

WE HELPED LIFT AWARENESS, AFFINITY, CONSIDERATION, & BOOKING INTENT FOR ROYAL CARIBBEAN

When Royal Caribbean wanted to assess how well out of home advertising drove its message home, the brand turned to OUTFRONT. With a campaign that included digital transit, traditional static bulletins, and spectaculars in the heart of Midtown Manhattan, the cruise line sought to improve brand health metrics throughout the conversion funnel, all the way from awareness to intent. We partnered with MFour to measure that improvement.

STRATEGY & EXECUTION

- **Market:** New York City
- **Media Used:** Liveboards, Traditional/Digital bulletins, and Spectaculars including Penn Digital
- **Campaign Duration:** Ten weeks (February 12 to April 28, 2024)
- **Methodology:** Control vs. exposed

OUTCOMES

- Those exposed reported **ad recall 1.5x higher than MFour's travel category benchmark** (56% vs. 34%).
- The campaign **increased brand awareness** among those exposed, both aided (+13%) and unaided (+28%).
- Exposure to the ads **lifted brand affinity by 30%**.
- Further down the funnel, the campaign also **increased consideration (+23%) and booking intent (+28%)**.
- Across the board, MFour observed the **highest lift among Royal Caribbean's core audience**, those with a \$75K+ HHI.



SOURCE: MFOUR
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.



RESULTS

56%

AD RECALL RATE

+30%

LIFT IN BRAND AFFINITY

+28%

LIFT IN BOOKING INTENT