

Captivate Advertising Increases Consideration for Cruise Vacationers

Case Study

Challenge

A leading Cruise Line company wanted to increase brand consideration among its target audience of vacationers. The objective was to reach the target audience during the workday when many people research travel deals online.



Captivate Solution

Captivate was the right fit for the campaign since almost 60% of Captivate viewers visit travel related websites for personal trips* during a typical workday.

To generate consumer involvement and encourage consideration, the brand included a Cruise Giveaway as part of the 4-week campaign.

Results

Campaign generated strong response:

- 48% of Captivate viewers recalled seeing the Cruise Giveaway ad on screen
- Over 2,500 unique Captivate viewer sweepstake entries
- 84% of Captivate viewers considering a cruise vacation in the next 3 years said that they were likely to consider the advertisers brand for their next cruise vacation

Cruise Giveaway Ad Increased Consideration for Cruise Vacation

	Vacation Last 3 Years	Vacation Planning Next 3 Years	Increase in percentage
Beach Vacations	58%	67%	9%
Major attractions within US	48%	58%	10%
Theme Parks	32%	35%	3%
Major attractions outside of US	27%	41%	14%
Adventure trip	19%	28%	9%
Cruise	17%	46%	29%
Ski Vacations	12%	17%	5%

8 in 10 Considering Cruise Vacation Likely to Consider Advertiser's Brand for Next Cruise Vacation