

Proposed to:
Royal Caribbean

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IMC PLAN

AS PROPOSED BY:
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ROYAL CARIBBEAN

OPPORTUNITY

At Strive Marketing Agency, we “strive” to promote awareness and opportunity for future cruisers. With extensive research and evaluation on Royal Caribbean Cruise Lines we’ve constructed a creative marketing strategy to restore consumer confidence, create excitement, and restore deposits.

With 93% of families planning to vacation within the next two years, Royal Caribbean has an open door to capitalize on their marketing efforts to increase deposits amongst this market segment. With 53% of people aged 45-54 planning to embark on a cruise in the next 12 months, we’ll have the best promotional efforts so consumers choose Royal Caribbean over competing cruise lines.



KEY RESEARCH FINDINGS

47% of cruisers said the most important aspect of a cruise is the onboard entertainment program.

Royal Caribbean Cruises has a competitive advantage, with diverse itinerary activities and entertainment options for all guests onboard their ships. Royal accommodates all its cruisers with the need and desires they didn't know they wanted.

78% said Royal Caribbean would be their choice for cruising.

With a large percentage of the sample population planning to cruise with Royal Caribbean, we are positive that with target market implemented media strategies we will increase deposits and overall excitement among our guests

19% by email ads, 10% by sponsored websites, 7.8% by banner ads, 3.2% by video ads.

Individuals who reported receiving internet ads regarding cruises said it reached them by these media vehicles. The reach was on the lower side, meaning other creative media strategies such as social media and commercial advertisement will reach a higher amount

54%

of Royal Caribbean users currently are aged 35-64.

This key research finding helps us marketers indicate a certain age range to provide promotions too. Families and previous cruisers are most likely included in this age range.



TARGET SEGMENTS & MARKETING STRATEGY

A family-oriented target segment is important to market because cruising is a great option for a desirable, relaxing, and hassle-free vacation for all family members. Cruising with Royal offers a stress-free experience with activities onboard and offboard that accommodate all ages. When looking at the most popular vacation destinations for families, cruises only make up 10% for families with children whereas beach destination vacations were the top choice for people with families.

The spring-breakers/younger segment is an essential target market for cruise lines. The Strive Agency has decided to focus on younger consumers, college-aged and high school seniors, and market to them during school vacations. This specific market has unfulfilled needs, every February (winter break), March and April (spring break), May, June, July, August (summer) and November (Thanksgiving break), and December and January (Christmas break) there are 17.5 million ("College Enrollment & Student Demographic Statistics.") people looking for somewhere to go and be for their breaks and vacations away from school.

Previous cruisers are also a go-to segment because if people cruised before, they will be easier to persuade to get onboard again. Since previous cruisers know what the cruise experience is like they already know what to expect on board and in some cases may be eager to get back to cruising. This target market of previous cruisers is also not very costly for advertising as they can easily and quickly be put onto an email list to contact and send information out to.



CREATIVE STRATEGY

Media Vehicles

Of the vast media strategy vehicles in the world today, we've created sweepstakes, promos, Instagram posts, four emails, and a Facebook post to kick out our campaign starting in January of 2021.

Royal Caribbean wants cruisers to enjoy every step of their experience. By offering sweepstakes it allows guests to win a free experience upon one of Royal's cruise ships. This could be won by tagging friends, sharing the story, or entering their email on the website. Either way in order to win these sweepstakes the guest will be sharing and marketing the cruise line in the process.

***To view our sweepstakes/promotion, please see Appendix.**

Our agency chose to market to spring breakers using a very popular social media platform for high school and college-aged students. Our primary months of advertising for this target market, through Instagram are during the months of January, May-July, and September. The surrounding months promote high school and college breaks (winter, Christmas, summer, and preparation for spring break). The eye-catching photo was designed to be seen on the feed of an 18-24-year-old's timeline. Instead of making the advertisement look like something being "sold" the promotion of fun activity and the experience was found to be a better selling tactic.

Similar to the first ad, the advertisement was created to catch the eyes of an adventurous high school and college student. All of the images shown within the advertisement above showcase the activities and adventures waiting to be experienced by our future cruisers.

***To view Instagram post #1 or info on the Media Strategy Table, please see Appendix.**

CREATIVE STRATEGY

FACEBOOK

Our agency chose to promote to previous cruisers, usually ranging in all ages and family-oriented clients on Facebook. Family-oriented customers are usually aged anywhere from 30-70 years old. As Facebook is a popular form of social media for this age group, we wanted to promote the fun experiences kids and even adults can experience while on vacation with Royal Caribbean.



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Year End Budget and ROI

BUDGET & ROI

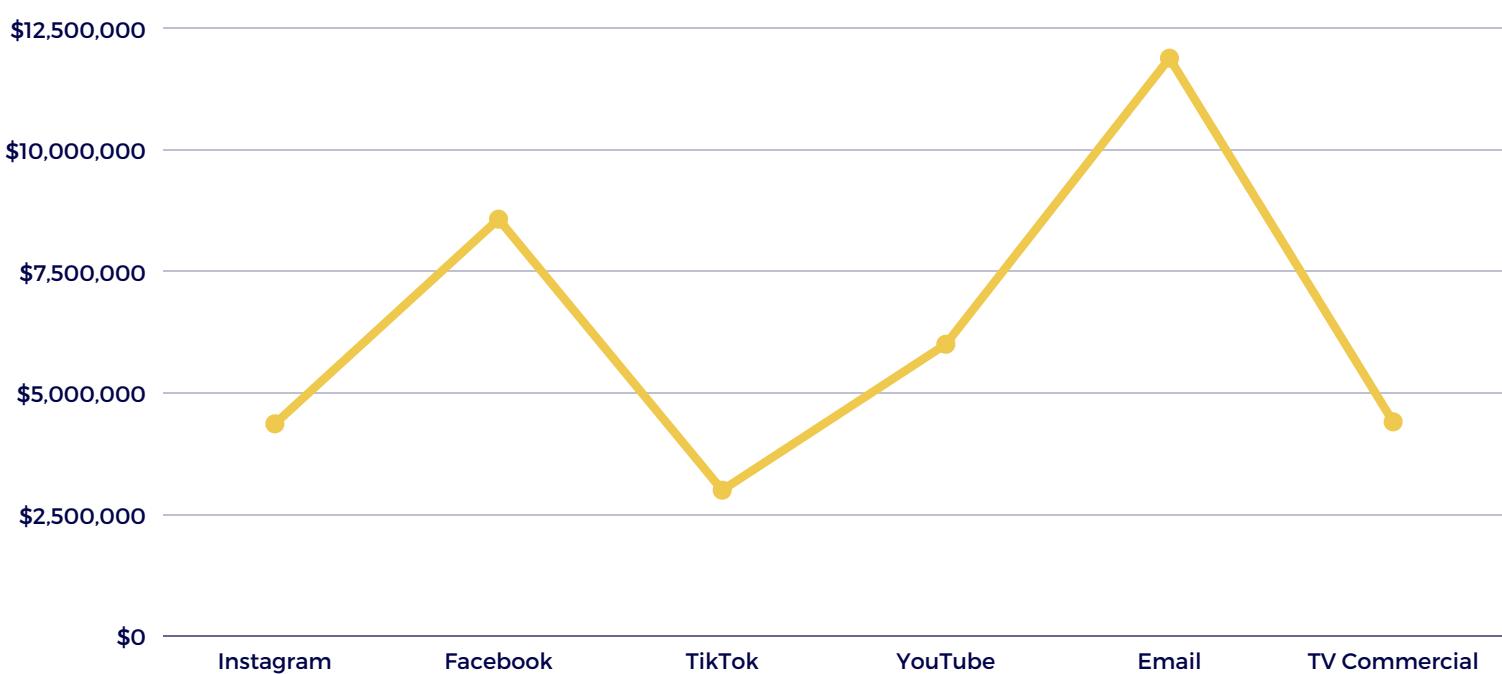
This portion explains the budgeted amount per social media vessel and traditional media used for the campaign. To the right are the total revenue and the ROI percentage. Below the graph shows revenue of each media vessel used to run ads for the campaign in year end.

21.9 M

total revenue

4667.50%

ROI



The ROI is 4667.50% this is made up of the revenue from media minus the total cost to run the ads (\$950,000) divided by the total ad cost giving the ROI percentage. The Social Media budget totaled \$600,000 and traditional media totaled \$350,000.

The total impressions from social media totaled 584,193,584 while traditional media impressions were at 25,000,000. Totaling 609,193,584 impressions across the entire campaign.



RoyalCaribbean
INTERNATIONAL



THEME

Strive Marketing Agency wants consumers to know that Royal cares about their wants and needs. We want guests to know that their personal experiences are valued and important.