



ROYAL CARIBBEAN MEDIA PLAN

APR 522 Final | Spring 2021

The University of Alabama

Knox Fanelli & Savannah Kelly



SITUATION ANALYSIS



DURATION:

July – December 2021

BUDGET:

\$25 Million

BUSINESS CHALLENGE

Overcome the hesitation for traveling via cruises created by the COVID-19 pandemic

OBJECTIVES

- **Business Objective:** Increase bookings by 15% by the end of 2021
- **Marketing Objective:** Increase market share among competitors by 10%
- **Communication Objectives:**
 - Add 1 million new subscribers to their email database
 - Increase RCCL website visits by 30%
 - Generate 5 million (positive) social mentions about RCCL by the end of 2021.

SWOT ANALYSIS

- **Strengths**

- Caribbean destinations are the most popular among US passengers², and RCCL has 28 ports of call in the Caribbean.³
- RCCL operates the four largest cruise ships in the world: Symphony, Harmony, Oasis, and Allure of the Sea.⁴

- **Weaknesses**

- RCCL is lacking in digital marketing, earning only 88 impressions/dollar (digital spend \$13.5m, total impressions 1,140).²
- In the 2020 Friends of the Earth Cruise Line Report Card, RCCL received a D. The Report Card is evaluated on sewage treatment, air pollution reduction, water quality compliance, and company transparency of environmental information, and young travelers are becoming more environmentally conscious.

- **Opportunities**

- HHIs are rising, which allows more people to be able to afford cruises.²
- The three main drivers to cruising are surroundings, value, and experiences.²
- Demand for cruise travel is projected to rise over the next five years, as positive economic conditions encourage US consumers to make more discretionary purchases.⁶

- **Threats**

- The biggest barrier for consumers is the cost of getting to the departure point.² RCCL has 13 US departure ports in nine different states.³
- Climate change is causing stronger, more frequent hurricanes that are disrupting the Caribbean market, which can increase operating cost and fear among potential travelers.²

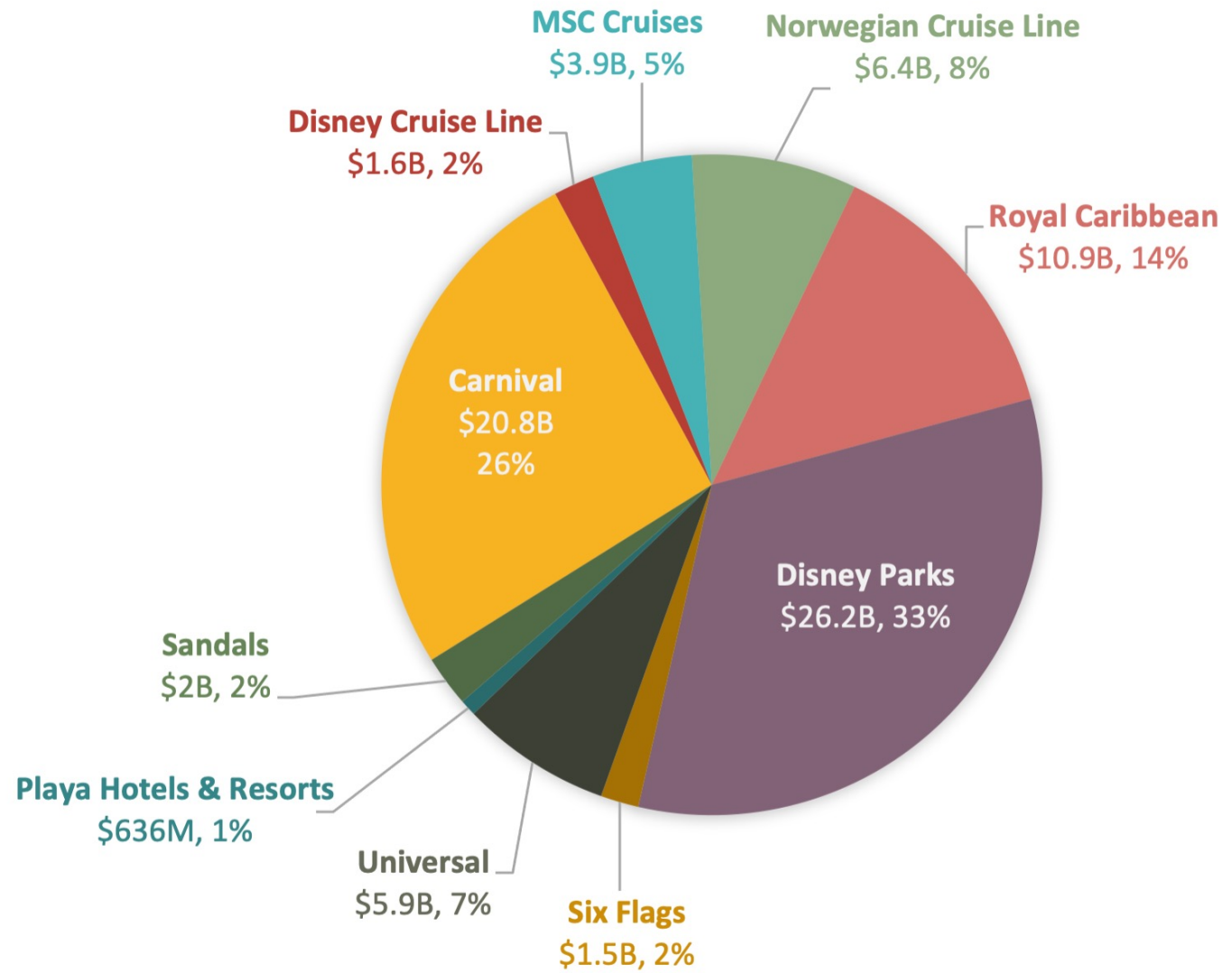


COMPETITIVE ANALYSIS



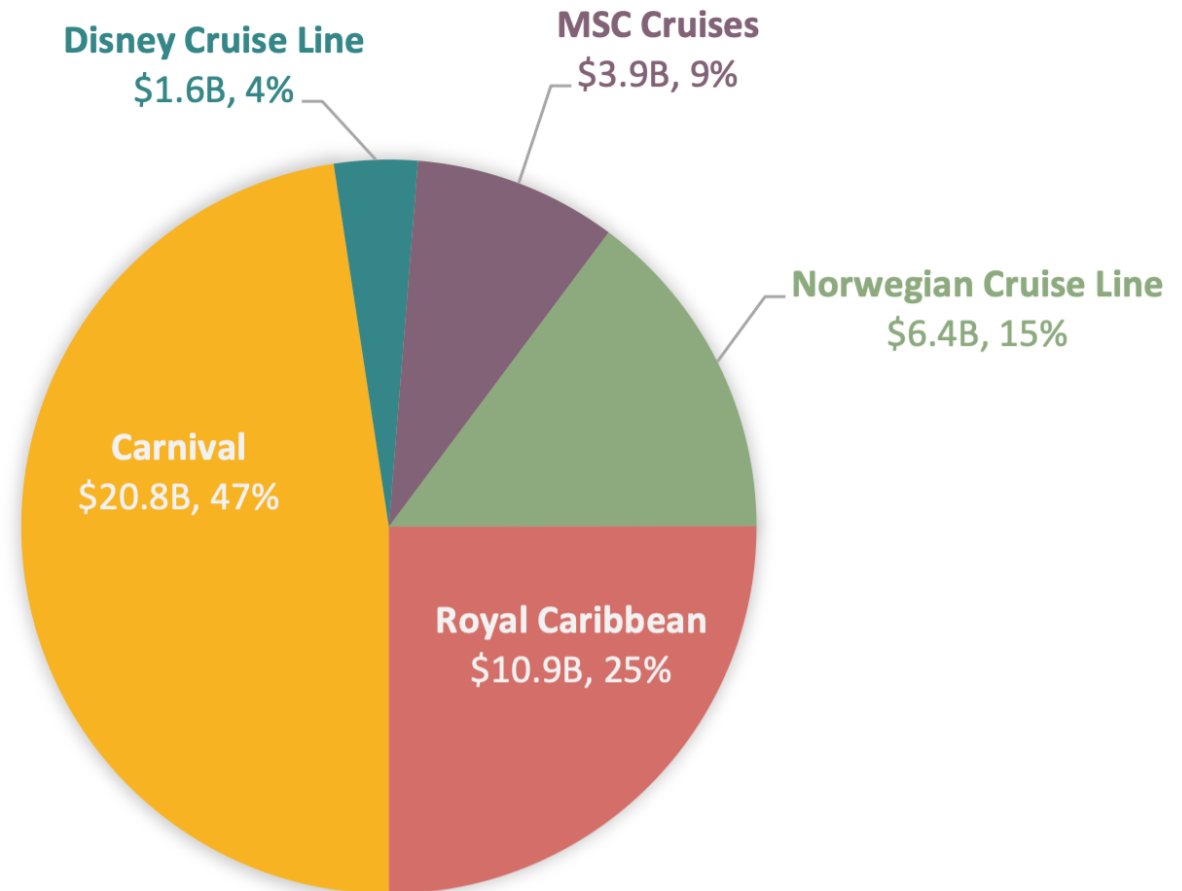
MARKET SHARE

ALL COMPETITORS

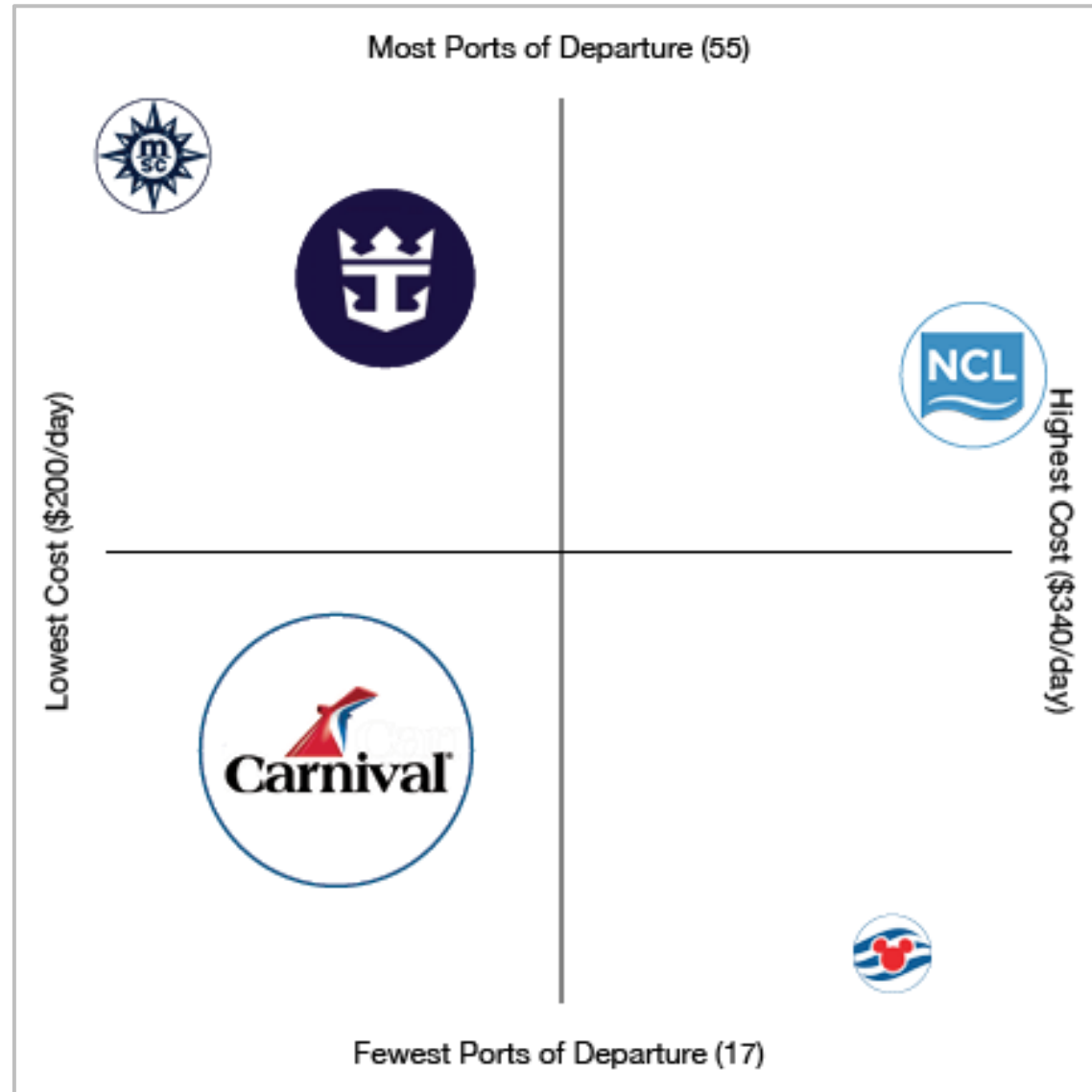


MARKET SHARE

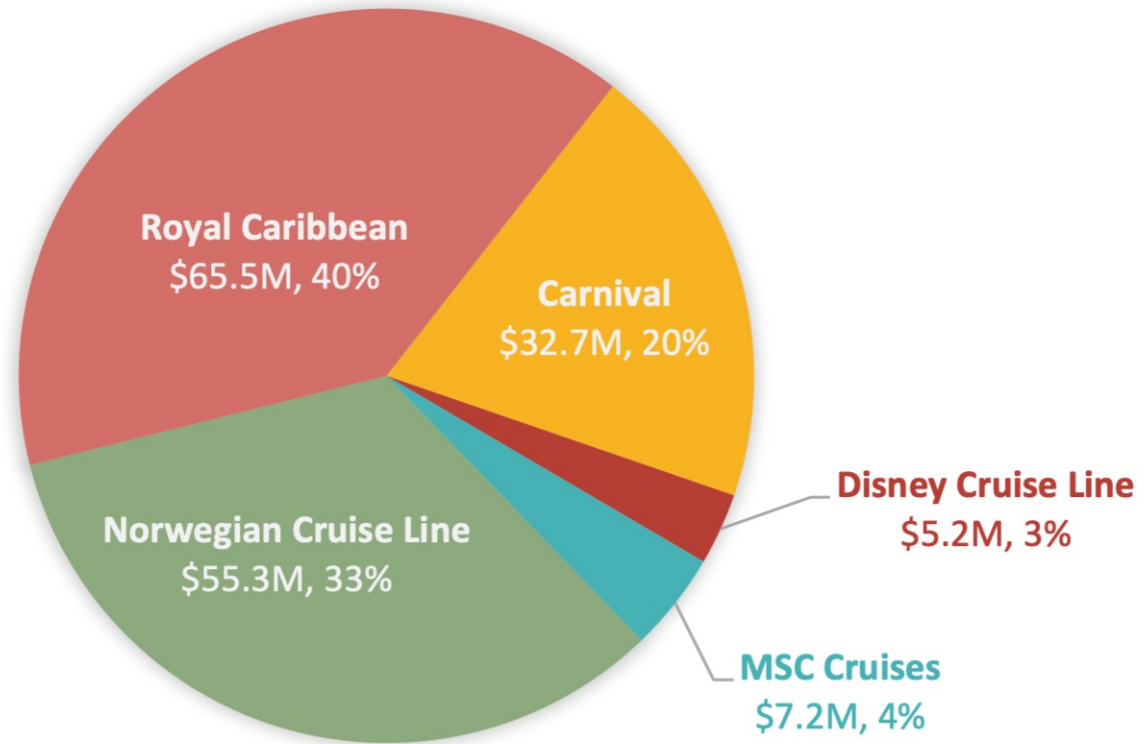
CRUISE LINES



BRAND POSITIONING MAP

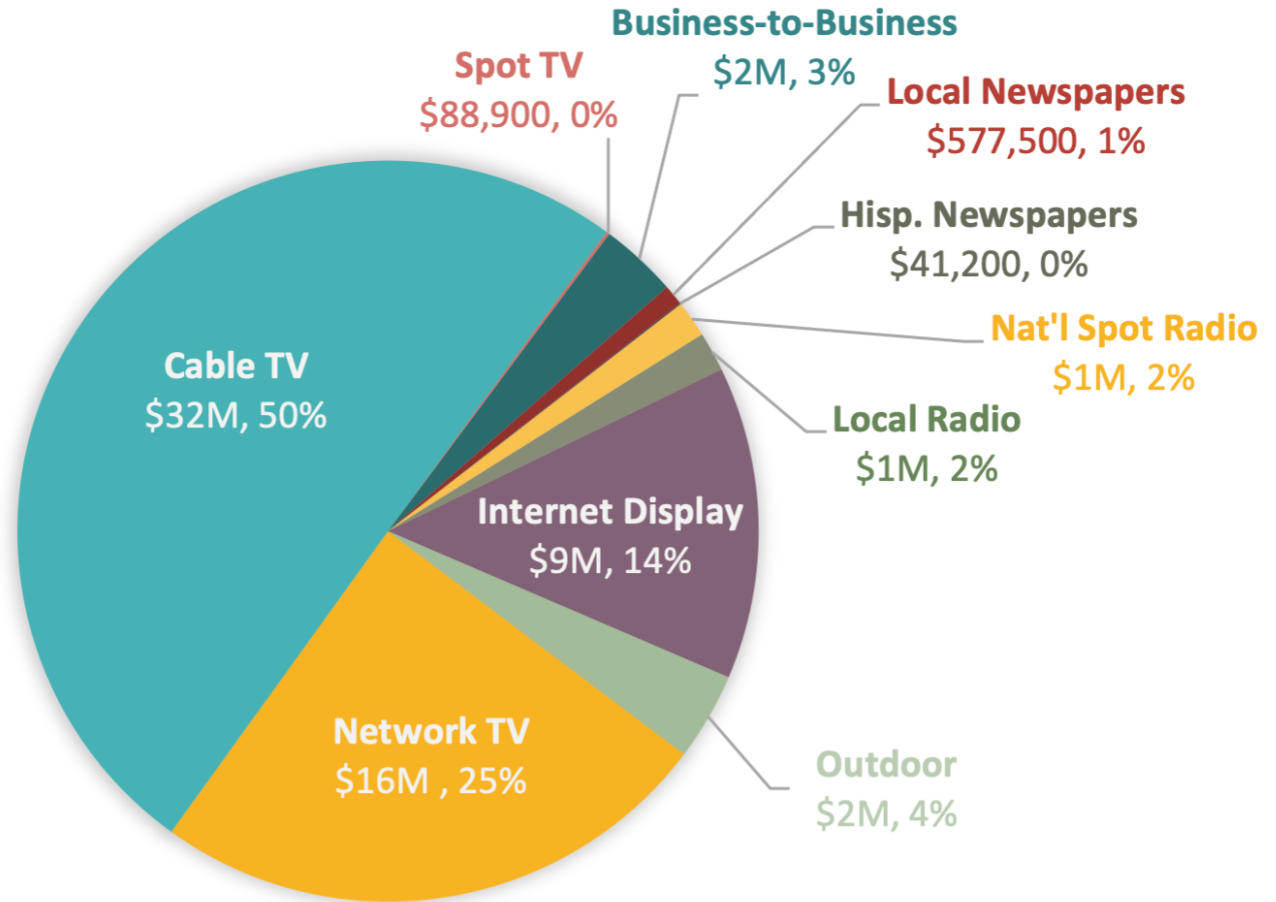


ADVERTISING SHARE OF VOICE



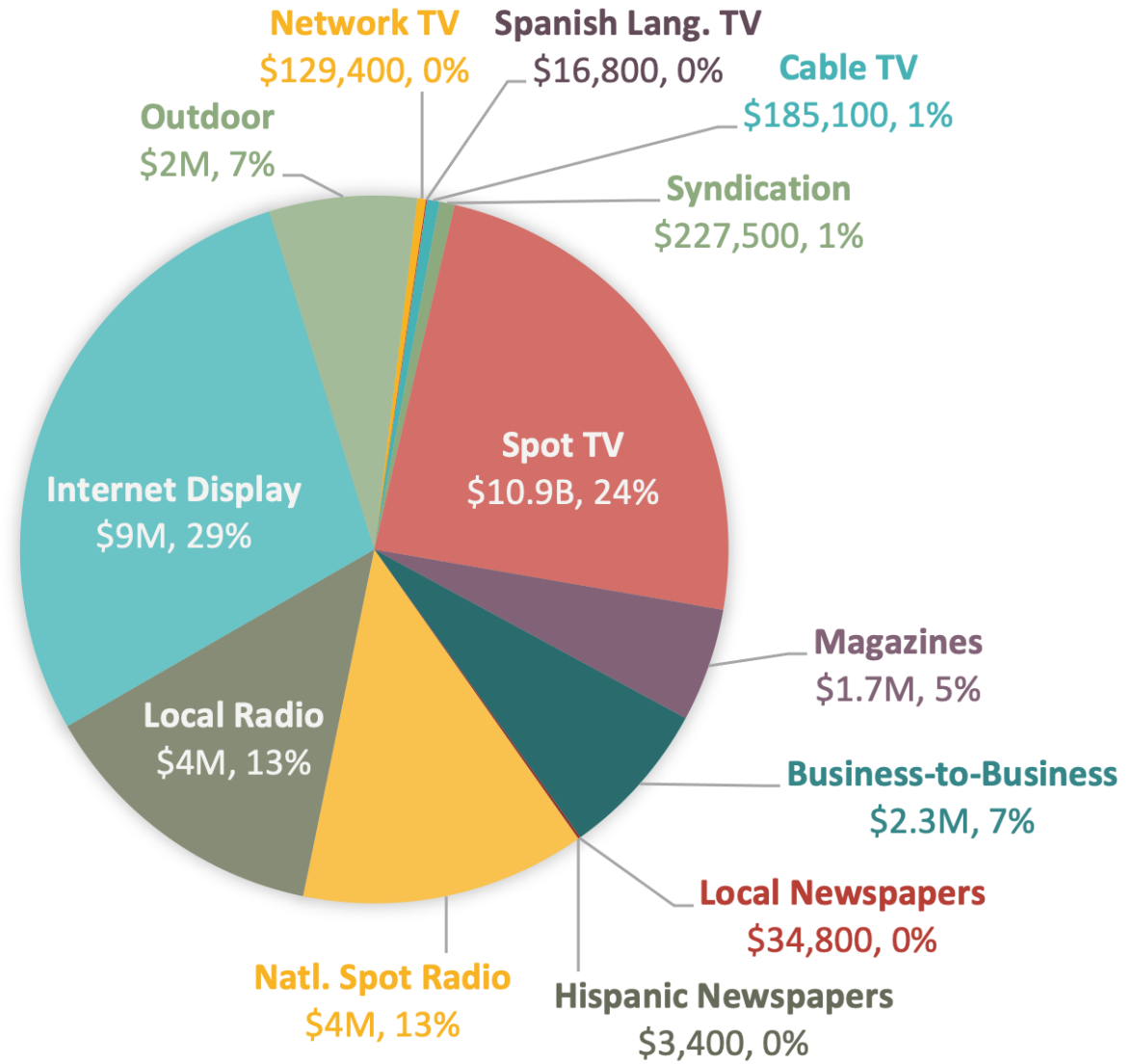
MEDIA MIX

ROYAL CARIBBEAN



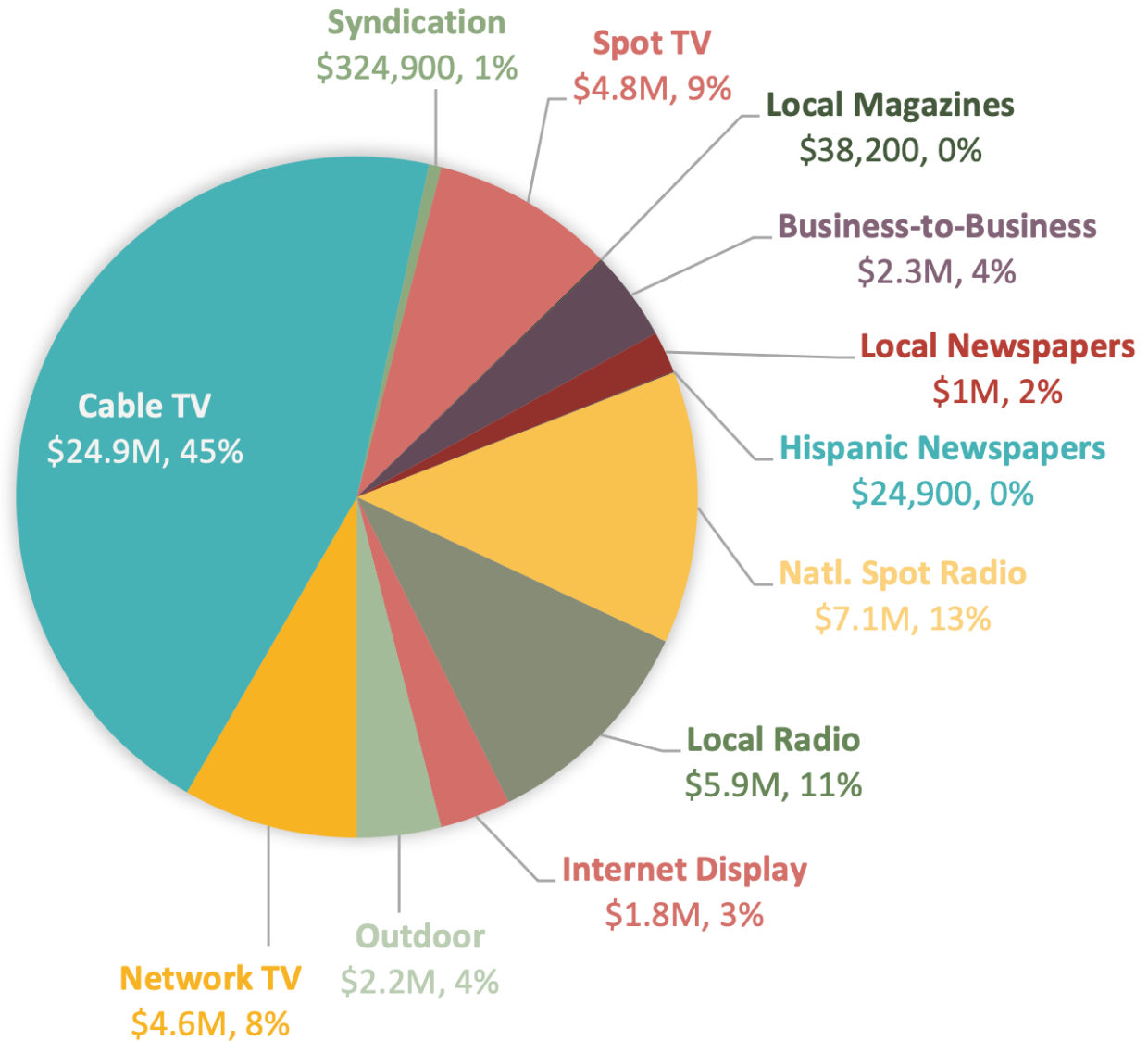
MEDIA MIX

CARNIVAL



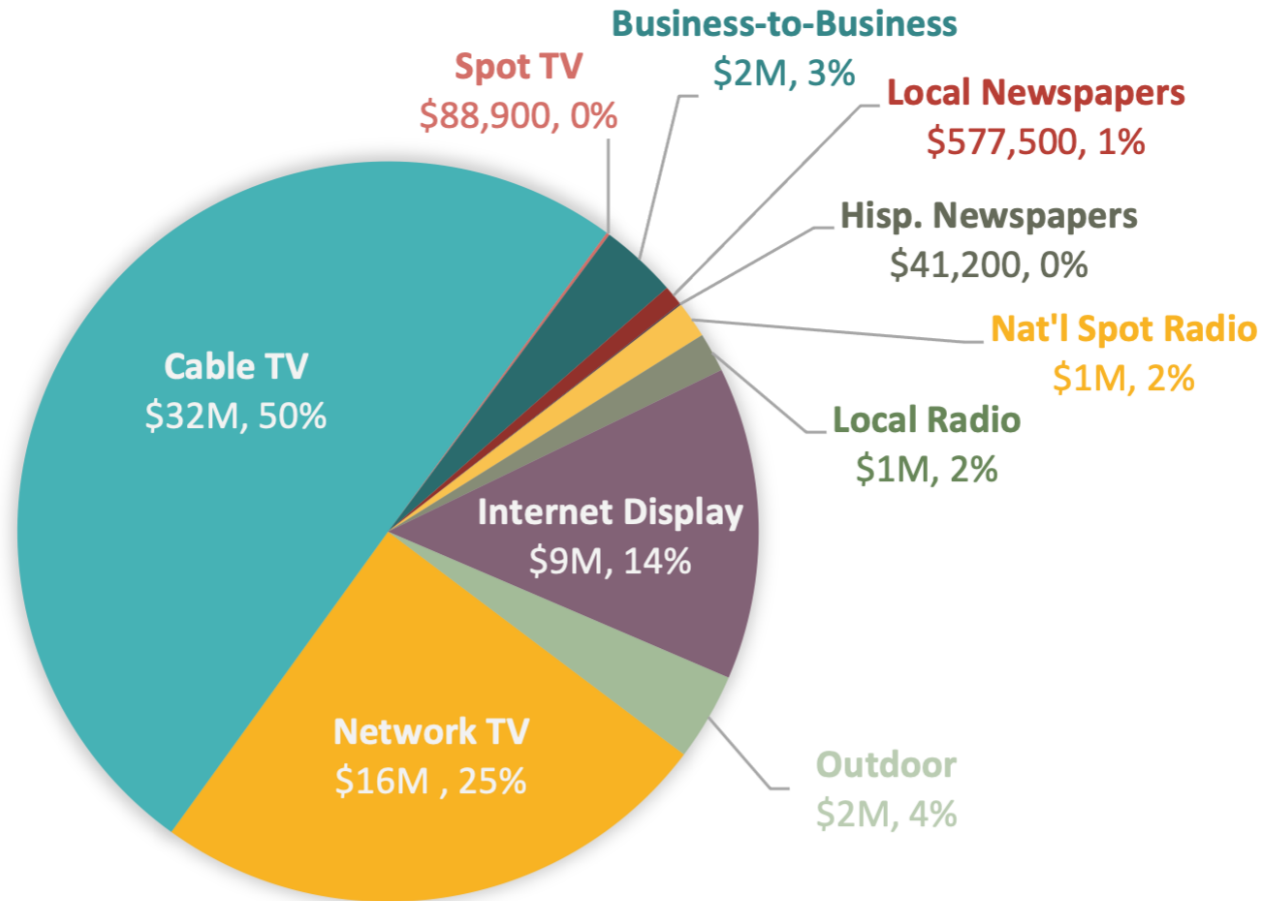
MEDIA MIX

NORWEGIAN CRUISE
LINES



MEDIA MIX

ROYAL CARIBBEAN





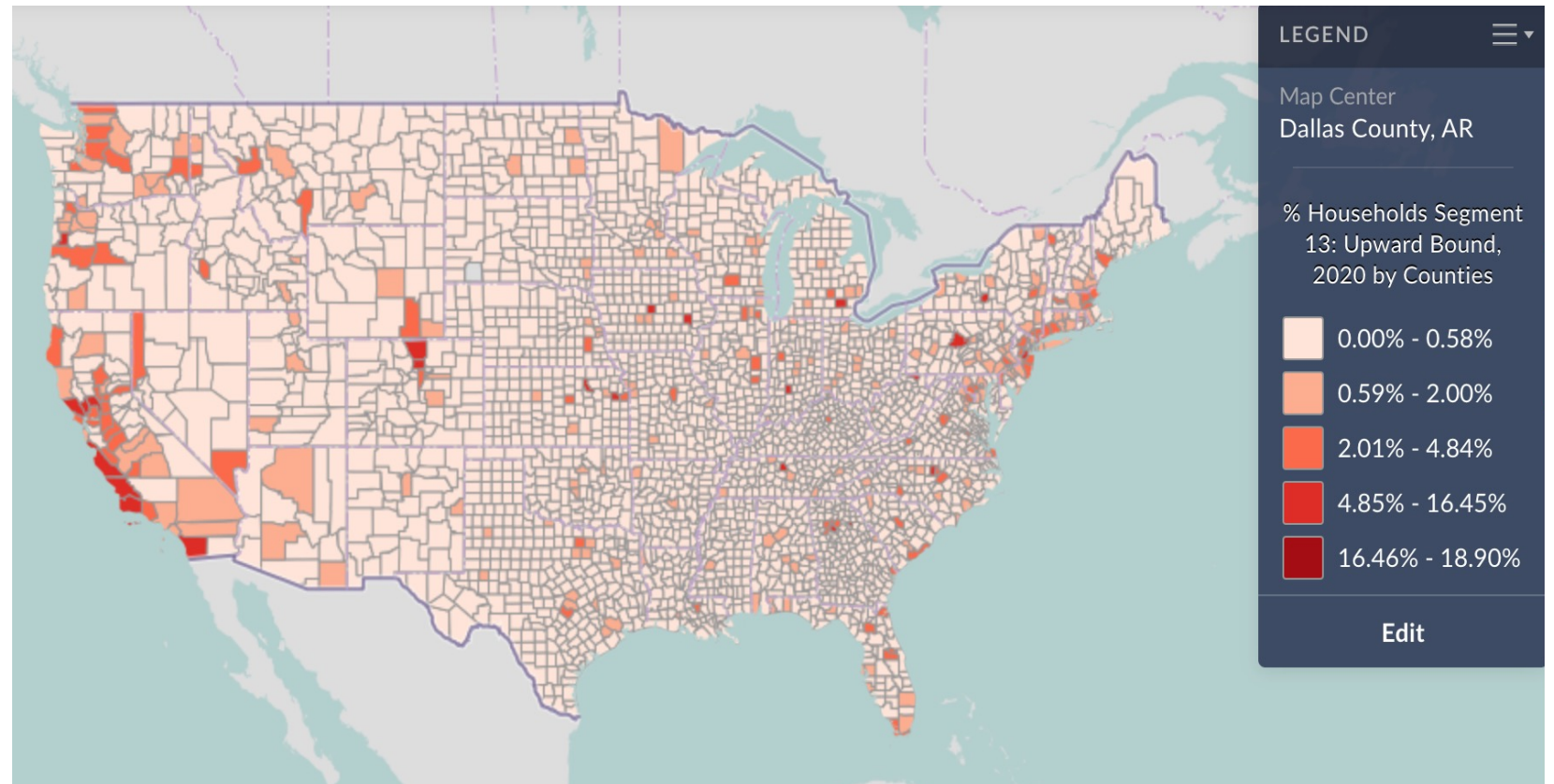
TARGET AUDIENCE



DEMOGRAPHICS

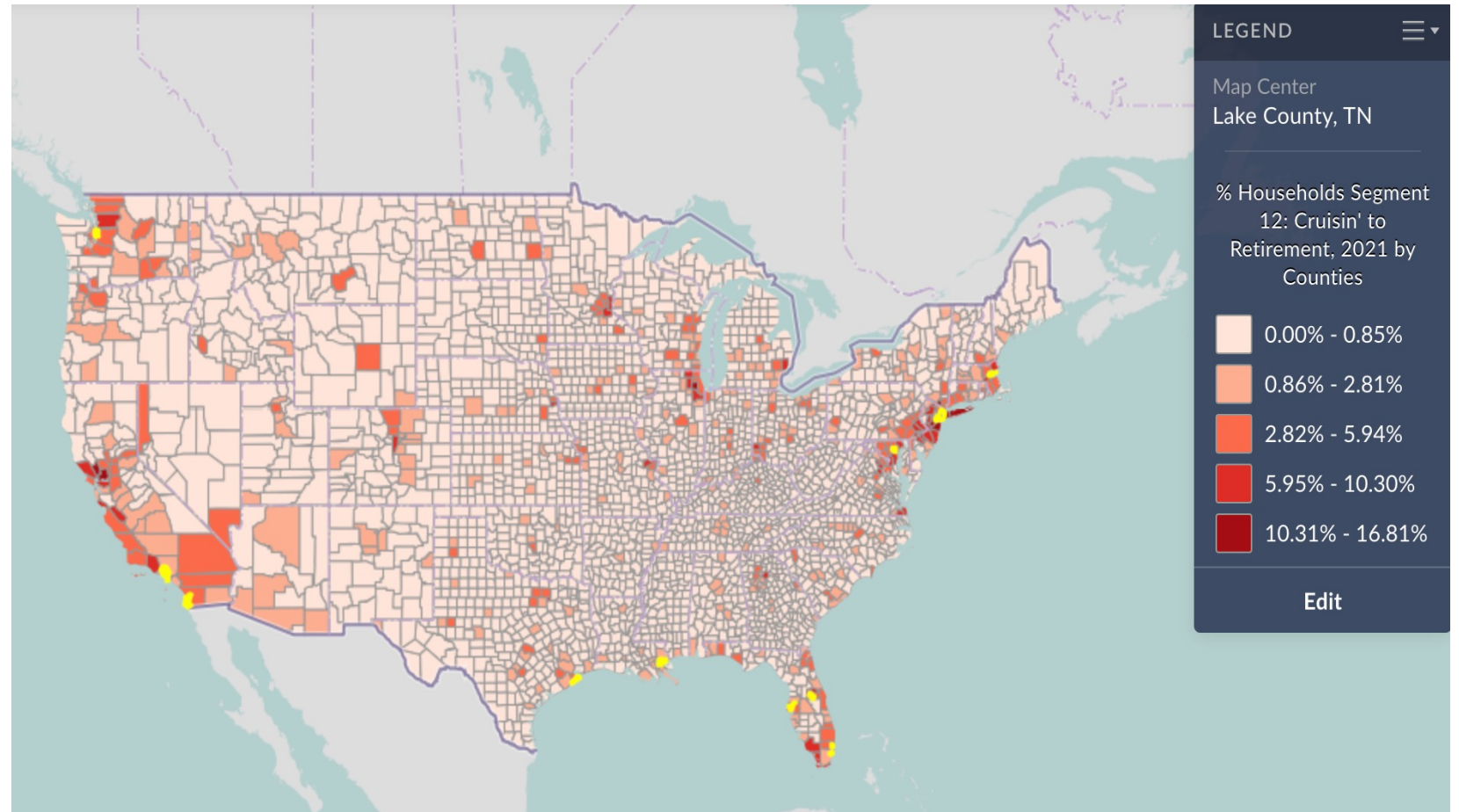
- Age: 35+
- Gender: Male & Female
- Education: College Educated
- Race: Mostly White Men and Women
- HHI: \$50,000+
- Brand Loyalists
 - Customer Switching
- Shops at: Costco & Whole Foods
- Purchases Environmentally-Friendly Products

GEOGRAPHICS



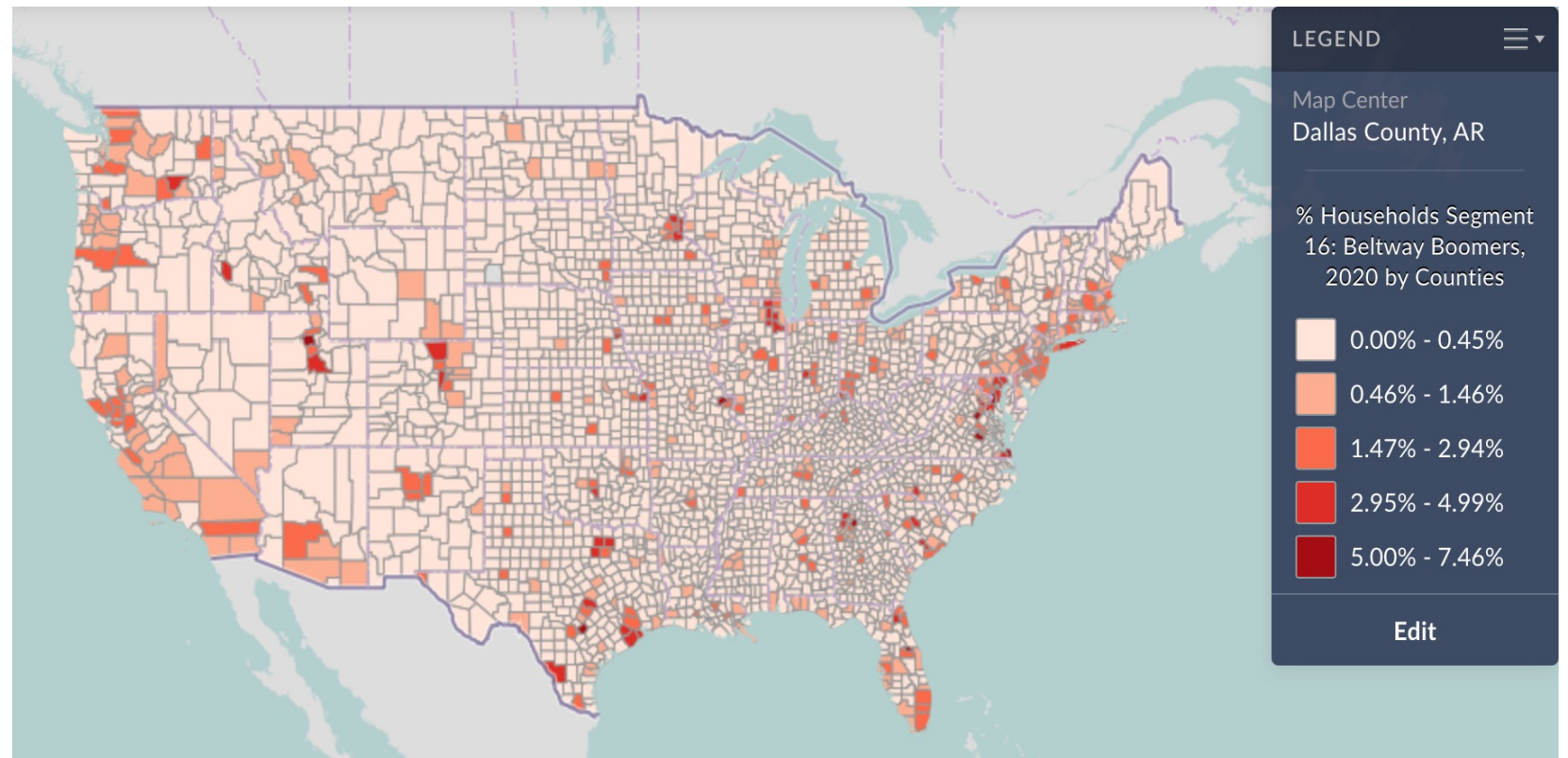
- PRIZM: Upward Bound

GEOGRAPHICS



- PRIZM: Cruisin' to Retirement

GEOGRAPHICS



- PRIZM: Beltway Boomers



PERSONAS



INTRODUCING... FAMILY-FOCUSED STANLEY COOPER



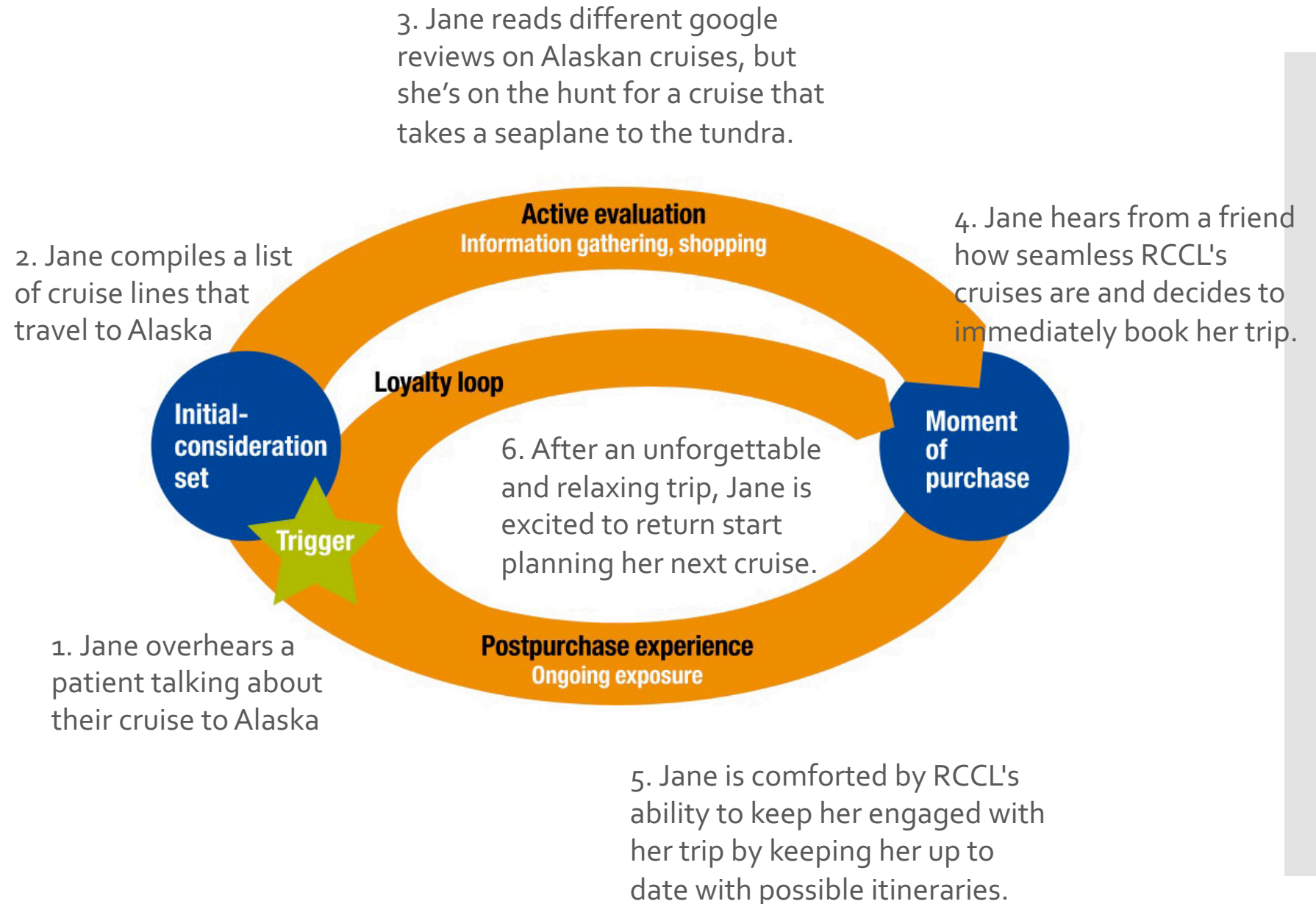
- PRIZM segment: Beltway Boomers
- Age: 46
- Gender: Male
- Location: Tampa, Florida
- Education: Bachelor's Degree
- Occupation: Real Estate Agent
- Relationship Status: Married with two young children
- Activities: Enjoys coaching his kids soccer team, enjoying Chick-Fil-A lunches, spending time with his family, and shopping at Costco.
- Day in the Life: Family-Focused Stanley starts a seamless day closing deals on beachfront condos, after a long day of work he enjoys sipping Mai-Tai's when he's not coaching his kids' soccer team. On weekends he enjoys walking the aisles of Costco to ensure he doesn't miss a special deal. If he's lucky enough to not have to coach his kids' soccer team, Stanley enjoys a hot chicken biscuit from Chick-Fil-A on Saturday mornings.

INTRODUCING... FOREVER YOUNG JANE SMITH



- PRIZM: Cruisin' to Retirement
- Age: 66
- Gender: Female
- Location: Houston, Texas
- Education: Board Certified PA
- Occupation: Physician's Assistant
- Relationship Status: Married w/ 2 kids out of college
- Activities: Enjoys driving her Volkswagen Beetle along the bayou, avid jazz festival attendee, enjoys learning about the stock market on Fox Business, and enjoys taking wildlife photos in Alaska.
- Day in the Life: Forever Young Jane Smith wakes up ready to enjoy the wind ripping through her Volkswagen Beetle on the way to her work as a PA. After a raucous weekend at Houston's Jazz Festival and spending a bit too much money, Jane checks in on her 401k on Fox business. Jane eagerly awaits the opportunity to return to Alaska's tundra to take pictures of Alaska's wildlife.

JANE'S CDJ JOURNEY

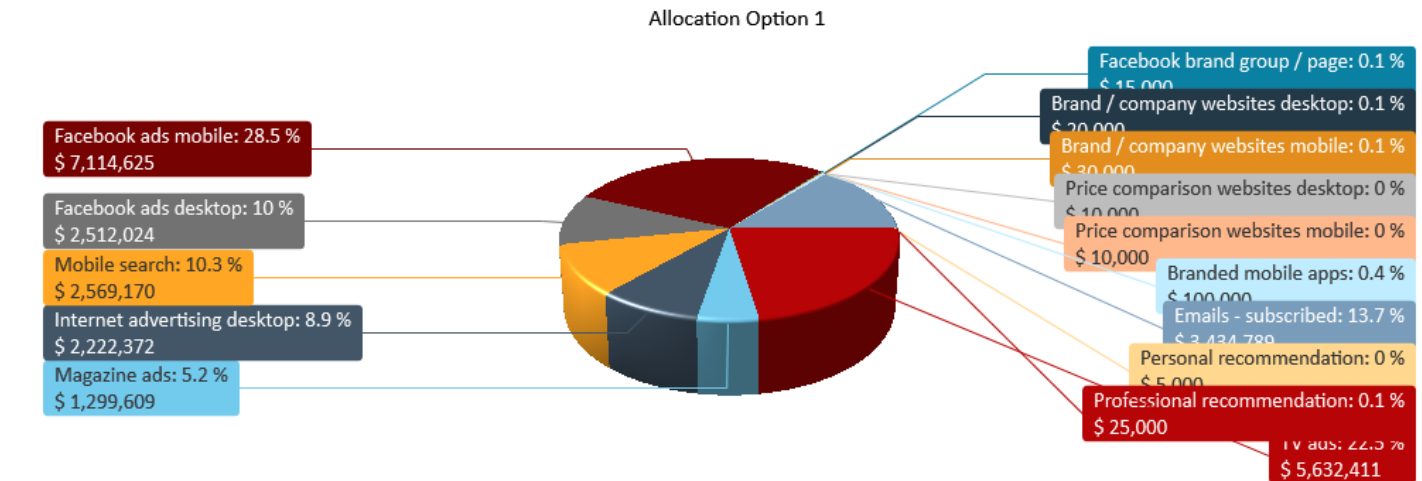




INTEGRATED PLAN RECOMMENDATION



STRATEGY



- **Paid Media**

- TV advertisements
- Magazine advertisements
- Internet advertising (desktop)
- Mobile search advertising
- Facebook advertising (desktop and mobile)
- Emails to subscribers

- **Owned Media**

- Branded mobile app
- Brand websites (desktop and mobile)
- Facebook brand page

- **Earned Media**

- Personal & Professional recommendations
- Price Comparison websites (desktop and mobile)



CHANNELS



TV ADS

- **Budget:** \$4,632,411
- **Impressions:** 51,892,001
- **GRPs:** 220
- **Example:** Place ads on a variety of popular channels, such as NBC, FOX, CBS, and ESPN.
- **Rationale:** TV ads are the most expensive channel in our campaign, but they reach a lot of people, which increases awareness towards RCCL. While they are expensive, they are needed to reach a broad audience, which is the campaign's intent. TV ads are very good at conveying emotion and help consumers visualize the cruise experience, which is critical because you cannot try the experience before booking a cruise.



MAGAZINE ADS

- **Budget:** \$1,299,609
- **Impressions:** 51,892,001
- **GRPs:** 77
- **Example:** RCCL having a vivid ad in Garden and Gun to appeal to affluent southerners.
- **Rationale:** Magazine Ads are excellent resources for their ability to explain lots of detailed information. Through vivid advertisements, it allows them to convey affective qualities, while certain magazines are invaluable in tapping into specific audiences. Target specific audiences demographically, such as Garden and Gun in the south.



ONLY ON
ROYAL CARIBBEAN®

HEART-POUNING ATTRACTIONS
Rock climbing or braving the FlowRider® surf simulator? Across every ship, Royal Caribbean is known for its adrenaline-inducing adventures. Step onto *Harmony of the Seas*® or the exciting new *Symphony of the Seas*™ to test your courage on *Ultimate Abyss*®, the tallest slide at sea. *Anthem of the Seas*® is home to the jaw-dropping *North Star*® for 360-degree views at 300 feet.

DELIGHTFUL ENTERTAINMENT
Meet your favorite DreamWorks characters and marvel over skaters spinning on the only ice rinks at sea. Oasis Class ships take entertainment to the next level at the Aqua Theater, where aerial performers execute stunning acrobatics into the deepest pool at sea. The curtain rises on award-winning musicals like "Grease," "Mamma Mia!" and "Hairspray."

MOUTHWATERING DINING
On Oasis and Quantum class ships, choose from rustic dishes at Jamie's Italian and classic burgers at Johnny Rockets®, or make it a night of whimsy at Wonderland Imaginative Cuisine on *Harmony of the Seas*®. Order a cocktail from a robot bartender at Bionic Bar.®

OVER-THE-TOP ACCOMMODATIONS
Only on Oasis Class ships, we can arrange a value-packed DINE DRINK DISCOVER package that includes balcony views of the Boardwalk or Central Park. Or take it to the top with Royal Suite Class. The highest tier, Star Class, redefines VIP luxury with a Royal Genie to arrange special access throughout the ship. No matter what ship you choose, you'll encounter "only on Royal Caribbean" moments that will take your breath away. Visit our website, found on the back cover, and enter **OFFER M17227** to find the best voyage.

North Star®, Anthem of the Seas

TRAVEL 19

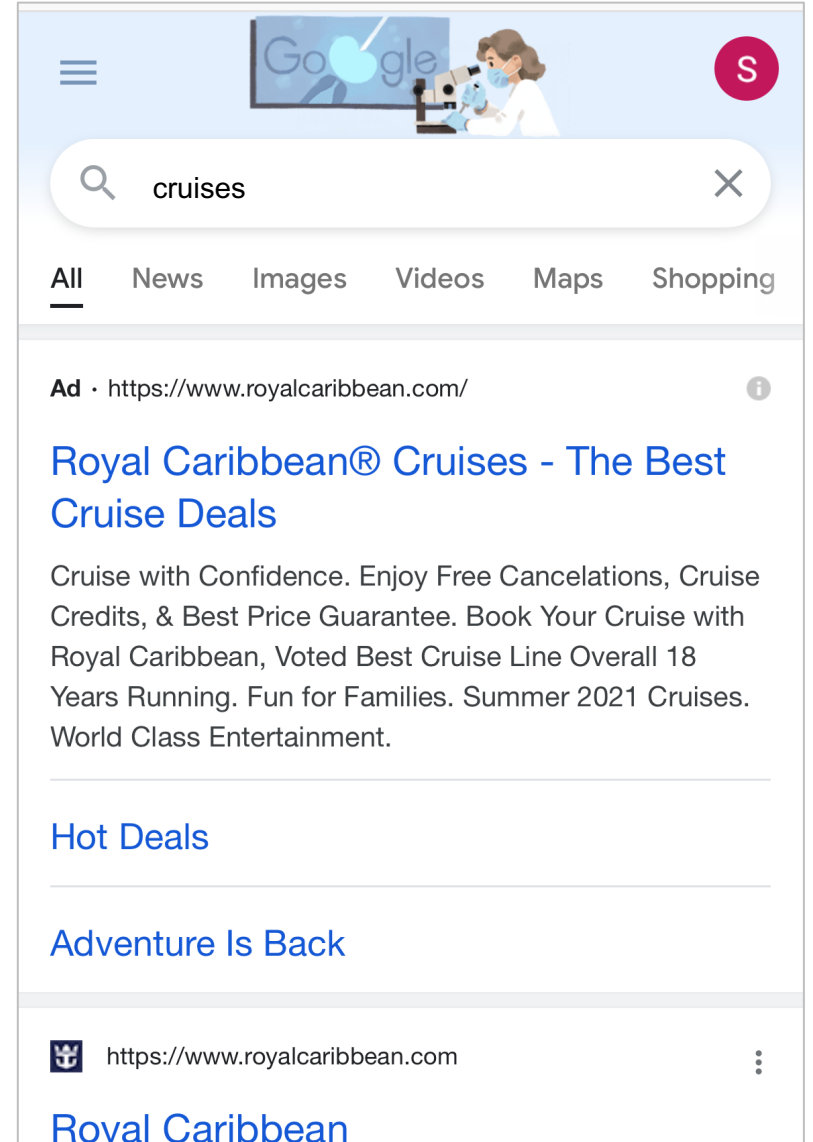
INTERNET ADS – DESKTOP

The screenshot shows a desktop view of a travel blog website. The header features the 'NOMADIC MATT' logo, social media icons for Facebook, Instagram, Twitter, and Pinterest, a search bar, and a navigation menu with links to ABOUT, BLOG, TRAVEL TIPS, DESTINATIONS, RESOURCES, COMMUNITY, MEMBERS, and a SHOP button with a shopping cart icon. The main content area displays an article titled '6 REASONS YOU SHOULD LEARN THE LOCAL LANGUAGE BEFORE YOUR TRIP' with a thumbnail image of a woman sitting on a ledge overlooking a city. To the right of the article is a large banner advertisement for a cruise ship, featuring the text 'WHERE ADVENTURE BEGINS' and logos for Royal Caribbean and Costa Concordia.

- **Budget:** \$2,222,372
- **Impressions:** 70,832,268
- **GRPs:** 300
- **Example:** A banner ad on travel blog websites.
- **Rationale:** Aside from being one of the most cost-effective ranking channels, 93.3-96.3% of our target audience uses Internet daily. It is one of the most cost-effective CPMs available.

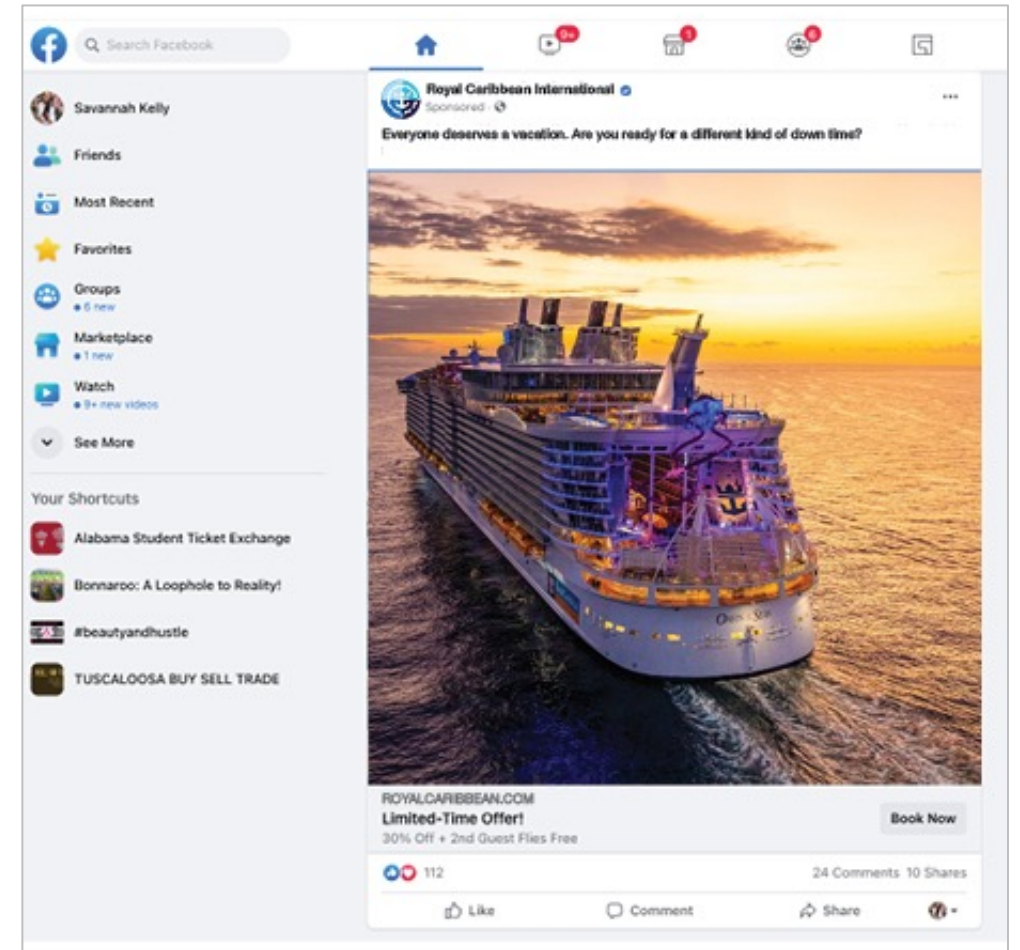
MOBILE SEARCH ADS

- **Budget:** \$2,569,170
- **Impressions:** 56,631,113
- **GRPs:** 240
- **Example:** If someone searches "cruises" on Google, RCCL's website will be the first link shown.
- **Rationale:** Another cost-effective channel, but younger demographics use mobile phones more often than older generations. It ranks right around the 60th percentile in channel ranking. Mobile Search ads have the ability to convey detailed information, and can offer high reach for certain keywords.



FACEBOOK ADS – DESKTOP

- **Budget:** \$2,512,024
- **Impressions:** 86,768,889
- **GRPs:** 381
- **Example:** Place advertisements in people's news feeds.
- **Rationale:** 70% of the target audience log into Facebook via desktop daily, while the rest log on incrementally. Its CPM is the second most cost-effective. The older segment of the audience are more likely to have a Facebook, and are frequent desktop users.



FACEBOOK ADS – MOBILE


- **Budget:** \$7,114,625
- **Impressions:** 508,491,949
- **GRPs:** 2,156
- **Example:** Place advertisements in users' news feeds.
- **Rationale:** From the media consumption, 62.7% of our target audience use Facebook mobile on a daily basis, and the remaining 37.3% might not use it daily, but they still use it incrementally. Its CPM is the most cost-effective. It produces the most impressions in our campaign strategy.



EMAILS SUBSCRIBED/ THIRD PARTY EMAILS

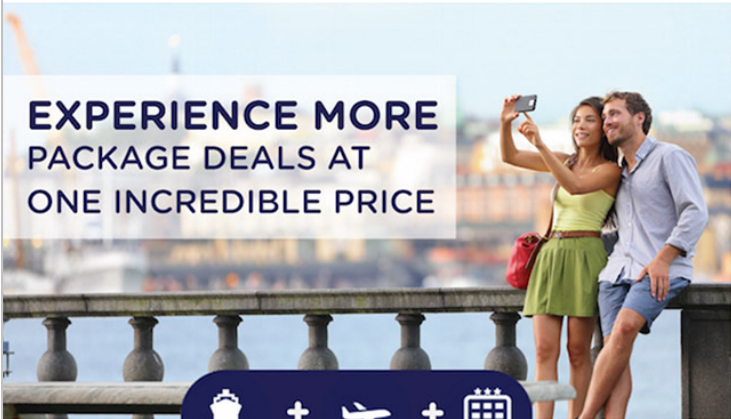
- **Budget:** \$3,434,789
- **Impressions:** 114,100,564
- **GRPs:** 484
- **Example:** Partnering with a travel booking website to distribute emails to their subscribers.


[Trouble seeing this email? | Unsubscribe](#) **Call: 0800 000 0000**
Calls cost 7p per minute plus your network access charge

 [Cruise Deals >](#) [Packages >](#)

A 7 DAY ROYAL CARIBBEAN EXCLUSIVE

EXPERIENCE MORE PACKAGE DEALS AT ONE INCREDIBLE PRICE




CRUISE + FLIGHTS + HOTEL

GREAT VALUE PACKAGE HOLIDAYS WHEN YOU BOOK DIRECT WITH US

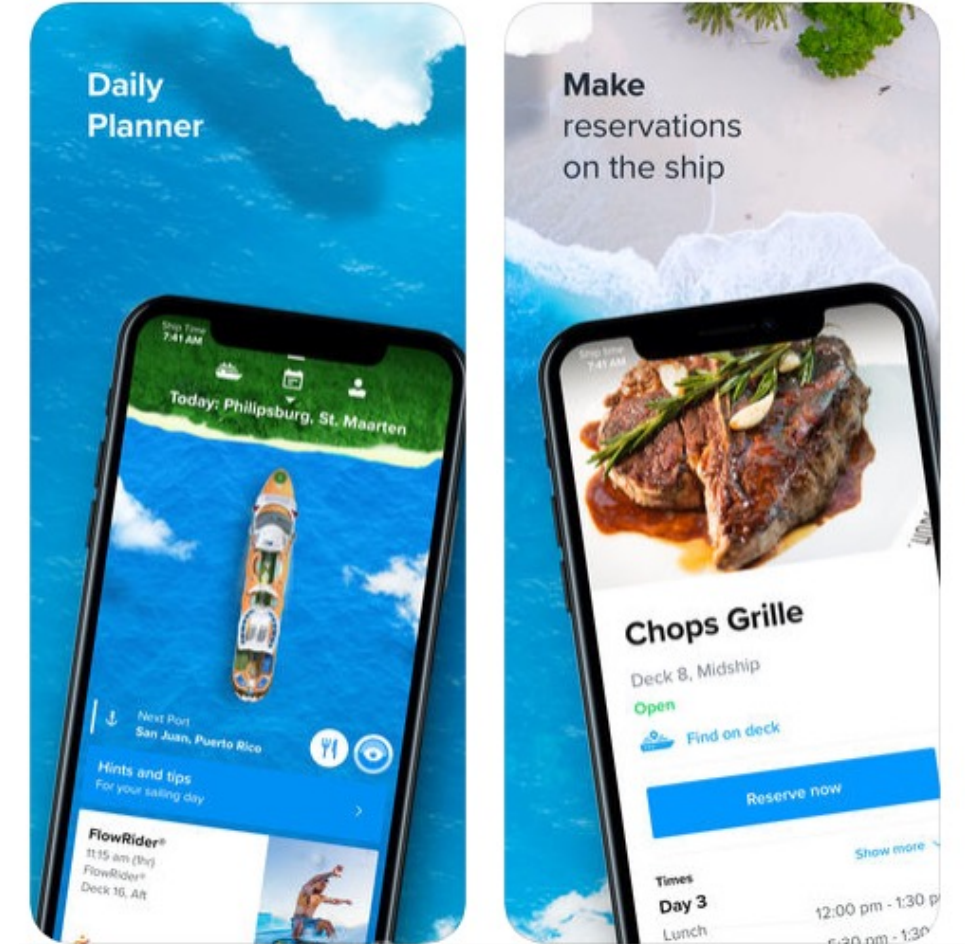
Did you know we offer package holidays and what's more, for a limited time they're at incredible prices too. Our packages take the hassle out of holiday planning with flights, hotel accommodation AND your cruise all included. They're specially created for an unrivalled holiday experience.

Book direct with us by Friday 25 September and enjoy our holiday packages for one amazing price. Our handpicked packages will transport you to destinations packed with unique sights and culture. From the vibrancy of Barcelona to the extravagance of Dubai; the beaches of Miami to the beauty of Venice and the Greek Isles. Experience more in 2016.

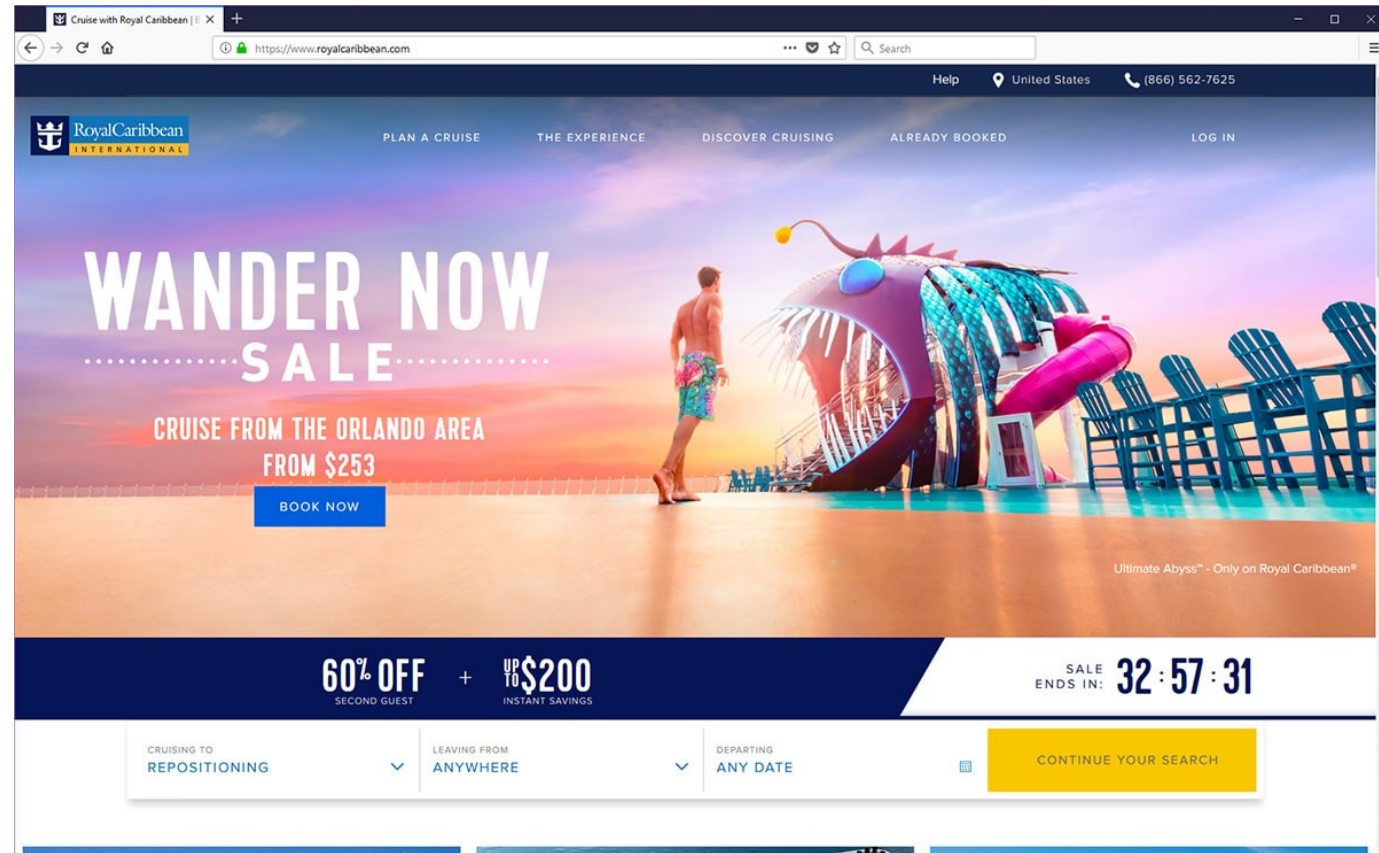
Terms & Conditions [apply](#)**.

BRANDED MOBILE APPS

- **Budget:** \$0
- **Impressions:** 47,171,103
- **GRPs:** 200
- **Example:** RCCL has two apps: Royal Caribbean International and MyRCL
- **Rationale:** Branded mobile apps allow RCCL to communicate directly with their customers through owned media. This app is invaluable in communicating with loyalists of the brand because their rewards program is attached to the app. It also has the ability to influence future purchase decisions.



COMPANY WEBSITE – DESKTOP

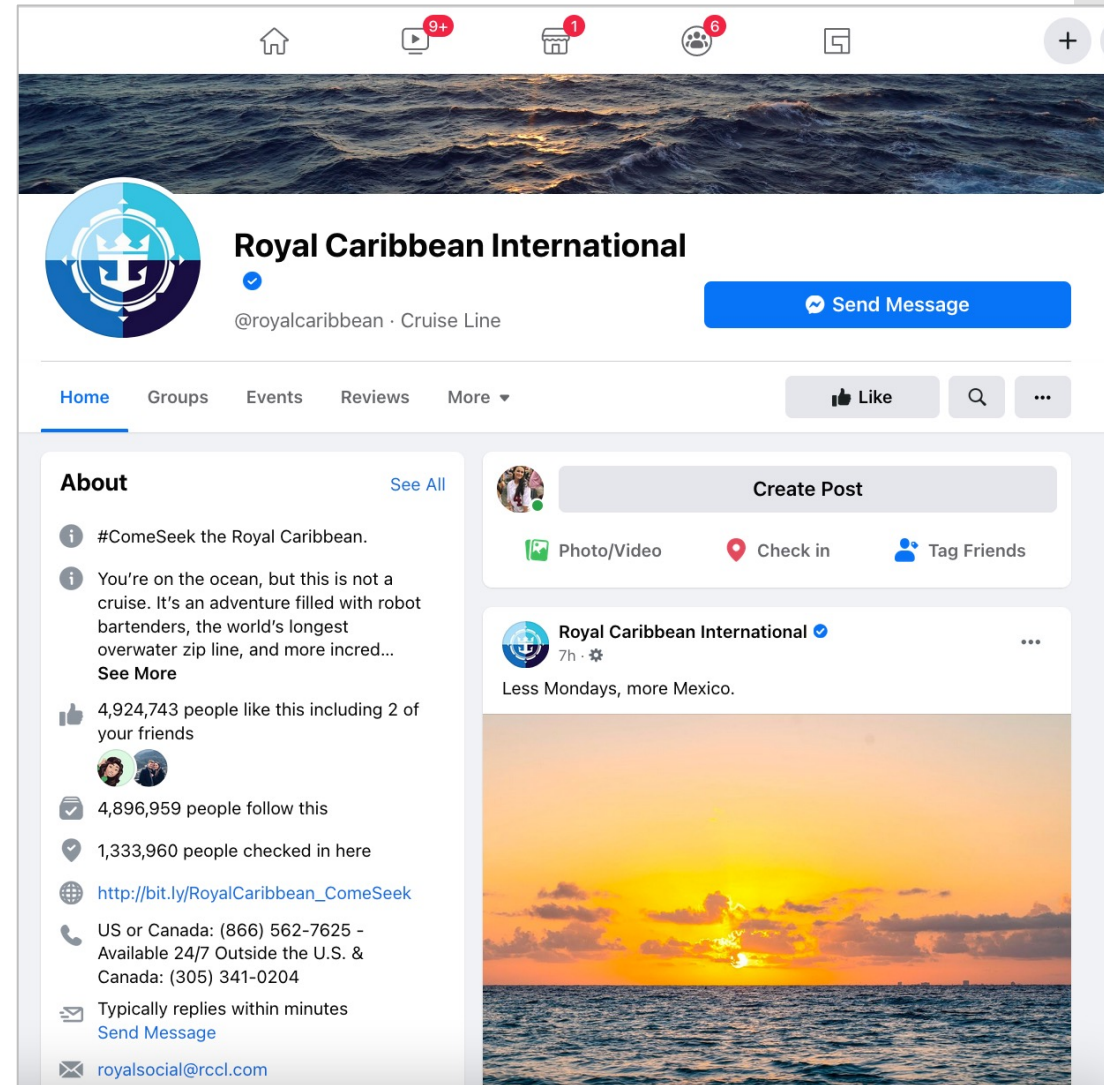


- **Budget:** \$0
- **Impressions:** 58,963,879
- **GRPs:** 250
- **Rationale:** Due to the target audience's media consumption and its ability to

communicate detailed information, the company website is a critical owned media outlet. It ranks second overall of all of the channel rankings.

COMPANY FACEBOOK PAGE

- **Budget:** \$0
- **Impressions:** 58,963,879
- **GRPs:** 250
- **Rationale:** From the media consumption, 68.7% log into Facebook via Desktop daily, and the remaining 31.3% log on incrementally. Its CPM is the second most cost-effective. It also has the ability to share information with ease.



PERSONAL RECOMMENDATION

- **Budget:** \$0
- **Impressions:** 58,963,879
- **GRPs:** 250
- **Example:** A passenger telling a friend about their experience
- **Rationale:** It is an incredibly persuasive form of WOM advertising, and the target audience values this form of recommendation. It is invaluable for its ability to create trust in a brand and its ability to share information. It is one of if not the most influential earned media drivers.



PROFESSIONAL RECOMMENDATION

- **Budget:** \$25,000
- **Impressions:** 35,378,327
- **GRPs:** 150
- **Example:** Partnering with a travel agency to promote RCCL cruises
- **Rationale:** The brief explicitly state the use of Travel agents, which a majority travel agents' sales come from cruise line. While it does not perform as well as others it is highly effective and the client deserves to be heard.



PRICE COMPARISON WEBSITE – MOBILE

- **Budget:** \$10,000
- **Impressions:** 47,171,103
- **GRPs:** 200
- **Example:** Advertisements placed on priceline.com
- **Rationale:** It is an effective earned media channel that is even more persuasive than the desktop version. It is also the strongest in conveying Trial to the target audience. It is a great addition to add to the comprehensive approach sought by the brief.

The screenshot displays the mobile interface of the Priceline website. At the top, the browser address bar shows the URL 'cruises.priceline.com/?ut...'. Below this, a navigation bar includes a 'Menu' icon, a 'Cruise Search' button with a magnifying glass icon, and a phone number '800-735-8000'. A 'My Cruise Reservation' link is also visible. The main content area features a large image of a family (a man, a woman, and two children) walking on a ship's deck, with a red slide in the background. Below the image is the Royal Caribbean International logo. The text 'Exclusive: Up to \$300 to Spend on Board' is prominently displayed, followed by a subtext: 'Plus, get up to \$350 in instant savings + 60% off your 2nd guest & more'. A blue button labeled 'Royal Caribbean' is positioned below the text. A series of five dots with a blue highlight and a right-pointing arrow indicates a carousel of images. At the bottom, a 'Cruise Search' section is visible, with a 'Clear Filters' link and a green circular button with a magnifying glass icon. The mobile app's bottom navigation bar shows standard icons: back, forward, refresh, a tab indicator with the number '5', and a menu icon.

cruises.priceline.com/?ut...

My Cruise Reservation

Menu Cruise Search 800-735-8000

Royal Caribbean INTERNATIONAL

Exclusive: Up to \$300 to Spend on Board

Plus, get up to \$350 in instant savings + 60% off your 2nd guest & more

Royal Caribbean

Cruise Search Clear Filters

Your Selections:

PRICE COMPARISON WEBSITE – DESKTOP

The screenshot shows the Expedia website's desktop interface. At the top, the Expedia logo is on the left, and navigation links for 'More travel', 'English', 'List your property', 'Support', 'Trips', and 'Sign in' are on the right. Below the header is a horizontal menu with icons and labels for 'Stays', 'Flights', 'Cars', 'Packages', 'Things to do', and 'Cruises'. The 'Cruises' tab is selected. Below the menu, a search bar contains a text input 'Going to Select destination', two date inputs 'Departs as early as Apr 26' and 'Departs as late as May 26', and a blue 'Search' button. Above the search bar, there is a note 'For expert cruise advice, call 1-800-916-8586.' and a dropdown for '2 travelers'. Below the search bar is a large advertisement for Royal Caribbean International. The ad features a dark background with a cruise ship and the text 'THIS IS HOW TO HOLIDAY ONE BIG SALE NOW ON'. The Royal Caribbean logo and tagline 'WHERE EXTRAORDINARY HAPPENS' are also visible. A 'Help' button is located in the bottom right corner of the ad area.

- **Budget:** \$10,000
- **Impressions:** 47,171,103
- **GRPs:** 200
- **Example:** Advertisements placed on expedia.com
- **Rationale:** It is an excellent resource to promote high-quality communication with the consumer. The Target audience heavily engages in desktop computing and coupled with its ability to encourage high-quality communication; it's necessary for our target audience.



DELIVERY & BUDGET ALLOCATIONS


















PLAN SUMMARY

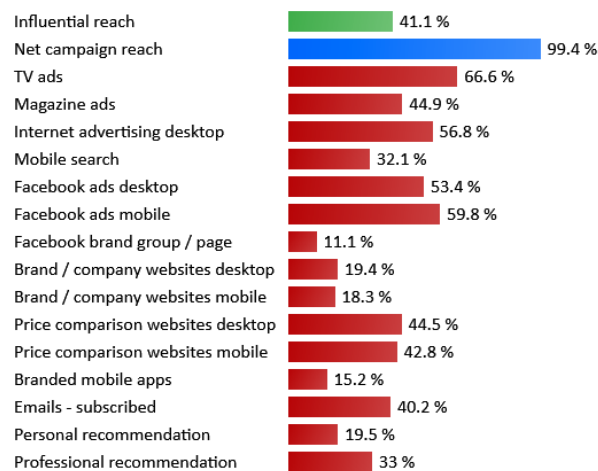
Target: RCCL

\$ 24,785,000

41.1 % influential reach 99.4 % campaign reach

TV ads	220 GRP	51,892,001 IMPRESSIONS		\$ 5,632,411
Magazine ads	77 GRP	18,245,235 IMPRESSIONS		\$ 1,299,609
Internet advertising desktop	300 GRP	70,832,268 IMPRESSIONS		\$ 2,222,372
Mobile search	240 GRP	56,631,113 IMPRESSIONS		\$ 2,569,170
Facebook ads desktop	381 GRP	89,768,889 IMPRESSIONS		\$ 2,512,024
Facebook ads mobile	2,156 GRP	508,491,949 IMPRESSIONS		\$ 7,114,625
Facebook brand group / page	250 GRP	58,963,879 IMPRESSIONS		\$ 15,000
Brand / company websites desktop	250 GRP	58,963,879 IMPRESSIONS		\$ 20,000
Brand / company websites mobile	300 GRP	70,756,655 IMPRESSIONS		\$ 30,000
Price comparison websites desktop	200 GRP	47,171,103 IMPRESSIONS		\$ 10,000
Price comparison websites mobile	200 GRP	47,171,103 IMPRESSIONS		\$ 10,000
Branded mobile apps	200 GRP	47,171,103 IMPRESSIONS		\$ 100,000
Emails - subscribed	484 GRP	114,100,564 IMPRESSIONS		\$ 3,434,789
Personal recommendation	250 GRP	58,963,879 IMPRESSIONS		\$ 5,000
Professional recommendation	150 GRP	35,378,327 IMPRESSIONS		\$ 25,000

Plan reach (Option 1 - RCCL)



Plan allocation



FLOWCHART

Client: RCCL			Campaign: Final Project						
			2021						
Channel	Target Geography	Est Total Impressions	July	August	Sept	Oct	Nov	Dec	Total Cost
TV ads	National	51,892,001		12,973,000	12,973,000	12,973,000	12,973,000		5,632,411
Fox, CBS, Local News, ABC, Etc.									
Magazine ads	Select Markets	18,245,235		6,081,745	6,081,745	6,081,745			1,299,609
New Yorker, Time, National Geographic, etc.	Target audience, such as Garden & Gun for the South.								
Internet Advertising Desktop	Select Markets	70,832,268	23,610,756	11,805,378		23,610,756	11,805,378		2,222,372
Banner ads & pop-ups on blogs, vlogs, travel & Suburban areas									
Mobile Search	National	56,631,113	18,877,037	9,438,518			18,877,037	9,438,518	2,569,170
Travel, vacation, adventure, fun, family oriented, etc.									
Facebook ads Desktop	Select Markets	89,768,889	14,961,481	14,961,481	14,961,481	14,961,481	14,961,481	14,961,481	2,512,024
A35-65+, HH160k+, New adventures & travel & Suburban areas									
Facebook ads Mobile	Select Markets	508,491,949	84,748,658	84,748,658	84,748,658	84,748,658	84,748,658	84,748,658	7,114,625
A35-65+, HH160k+, New adventures & travel & Suburban areas									
Emails - subscribed	National	114,100,564	38,033,521		38,033,521		38,033,521		3,434,789
3rd Party Paid email blitzes to reach potential customers in waves to increase awareness.									
Price Comparison Websites (Desk.)	National	47,171,103	7,861,851	7,861,851	7,861,851	7,861,851	7,861,851	7,861,851	10,000
Expedia, Travelocity, Google Flights, etc.									
Price Comparison Websites (Mobile)	National	47,171,103	7,861,851	7,861,851	7,861,851	7,861,851	7,861,851	7,861,851	10,000
Owned Media channels will post and engage with consumers about the results from these websites to bolster									
Personal Recommendation	National	58,963,879	19,654,626	19,654,626	19,654,626				5,000
At the start of the campaign personal recommendations will be posted on owned media channels to drive consumer trust with RCCL as cruise travel resumes.									
Facebook Brand group/page	National	58,963,879	9,827,313	9,827,313	9,827,313	9,827,313	9,827,313	9,827,313	15,000
Pay someone to actively engage with customers seeking information or commenting on posts.									
Brand/Company Websites (Desk.)	National	58,963,879	9,827,313	9,827,313	9,827,313	9,827,313	9,827,313	9,827,313	20,000
Tweak desktop site to better convey safety measures and resources for those engaged in high level processing									
Brand/Company Websites (Mobile)	National	70,756,655	7,861,851	7,861,851	7,861,851	7,861,851	7,861,851	7,861,851	30,000
Tweak mobile site to better convey safety measures in an easily digested mode, but while still engaging those with high level information processing									
Branded Mobile Apps	National	47,171,103	11,792,776	11,792,776	5,896,388	5,896,388			100,000
Update App to ensure updated Covid protocols are communicated to current travelers and past customers.									
Professional Recommendation	National	35,378,327	11,792,775		11,792,775		11,792,775		\$25,000
Pay someone to train Travel Agencies/Agents to correctly give the correct information regarding Covid protocols. Promoting travel agents bookings through social media.									
TOTALS:		1,334,501,946							\$24,785,000



MEASUREMENT



BUSINESS OBJECTIVES

- Increase bookings by 15% by the end of 2021.
 - This will require a focused effort to overcome consumers' objections to placing a \$500 non-refundable deposit to secure their reservation.
- Achieve a +60% reach to the target audience over the course of the next 6 months (July – December 2021) by calculating net reach through Commspoint.
- Overcome consumers' objections to placing a \$500 non-refundable deposit to secure their reservation
 - Increase attitudes among the target audience that RCCL offers the safest practices in the cruise industry. Through a Pre/Post test campaign survey we can measure the brand affinity before and after the campaign to check if we met our objectives.

MARKETING OBJECTIVES

- Increase market share among competitors by 10% by promoting RCCL's newest ships and extensive ports of call (in tandem with their Cruise with Confidence guarantee).
 - Reach the target audience at an average of 135% in 6 months by measuring average frequency through Commspoint.

COMMUNICATION OBJECTIVES

- Add 1 million new subscribers to RCCL's email database from July – December 2021
 - Metric: Measuring how many new subscribers signed up using Google Analytics.
- Increase RCCL's website visits by 30% from July – December 2021
 - Metric: Measuring how many people visited the website during the campaign using Google Analytics
- Earn 5 million (positive) social mentions about RCCL from July – December 2021
 - Metric: Measuring how many positive mentions or shares took place using Facebook Analytics