

CRUISES.COM DOUBLED BRAND AWARENESS WITH THEIR 1ST OOH CAMPAIGN

OBJECTIVE

World Travel Holdings, Cruises.com, wanted to increase brand recognition within the Houston market with memorable billboard concepts.

STRATEGY

- **Strategic Locations:** Utilized four bulletins to reach commuters nearing the port of Galveston.
- **Digital Direct:** Activated quickly with OUTFRONT's Digital Direct Ad Server to post on digital bulletins throughout the Houston v. Rangers 2023 MLB playoffs.
- **Timely Creative:** Partnered with OUTFRONT Studios to showcase localized creative speaking directly to Texans and current events.

RESULTS

World Travel Holdings was able to attribute **meaningful booking growth and double-digit brand awareness**, compared to other cruise hubs, for Cruises.com within the Houston market. The OUTFRONT campaign **delivered over 10.5M impressions** and led to Cruises.com continuing with OOH initiatives in 2024.



DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

“I would recommend OUTFRONT advertising platforms to other advertisers. The client-facing team is a pleasure to work with and having design resources included made creating designs and refreshing board concepts mid-flight a seamless process.”

— Tim Saccone, VP Marketing
World Travel Holdings

