

Royal Caribbean

Problem

How does Royal Caribbean showcase the exotic destinations its cruises have to offer beyond the ship itself?

Solution

Develop an innovative digital OOH campaign that live-streams actual cruisers' experiences off the ship of the deck while enjoying a Royal Caribbean cruise.

Background

Royal Caribbean wanted to change the way people perceived cruises - and the experience you encounter when taking a cruise. The real focus was on millennials and others seeking immersive, and adventurous getaways. How could Royal Caribbean focus on the actual idea of exploring exotic destinations beyond the ship itself? There are dozens of different cultures, cuisines, and musical styles spread across the different islands and landscapes of the Caribbean - and Royal Caribbean wanted to be able to showcase these to the real adventure seekers - to those who go on a cruise to do so much more than just lay on the deck of a ship. It's easy to take pictures of these experiences, and locales but how can you immerse the target audience in these adventures - and opportunities that Royal Caribbean cruises have to offer? The brand was looking to really attract the next generation of cruisers, but had to find an innovative, and stand-out way to do that.

Objective

The objective was utilize key street level media throughout New York City in areas that could target "Millennials" and a strong mass audience overall. The broader goal was mass awareness, and generating "buzz." This entire "Come Seek" campaign was aimed to focus on the commuters in the daily life - hitting them on their way to and from work with the opportunity to take them away to an exotic locale just for a minute by showing them unique and outrageous experiences that Royal Caribbean ships have to offer. The team aimed to look at mass transit stations (major subway hubs, Penn Station, JFK airport) - as well high impact locations (street level OOH throughout Times Square and Penn Station) that offered full motion video.

Strategy

The plan was first to focus on digital OOH units that allowed for full motion capability. This was a four-week plan that was going to showcase different exotic experiences beyond the actual cruise ship from a first-person perspective (i.e. zip-lining, or walking across a bridge in a rain forest). The team wanted to pick



key spots in New York City where people would really appreciate “escaping” from their daily life, even if it was for 15 seconds. The Penn Station Digital Network is comprised of full motion, HD screens scattered through Penn Station. Then the team looked at the JFK Airport Prestige Digital Network that hit all terminals, and would really get in the face of the daily traveler. Digital urban panels throughout NYC allowed for Royal Caribbean to hit the subway commuter head-on. To provide additional coverage on the subway platforms, where people dread waiting for their subway to come - the campaign utilized MTA's On-the-Go Network, which really gave Royal a full “ownership” feel throughout the subway system.



Lastly, the campaign utilized digital newsstands in Times Square and Penn Station for mass awareness, and to really get in front of commuters at some of the busiest choke points of the city. The question then arose... how could the team really take these experiences, and bring them to a completely different level? The team wanted to do something new, innovative, and different that would allow people in New York City - in November - to see what was actually taking place on a Royal Caribbean cruise, in real time. Thus came the idea of utilizing Periscope. Periscope is a live streaming app that allows people to watch what you're doing in real-time, and comment. Imagine if the campaign could cut to an exotic destination that a Royal Caribbean ship docks at - and watch some of the different experiences you could take part in at these locales? First came the challenge of finding OOH units that were wifi capable and would be able to handle the Periscope app. It was difficult because Periscope was only capable of being utilized on iOS and Android phones - not street level OOH units. Ultimately two types of street level OOH were able to make this happen - digital newsstands & on-the-go networks.



It took several weeks of updating technology on both systems, testing capability, and ensuring the wifi speed would be able to handle the Periscope app (even had to update wifi on some units). Over a week, Royal Caribbean would live-stream social media influencers on 13 live broadcasts as they visit five islands over seven days. The streaming events included the Las Playas natural water slide in Puerto Rico, playing with green monkeys at the Wildlife Reserve in Barbados, riding ATVs in St. Maarten and enjoying beverages made by a robot at Bionic Bar on the cruise ship Anthem of the Seas.



The other challenge would be finding enough time on these units to showcase these experiences. Normally an ad spot is :15 seconds - so how could Royal Caribbean find enough time to host a livestream? The team settled on securing two roadblocks of time each day on the units. They would be five minutes long and air once a day in the AM, and once a day in the PM. The clips being filmed were trimmed down to 20 minutes to be shown across NYC about 10 minutes after the actual Periscope broadcast. That way, the team had time to censor any profanities and inappropriate language. At the end of the day, the entire campaign went off without a hitch. All broadcasts aired on time perfectly and without hiccups. Royal Caribbean was the first brand to utilize the Periscope app in an OOH Campaign.



Plan Details

Markets: New York City

Flight Dates: October 2015 - November 2015

OOH Formats Used: Street Level (JCD Digital Network, Digital Newsstands, On-the-Go Network, Digital Urban Panels, Penn Station Digital Network)

Audience: Millennials (A18+)

Budget: The budget was heavily focused on both broadcast, and OOH - with a strong portion allocated to ensure that OOH coverage was strong, and blanketed NYC. After finding out the capabilities of street level OOH and which could take the Periscope activation, budget was allocated appropriately (increased) to account for additional technology, and other costs affiliated with the Periscope integration.

Results

-http://mashable.com/2015/11/20/royal-caribbean-periscope/#OGW6YjAx_iqa

-<http://www.adweek.com/adfreak/royal-caribbean-courts-millennials-promising-them-anti-cruise-wont-suck-167618>

-<http://www.adweek.com/news-gallery/advertising-branding/these-12-media-agency-execs-set-bar-smart-innovative-work-2016-171236>

Testimonials

Articles on Mashable/AdWeek/CoCreate.

Additional Information

First-to-market activation by utilizing the Periscope application.

