



RoyalCaribbean
INTERNATIONAL

Executive Summary

CLIENT NAME:

Royal Caribbean

PROJECT NAME:

Executive Summary

PREPARED BY

**Bobby O'Connell, Breah Healey,
Joey DiReinzo, Katie Burke, Anissa
Petrone, and Brooke Meredith**

01 Objectives

As professional marketers, our agency will research and evaluate Royal Caribbean Cruises as an industry and provide a detailed marketing campaign to restore consumer confidence with the cruise industry. Essentially, we plan to return the excitement of vacationing and increase the number of future bookings with Royal Caribbean Cruises. With only \$2 billion for our budget, our group will create and present a national campaign, which will last from January 1, 2022, to December 31, 2022.

02 Key Research Findings

Presents key data which will influence our media strategy behaviors.

03 Marketing Segment Strategy

1. Family-Oriented
2. Previous Cruisers
3. Spring Breakers



1.

Restoring consumer confidence in cruising as a means of vacation travel



2.

Creates excitement and forward-thinking about cruise travel and vacations



3.

Increases bookings for future cruise travel

*See appendix A for more information about the target market and marketing strategies

04 Creative Strategy

Media vehicles implemented for each target market segment.

05 Budget

The budget for targeting all three segments is no more than 2 million.

This campaign will generate 584,193,584 impressions, \$21,935,065 in sales with traditional social media vehicles.

Other media vehicles such as emails and sweepstakes/promos will generate 609, 193,584 impressions, \$38, 220,065 in sales, with an overall ROI of 4677.5%

06 Theme

The campaign theme “caters to you” is Royal’s point of differentiation to other cruise lines because Royal Caribbean provides an array of adventurous, memorable, and personalized activities to explore YOUR interests and desires.