

Client:



Agency:

Conrad

Campaign Objectives:

- To produce an impactful campaign to dispel the myth that cruising is "not for me, too old and fuddy-duddy"
- To educate the market that "cruising is for everyone"
- To generate the response of "maybe I should give cruising a try"

Target Audience:

- New-to-cruise market aged 30-plus.
- Couples, families and groups of all ages.

Campaign Dates:

10<sup>th</sup> May 2009

Execution:

- A 16-page Virgin Holidays Cruises supplement was inserted into The Mail on Sunday.
- The front page bore the slogan "From the Mediterranean to the Far East **cruising just got cooler**".
- The supplement showcased the variety of cruises Virgin Holidays has to offer "from nostalgic transatlantic crossings to island-hopping in the Caribbean". It particularly emphasised the facility to tailor-make individual holidays.
- The supplement also offered readers the chance to win a luxury cruise holiday, complete with Upper Class flights, by answering a simple question about Virgin Atlantic Airways.
- The previous day's Daily Mail ran a teaser ad in the main news section.
- MailOnline hosted a one page advertorial, a digital version of the supplement and another means of entering the competition. It also directed people to virginholidaycruises.co.uk.

Campaign Results:

**The campaign was successful in enhancing the key brand metrics of Virgin Holidays Cruises:**

- The supplement was very successful in enhancing brand image, particularly for...
  - Offering the largest range of cruise options from formal to relaxed – uplift of 123%
  - Impartial advice and the best value for money in the industry – uplift of 78%
  - Being the cruise industry specialist for tailor-made options – uplift of 76%.
- Call to action was very effective with readers now being significantly more likely to take a cruise...
  - Readers choosing a cruise as their first choice of holiday has increased by 42%.
  - Results were particularly impressive amongst those who had not been on a cruise previously.
- 9 out of 10 of those who read the supplement thought it was good/very good.
- 83% read all or most of it showing the high level of engagement.
- 95% of Mail on Sunday readers agreed that "The Daily Mail/Mail on Sunday and Virgin Cruises fit together really well"

