

Carnival Cruise Lines

Background

Being the largest brand in the cruise industry, Carnival achieves success by growing the category and increasing their share within it. In order to fuel that growth, Carnival works to build a strong presence in key local markets that support the brand's strategic advantage of having the most ports in the US. Given that residents of these key markets have the ability to travel only a short distance and jump on a Carnival cruise, Carnival uses out of home to engage the audience and push that close-to-home message.

Additionally, Carnival Magic, the newest, largest ship in the fleet, will sail out of Galveston beginning in November 2011. This is another driver of excitement for the Carnival brand and opens the door to further drive business from Texas markets.

Objective

In order to grow the Carnival brand, the core target is "Cruise Rookies" – people who have not yet cruised, but are open to the idea. However, Carnival is not just looking for any Cruise Rookies, they want to connect with rookies who fit a "spirited" psychographic – a fun-loving group who will wholeheartedly enjoy the first time experiences that can be fulfilled on a Carnival cruise. This targeting is evident through the creative campaign "Didja Ever," which brings these first time experiences to life through fun and engaging out of home. Additionally, Carnival wanted to grow its Facebook fan base, and enlisting "Spirited Cruise Rookies" to interact with the brand and its ambassadors.

Strategy

Carnival believed out of home would provide them with the broad local reach and unique placements necessary to get consumers thinking about all the new things they could try on a Carnival cruise.

Fundamental to the strategy was out of home in malls. Malls provide the opportunity to reach the target in a more leisurely environment to consider the joys of cruising and become a fan. Additionally, the mall setting is a great opportunity to reach moms, often the primary vacation decision maker. Within each mall, Carnival created its own wallscapes and unique units (exterior elevator wraps, interior elevator wraps, escalator wraps, stair wraps, consecutive banners, and floor decals). They complemented those high-impact units with broader coverage throughout the mall through the use of both static and digital



To round out market coverage, Carnival used high-profile bulletins as the lead reach vehicle (when appropriate for the market). They used static boards to maintain 100 percent share of voice while posted, but also used ever-growing digital bulletin networks as a way to maintain that coverage while providing the flexibility to refresh creative regularly and feature real “Cruise Rookie” experiences. Digital boards featured rookies from each particular market enjoying their first-time experiences aboard Carnival. Photos could be submitted via Carnival’s Facebook page and were then uploaded to the digital boards in the cruiser’s home market. This was another great way of using the strengths of digital out of home to reinforce the convenience of a Carnival cruise with local residents.



Lastly, Carnival used out of home inventory custom to each market to help Carnival stand out and further resonate with residents. With limited walls available in Dallas, Carnival selected one of the most high-impact locations available to bring the campaign’s creative potential to life on two walls in one unique placement. Since bulletin/wall coverage in Washington DC is scarce and there are copy limitations to boot, Carnival selected a different form of high-impact unit with DC’s double-decker tour buses. The buses generated a core downtown presence on the street, and complemented commuter posters and 2-sheets to reach the large population of public transit riders. In New Orleans, the famous street cars offered the opportunity to reach residents and local vacationers alike with a vehicle that is both eye-catching as well as a part of the local community. Finally, due to a limited budget Carnival had to approach New York City strategically. They looked at the concentration of “Spirited Cruise Rookies” by ZIP code, and found that most of them reside in the outer boroughs, upstate, and New Jersey. Therefore, Carnival secured a strong showing of posters and 2-sheets on various commuter rail lines to reach those commuters. Additionally, they used a combination of bulletins in key locations (i.e. Major Deegan, LIE) as well as Taxi TV to push video messaging.



Plan Details

Market: Austin, Baltimore

Baton Rouge, Dallas/Ft. Worth, Houston, New York/NJ, New Orleans, San Antonio, Washington DC

Flight Dates: April 4 - May 23, 2011 and July 11 - September 4, 2011

Out of Home Formats Used: Bulletins, Digital Bulletins, Malls (Wallscape, Interior & Exterior Elevator Wraps, Stair Wraps, Banners, Floor Decals, Static Dioramas, Digital Dioramas), Subway 2-Sheets, Double Decker Buses, Street Car Trolley Kings, Interior Car Cards, Taxi TV

Budget: \$100,000 and over

Results

Each of Carnival’s out of home markets achieved year-over-year growth in traffic to Carnival.com during the months of activity. Additionally, as part of an overall integrated “Didja Ever” campaign, the out of home media helped Carnival achieve a milestone of 1 million fans during the week of June 27th (up from 418,747 at the start of the campaign on December 26, 2010).