

Carnival Cruise Lines

Background

As the largest and most recognizable brand in the cruise industry, Carnival's goal is to grow the category as a whole in order to increase its market share.

Carnival's core target is the "Cruise Rookie," the person who has not yet cruised, but is open to the idea. However, Carnival is not after just any Cruise Rookie, but those who are considered spirited. They are a fun loving group who will wholeheartedly enjoy, and make the most of their first experiences on a Carnival Cruise. The target group tends to skew female with a median age of 42, who live in the suburbs but may travel into the city for work or entertainment.

Objective

The campaign objective was to fuel the growth of the cruise category while also increasing awareness and bookings amongst the target audience of "Cruise Rookies" and the average "Spirited" consumer by building a strong presence in key port markets. This would allow Carnival to stand out as a convenient vacation option where locals have the ability to board a cruise within close proximity to their homes.



Strategy

The strategy was to emphasize the fun experience and the close-to-home convenience of a Carnival Cruise adventure by building a strong presence in key port markets through highly relevant, innovative, nuanced and bold OOH media that reach and resonate with consumers at multiple daily touch-points.

With the goal of increasing brand consideration for Carnival, the planning agency used proprietary consumer data to help select key venues, relevant times of day for digital messaging, and to assess the consumer mindset to determine the major elements and timing of the campaign.

A combination of broad out of home media and large format impact units were used, while keeping the markets' nuances in mind to create the right mix for each locale. High traffic bulletins served as the foundation of the plan. Locations were selected based on geography and their ability to target key areas with high densities of Spirited Cruise Rookies, as well as by analyzing EOI ratings to find those units with the best visibility and in-market impressions. Digital and static gas station signage were also used to increase visibility roadside.



Mall media was another important element in Carnival's 2012 out of home plan. The mall provided the perfect opportunity to speak to the target in a more leisurely environment, where they would likely be open to considering a fun vacation option. Moreover, malls offer a great forum to reach moms who are often the primary vacation decision-maker. Specific shopping centers were chosen based on average monthly traffic, as well as anchor stores that aligned with the target demographic. Within each location, custom platforms such as elevator wraps, stair wraps, floor clings, and

giant, ceiling-hung digital and traditional banners were used to create impact and generate awareness amongst the core target. These unique formats were complemented with back-lit and digital kiosks to provide eye-level coverage throughout the malls.

In an effort to create impact and resonate with local residents, OOH inventory was customized to each market. In Dallas, two walls in high traffic areas gave Carnival ample space to bring their exciting creative to life. In both Dallas and Houston, street kiosks were chosen to target popular retail areas. In New York commuter rail, subways, bus shelters, digital newsstands and taxi media were used to reach New Yorkers both in and outside of the city, with messaging tailored to the local. Additionally, two high-profile, large-format walls were used to create a lasting impression. The first was a spectacular near Times Square, using 3D props to bring the ship to life on one of NYC's busiest street corners. The second was a wall reading to backed-up traffic entering the Holland Tunnel.

Throughout all of the OOH elements, Carnival's creative made the most of the space and the environment, tying the message to the medium wherever possible. For example, digital GPS-enabled taxi tops were brought in to display the vehicle's distance to the port at any time. Digital newsstands in NYC displayed the current temperature in the Caribbean. A model waterslide was built to connect two wallscapes in Dallas. A wrapped elevator in the Roosevelt Field mall was transformed into a "Vacation Transporter Pod," and decals on the frames of street kiosks in Dallas and Houston had people trying to climb into the depicted beach scene.

Plan Details

Markets: Dallas-Ft.Worth, Houston, New York

Flighting Dates: January-February, April-May 2012

Budget: \$500,000 and over

Out of Home Formats:

Dallas

- Bulletins, Digital Bulletins, Kiosks, Gas Stations, Malls, Walls
- Unaudited Impressions: 99,219,057
- TAB OOH Ratings: 70,431,568

Houston

- Bulletins, Kiosks, Gas Stations, Malls, Walls
- Unaudited Impressions: 87,553,008
- TAB OOH Ratings: 65,262,272

New York/NJ

- Bulletins, Subway, Commuter Rail, Bus Shelters, Digital Newsstands, Malls, Taxi Tops, Taxi TV, Wallscapes
- Unaudited Impressions: 599,140,644
- TAB OOH Ratings: 72,570,556

Results

According to Carnival's analytics dashboard, the markets that had OOH support this year have achieved the best year-over-year passenger growth, performing much better than the markets that did not utilize OOH (even though they may have also had TV).

The campaign also received significant media coverage:

ADWEEK ADFREAK: <http://www.adweek.com/adfreak/carnival-cruise-lines-makes-splash-clever-out-home-ads-140873>

Ads of the World: http://adsoftheworld.com/media/outdoor/carnival_cruiselines_waterslide_escape

Boston.com: <http://www.boston.com/businessupdates/2012/06/11/billboard-campaign-from-arnold-worldwide-promotes-carnival-cruises-nyc/UmGR0tYDI1rHQti1qV9Bil/story.html>

