

Making Waves

The Challenge

With many vacationers preferring the high seas, an abundance of cruise lines have been entering the marketplace. One such widely recognized cruise company wanted to ensure their brand stood out among consumers, opting to use their ad spend to increase awareness and recall.

Execution: Addressable

The strength of a brand grows most when consumers find it relevant. To maximize impact, Xandr utilized Addressable technology to reach the right audience with the right ad. During a 4-week nationwide campaign, the cruise line's message was delivered to target consumers within premium content. Additionally, Xandr and the client agreed to measure brand metrics post-campaign as a gauge of performance.

Target Segment

- Members of the client's loyalty program (3-Star Loyalty tier or above)
- Consumers who have sailed three or more time in the last three years

Results

The Addressable campaign turned the tide for the cruise line, elevating the brand's position in awareness and recall metrics. When comparing the target group vs. the control group, the campaign generated:

- 200% surge in Unaided TV Ad Awareness
- 87% lift in Aided TV Ad Awareness
- 25% growth in Aided Ad Recall
- 8% uptick in Aided Brand Awareness

