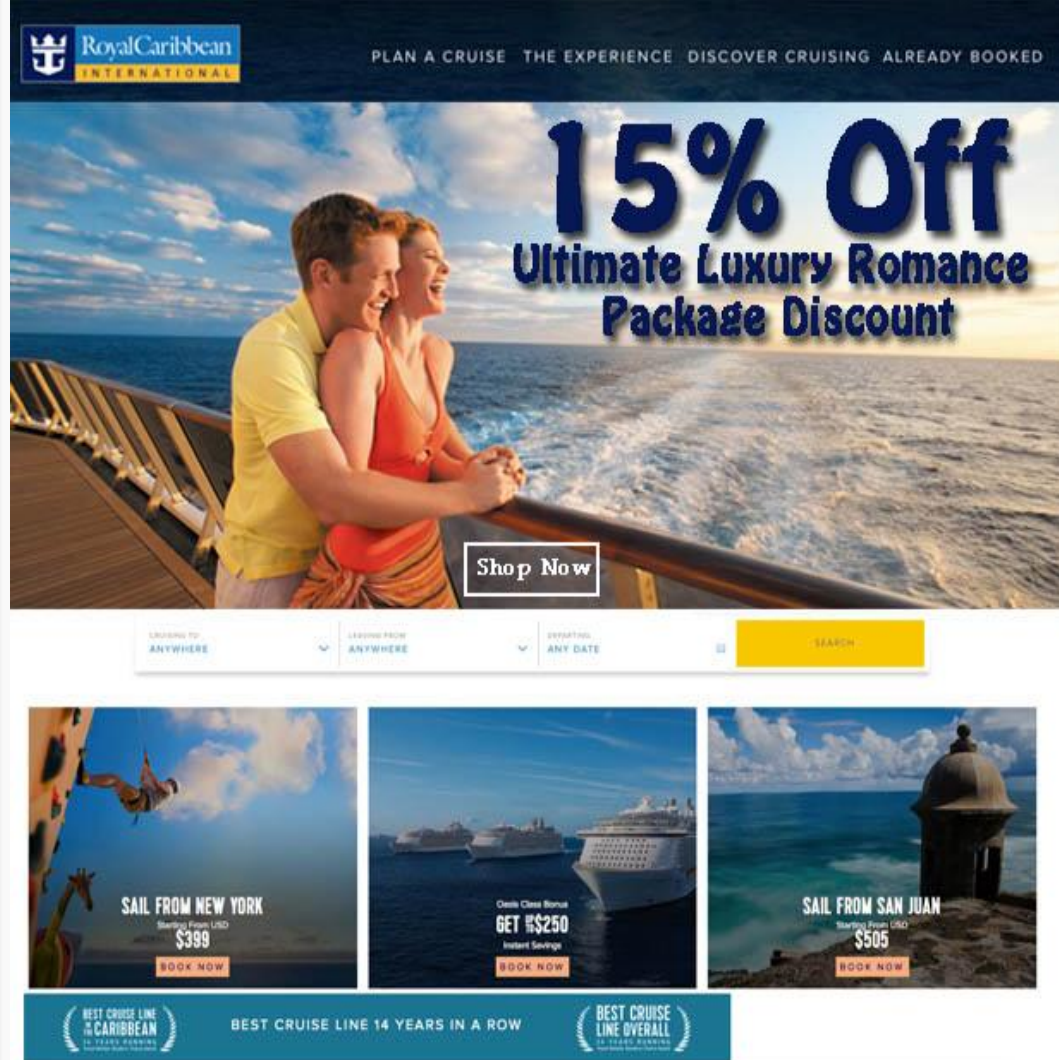
Creative #2

Email Address:

Royal Caribbean

Royaloffers@royalcaribbean.com

Subject: 15% off Discount
on Romance Package



Royal Caribbean INTERNATIONAL

PLAN A CRUISE THE EXPERIENCE DISCOVER CRUISING ALREADY BOOKED

15% Off

Ultimate Luxury Romance Package Discount


[Shop Now](#)

CRUISING TO: ANYWHERE

LEAVING FROM: ANYWHERE

DEPARTING: ANY DATE


[SEARCH](#)



SAIL FROM NEW YORK

Starting from USD
\$399


[BOOK NOW](#)



SAIL FROM SAN JUAN

Starting from USD
\$505

[BOOK NOW](#)



SAIL FROM SAN JUAN

Starting from USD
\$505

[BOOK NOW](#)

BEST CRUISE LINE
BY CARIBBEAN
14 YEARS RUNNING

BEST CRUISE LINE
OVERALL
14 YEARS RUNNING

Creative #3

Email Address:

Royal Caribbean

Royalooffers@royalcaribbean.com

Subject Line: 25% off
Family Connections
Shore Excursions

The banner features a family of five (father, mother, and three children) enjoying a water park on a cruise ship deck. The father is holding a young boy, the mother is holding a young girl, and another girl is standing next to them. In the background, there are yellow water slides and a blue sky with clouds. The text "25% Off Family Connections Shore Excursions" is prominently displayed in large, pink, outlined letters. Above the banner, the Royal Caribbean International logo is visible, along with the navigation links: "PLAN A CRUISE", "THE EXPERIENCE", "DISCOVER CRUISING", and "ALREADY BOOKED". Below the banner, there is a search bar with dropdown menus for "GOING TO: ANYWHERE", "LEAVING FROM: ANYWHERE", and "DEPARTING: ANY DATE", followed by a yellow "SEARCH" button. At the bottom, there are three promotional tiles: "SAIL FROM NEW YORK" (Starting from USD \$399), "GET \$250 Instant Savings" (with a "Book Now" button), and "SAIL FROM SAN JUAN" (Starting from USD \$505). The footer includes the "BEST CRUISE LINE IN THE CARIBBEAN" award for 14 years in a row and the "BEST CRUISE LINE OVERALL" award for 14 years in a row.

Royal Caribbean INTERNATIONAL

PLAN A CRUISE THE EXPERIENCE DISCOVER CRUISING ALREADY BOOKED

Water World

25% Off
Family Connections
Shore Excursions

GOING TO: ANYWHERE LEAVING FROM: ANYWHERE DEPARTING: ANY DATE SEARCH

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

GET \$250
Instant Savings
BOOK NOW

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

BEST CRUISE LINE IN THE CARIBBEAN
14 YEARS AWARDS

BEST CRUISE LINE 14 YEARS IN A ROW

BEST CRUISE LINE OVERALL
14 YEARS AWARDS

Creative #4

Email Address:

Royal Caribbean

Royaloffers@royalcaribbean.com

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

The banner features a close-up of several colorful tropical drinks in plastic cups, each garnished with a small paper umbrella and a slice of fruit. A large, pink, 3D-style text overlay reads "15% Off Deluxe Beverage Package". Above the drinks, the Royal Caribbean International logo is visible in the top left corner, and a navigation bar in the top right corner contains the links: "PLAN A CRUISE", "THE EXPERIENCE", "DISCOVER CRUISING", and "ALREADY BOOKED".

Below the main image is a search bar with the following fields: "CRUISE TO ANYWHERE", "LEAVING FROM ANYWHERE", and "DEPARTING ANY DATE". A yellow "SEARCH" button is located to the right of the date field.

At the bottom of the banner are three promotional tiles:

- SAIL FROM NEW YORK**
Starting from USD **\$399**
BOOK NOW
- Club Class Bonus**
GET **\$250**
Instant Savings
BOOK NOW
- SAIL FROM SAN JUAN**
Starting from USD **\$505**
BOOK NOW

At the very bottom of the banner is a dark blue bar with the text "BEST CRUISE LINE 14 YEARS IN A ROW" in the center. On either side of this text are circular award logos: "BEST CRUISE LINE A CARIBBEAN" on the left and "BEST CRUISE LINE OVERALL" on the right.

CONTENT CALENDAR

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

Royal Caribbean: COME SEEK





THANK
YOU!