Marketing Campaign Case Study

By Katie Johnson, Copywriter

Challenge:

UnCruise Adventures was being pushed out by the competition. Other cruise lines said they were the best small ship adventure company offering the most authentic, adventurous experiences in the most remote places. We knew—based on their ship capacities, ports of call, and staff-to-guest ratio—that this wasn't true. We knew we were the original and could deliver the authentic, in-the-wild experiences guests were seeking. But how could we help potential guests understand this?

Goal:

Develop a cross channel marketing campaign that explicitly outlines that guest can find the experience they're seeking with UnCruise Adventures.

Solution:

"Why don't we simply tell them, and show them, who we are?" I suggested. And UnCruise Defines Adventure was born. I first created the "Uncyclopedia," an online glossary of frequently used small ship industry terms including "remote," "entertainment," and "inclusive" to define who we are to our consumers. Instead of asking them to infer or compare us to other cruise lines, we spelled out the UnCruise experience. The Marketing and Communications teams then developed assets onsite, in social, email newsletters, and print ads to implement the UnCruise Defines Adventure campaign.

Campaign Components:

Onsite Uncyclopedia:

A-Z glossary of frequently used industry terms:



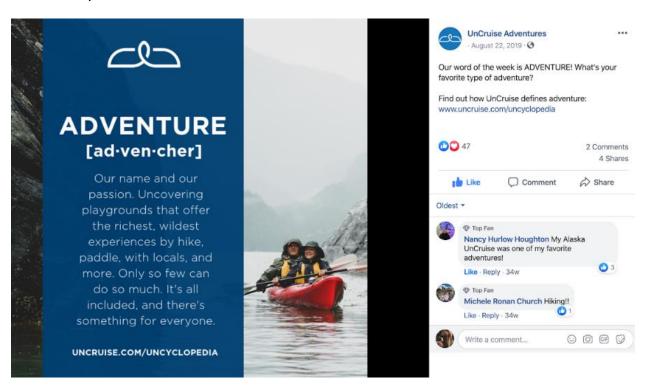


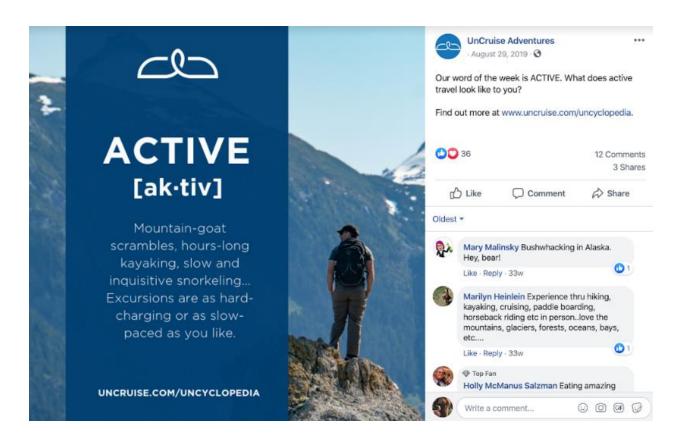
Immersive Hold a seastar in your hand on a misty beachwalk. Swim in a waterfall on a hike in Hawaii's ancient Halawa Valley. Learn new dance steps in the Darien Jungle. Your senses are awake and engaged, all day, every day.

InclusiveExcursions, adventure equipment, transfers, baggage handling, and yes, all food and[in-kloo-siv]beverages (alcohol too), even heart-tugging photos from your trip are covered in the fare.Truly no hidden costs.

Insider Experts who've lived and breathed the places we visit. And crew who've dedicated their [in-sahy-der] education, travels, and a whole lot of playtime to the places you want to explore. They share their secrets.

Social Media, Facebook:





Email Newsletters:



UnCruise defines...

Adventure [ad·ven·cher]: Our name and our passion. Uncovering playgrounds that offer the richest, wildest experiences by hike, paddle, with locals, and more. Explore places so tucked away that our cozy boats fit in just right. It's all included, and there's something for everyone.

Small ships [smaal ships]: Laid back; 22-90 guests. That's it. You get to know your travel comrades quickly, and yet there's always a quiet corner or empty space on the bow to scout for wildlife and take it all in.

Inclusive [in·kloo·siv]: Excursions, adventure equipment, transfers, baggage handling, and yes, all food and beverages (alcohol too), even heart-tugging photos from your trip are covered in the fare. Truly no hidden costs.

Define your adventure in the tropics this winter, and receive Adventure Savings*:

 \$1,000 per couple on 10-night <u>Costa Rica & Panama—Canal, Culture,</u> <u>Adventure</u> departures: November 20, 2019–March 29, 2020.

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