



**NORWEGIAN**  
**CRUISE LINE®**

# Background

Founded in 1966, Norwegian Cruise Line has been a leader in the tourism industry revolutionizing what it means to cruise.

From flexible dining schedules, world class entertainment, to destination itineraries--this is the cruise line for those who crave an escape from their day-to-day corporate grind.

Launched in May of 2000, "Freestyle Cruising," guests are given this autonomy over their vacation.

With the modern 'More at Sea' rebranding, leisure is met with luxury amenities to make their ships a destination in itself.



# Situation Analysis

The younger generation of cruisers, Millennial and Generation Z (18-49), is eagerly growing with **40.44%** of that population cruising Norwegian Cruise Line in the last three years. They are predominantly educated and more likely to be employed full-time.

**36%** of all cruisers are now Millennials and Gen Z - **40%** of this group use TikTok as their primary search engine for travel inspiration.



# Target Audience



## Primary

Educated, mid-level, full-time millennial employees (29-44) in densely populated Northeastern and Southern cities.

## Secondary

Educated, entry level, full-time Generation Z employees (18-28) located in densely populated Northeastern and Southern Cities.

Both audiences being those who are employed full-time valuing autonomy, flexibility, and modern travel experiences.

# Objectives

## **Marketing Objective**

Increase bookings and revenue for Norwegian Cruise Line by strengthening the brand's premium contemporary image built around Free Style Cruising.

## **Media Objective**

Reach 75-80% of the target audience with 4-6 exposures per consumer during peak travel planning periods.

## **Advertising Objective**

Increase brand awareness by 8%, brand favorability 6%, and brand preference by 5% among cruise travelers.



# LOG OFF, SET SAIL.

Escape from the corporate grind alongside your favorite influencers

# Creative Brief

Log Off. Set Sail. Campaign

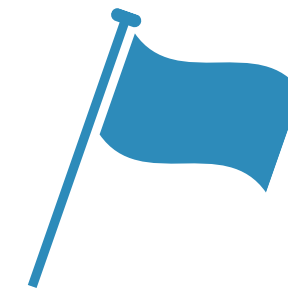


## Campaign Challenge

Cruising is still often associated with older travelers and traditional vacation formats

## Creative Opportunity

Position Norwegian as the escape younger professionals need



## Big Idea

Work culture is always “on.” Norwegian offers the chance to truly log off and experience travel without schedules, expectations or workplace stress

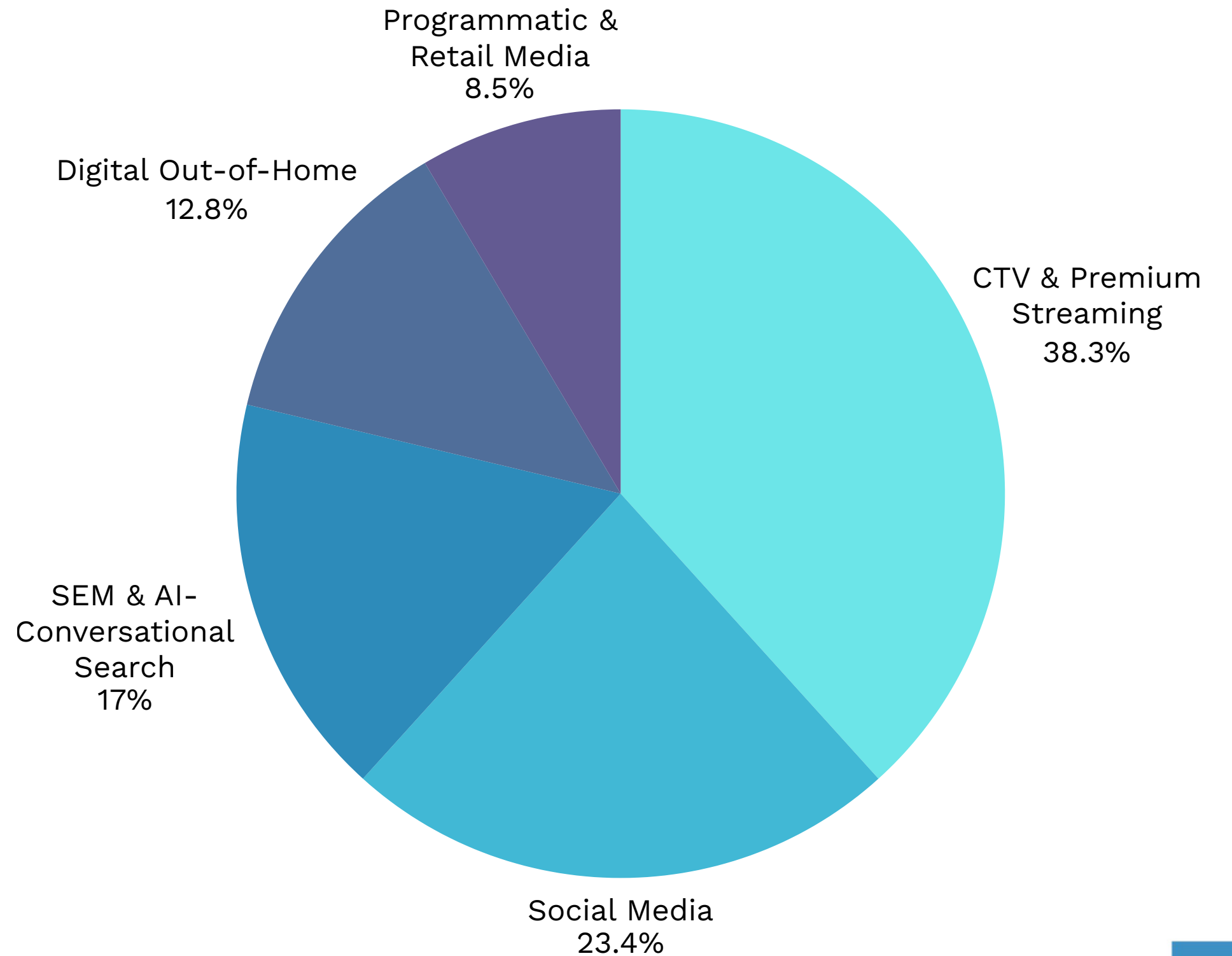
## Creative Expression

The campaign contrasts stressful work moments with the freedom and relaxation of cruising



# Paid Media

- **\$18M** - CTV & Premium Streaming (Netflix/Hulu/Peacock)
- **\$11M**- Social Media (TikTok/IG/LinkedIn)
- **\$8M** - SEM & AI-Conversational Search
- **\$6M** - Digital Out-of-Home (DOOH)
- **\$4M** - Programmatic & Retail Media



# Paid Media

CTV & Streaming | The Cinematic Hook (\$18M)

## Log Off. Set Sail. Introduce

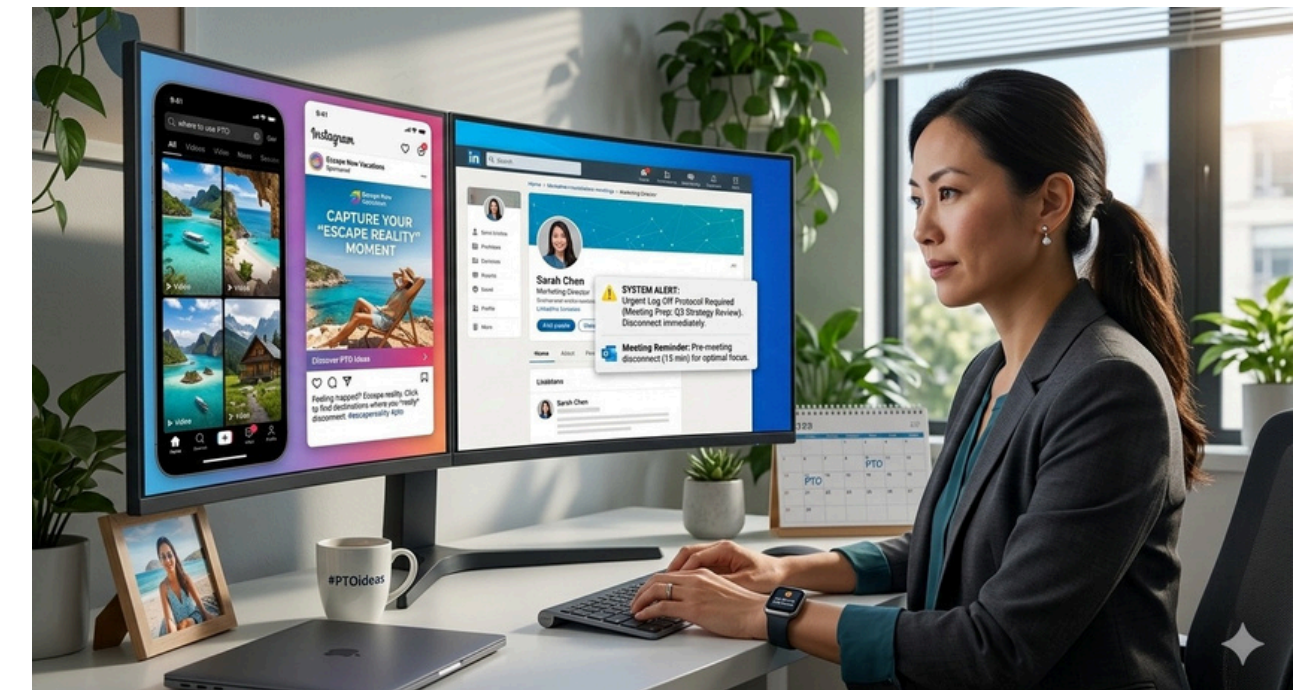
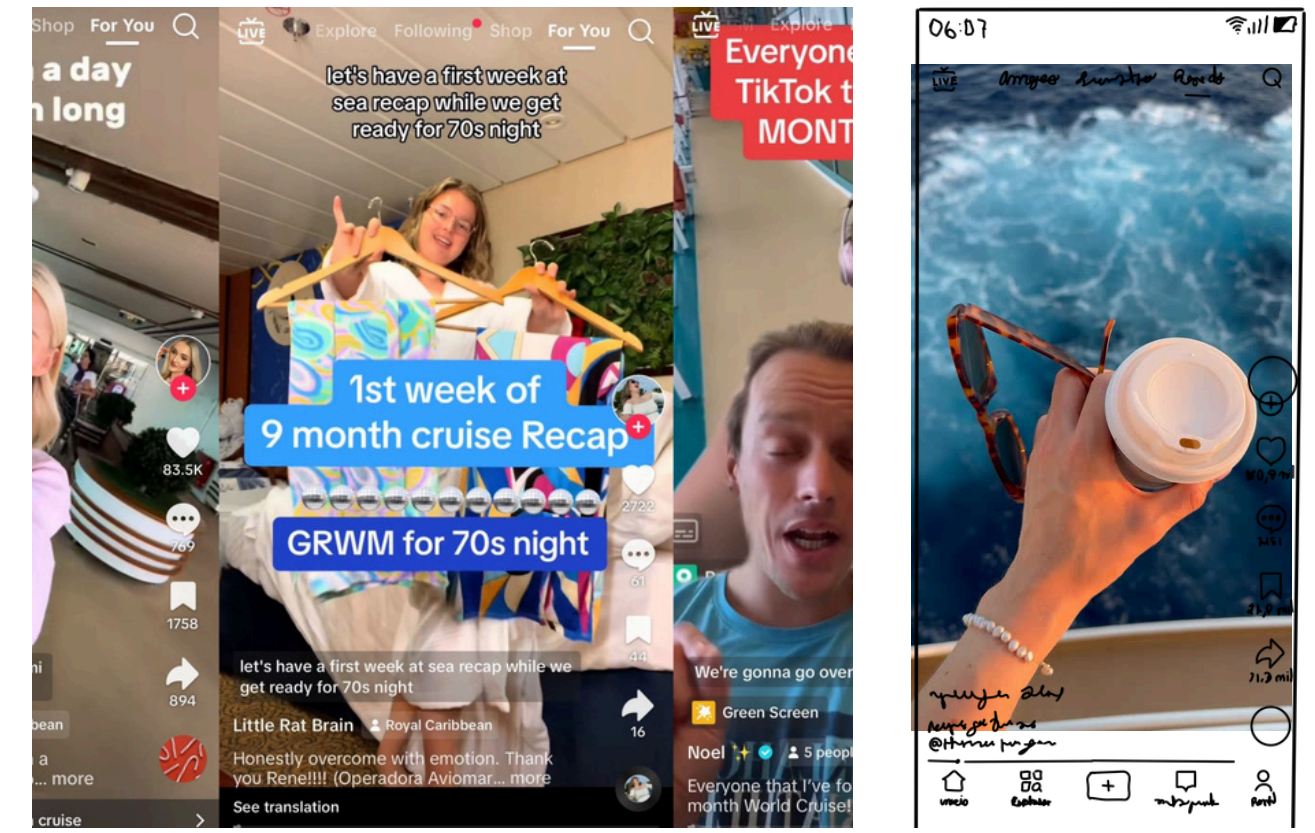
- **Concept:** From “System Overload” to “Sea Level” – 60-second high-impact storytelling
- **The Creative Execution:** A stressed worker’s laptop flashes “System Overload”.
- **Value Prop:** Positioning Norwegian Cruise Line as the ultimate logistical “easy button” - we handle the planning, you handle the “reset”.



# Paid Media

Social Media | Cultural Relevance (\$11M)

- **Main Platform:** TikTok & Instagram
- **Conversion Tactics:**
  - **TikTok Search and Instagram Ads:** Capturing “where to use PTO” and “escape reality”
  - **LinkedIn Integration:** “Log Off” triggers disguised as system alerts/meeting reminders for professionals.
- **Influencer Strategy:** Partnership with content creators



# Paid Media

Digital Out-of-Home | The Daily Nudge (\$6M)

## Infiltrating the Commute

- **Locations:** NYC Grand Central, Philly 30<sup>th</sup> Street Station, and Time Square Billboard
- **Tactics:** Real-time Synch of “**Countdown to Sunset**” visual
- **Message:** Your reward for the grind is waiting

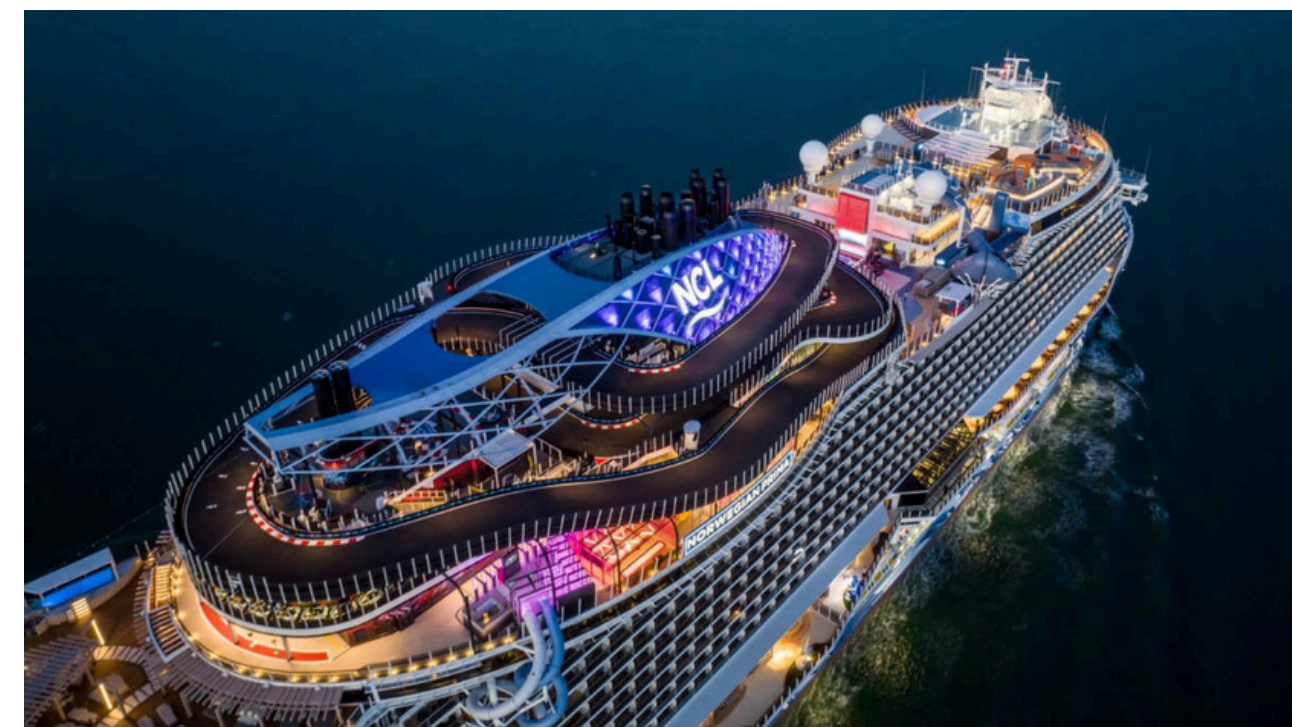


# Paid Media

SEM & AI Search | Conversational Bidding (\$8M)

## Owning the Decision Moment

- **The Pivot:** Moving from expensive keywords to **Long-Tail Conversational Queries**
- **Target Queries:** Is the Norwegian good for leisure after heavy work? Kid-friendly cruise and fun activities?
- **Goal:** Capture high-intent “Wave season” traffic through AI-driven dialogue.

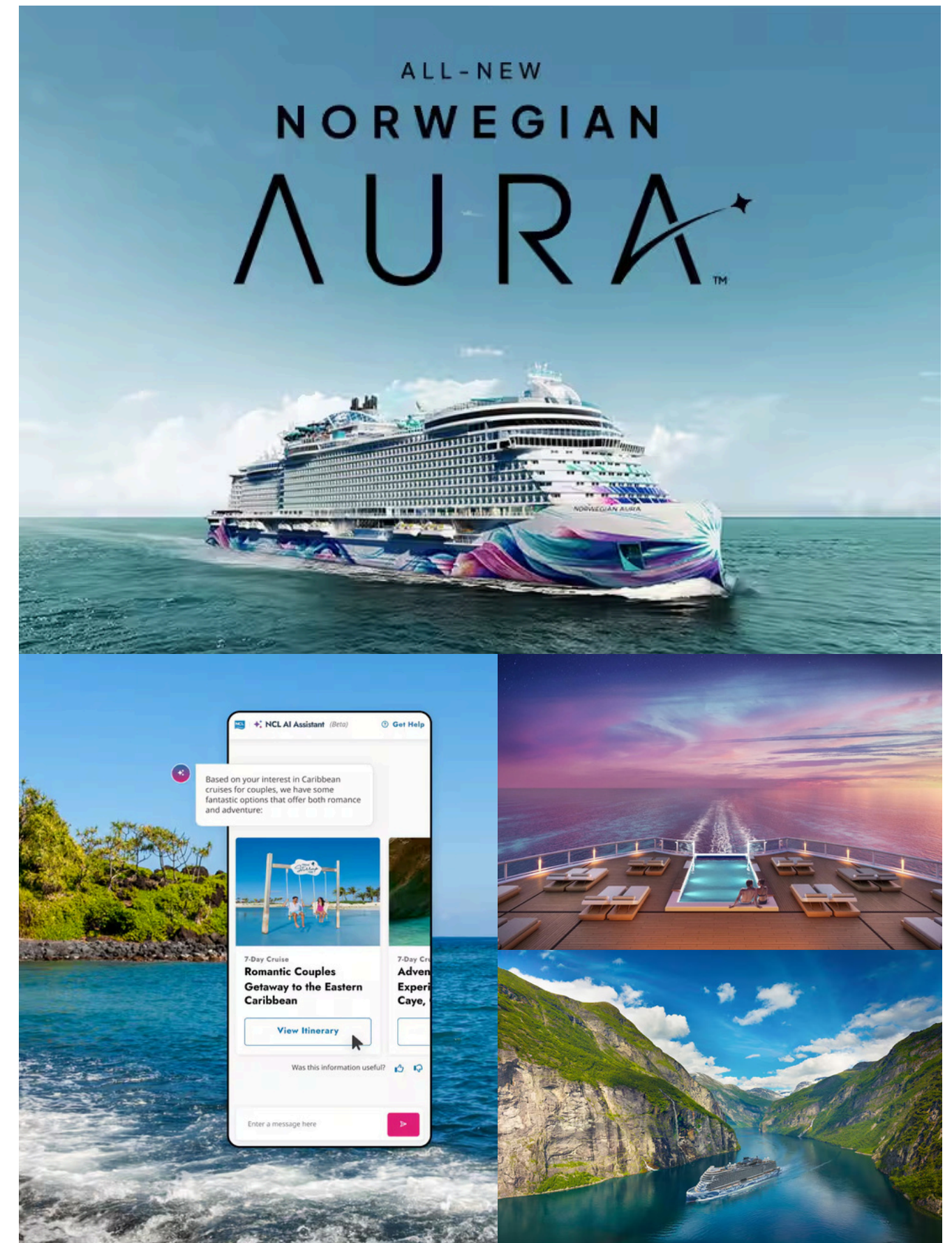


# Paid Media

Programmatic & Retail Media | The Conquest (\$4M)

## Winning the Land-Based Traveler

- **Strategy:** Targeting “luxury resort” searchers on Expedia and Amazon
- **The “Price-Comparison” Angle:**
  - **Norwegian Cruise Line Value:** 30% more value than 5-star land resorts.
  - **Dynamic Creative:** Highlighting “More at Sea” perks (Open Bar, Specialty Dining, I Plan U Enjoy)
- **Goal:** Winning the research phase before they even consider a cruise.



# Earned Media

## Influencer Brand Trip (\$3.5M)

### “Log Off. Set Sail” Brand Trip

- **Main Idea:** Authentic creator storytelling that brings the campaign to life
- Invite lifestyle, travel and work-life balance influencers
- Hosted Norwegian cruise experience centered on unplugging from work
- Creators document the shift from corporate burnout to cruise escape
- Content shared across TikTok and Instagram during the cruise

**Outcome:** Authentic creator storytelling introduces Norwegian to new audiences and drives organic social conversation.



# Earned Media

Influencer Brand Trip Cont. (\$3.5M)

## #LoggingOff

- Influencers share real-time content using #LoggingOff
- Encourages travelers to share their own “log off” vacation moments
- User-generated content expands campaign reach organically
- Social conversations reinforce Norwegian as the escape from work culture

**Outcome:** Extends the campaign beyond paid media and builds a recognizable social movement around the brand.



Corp  
@corporate.bro

79 Following | 359.6K Followers | 11.4M Likes

Follow Message

Comedy | Tech | Corporate | Sales  
Corporate Bro Turned Corporate Dad  
[www.Corporatebro.com](http://www.Corporatebro.com)

Showcase | Corp's board

Baby Product Reviews | Knights Of The Conf Table

DeAndre Brown  
@imdrebrown

330 Following | 1.1M Followers | 77.7M Likes

Follow Message

The Corporate Baddie @ NY  
deandre@thedrebrown.com  
<https://linktr.ee/imdrebrown>

LIVE

Espresso Martini | Lifestyle | Elite Talks | Ca

CorporateNatalie  
@corporatenatalie

1,307 Following | 821.1K Followers | 53.4M Likes

Follow Message

CEO of Work-From-Home Jokes  
<https://direct.me/corporatenatalie>

Showcase

Communication | Money things | Interview

AdviceWithErin  
@erinmcgoff

843 Following | 2.9M Followers | 83.6M Likes

Follow Message

your internet big sis  
!! ONLY A FEW DAYS LEFT TO PRE-ORDER MY BOOK  
<https://advicewitherin.komi.io/>

Showcase

Communication | Money things | Interview

# Earned Media

Editorial Coverage (\$2.5M)

## Connecting Travel with Work-Life Balance

- **Main Idea:** Earned media builds credibility through trusted third-party voices.
- Target travel publications such as Travel + Leisure & Condé Nast Traveler
- Target business outlets such as Forbes & Business Insider
- Story angle:
  - Travel as a reset from workplace burnout
  - Norwegian cruises as a flexible, modern vacation option

**Outcome:** Third-party media coverage strengthens credibility and expands campaign visibility.

**TRAVEL+**  
**LEISURE**

**CONDÉ NAST**

**Traveler**

**BUSINESS**  
**INSIDER**

**Forbes**

# Owned Media

## Inspiration into Booking

- 7M investment across Norwegian's owned media platforms
- Continues to emphasize Free Style Cruising
- Engages travelers through the planning and decision making process
- Connects campaigns messaging to Norwegians platforms

**Goal:** Build stronger connections with travelers



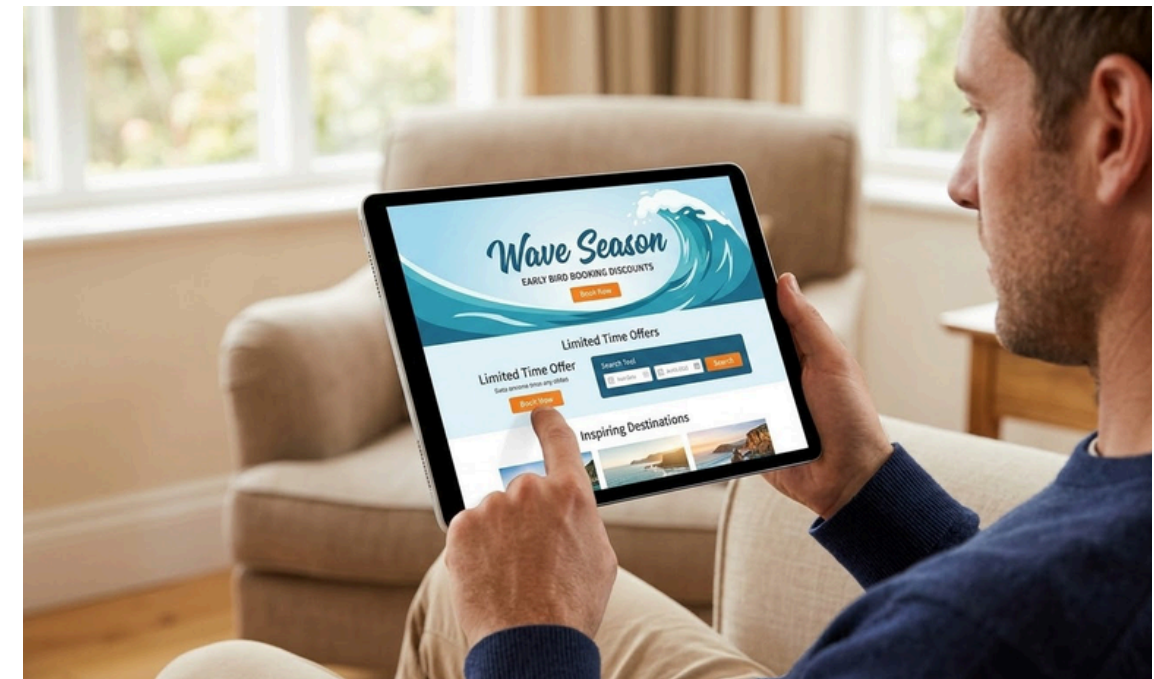
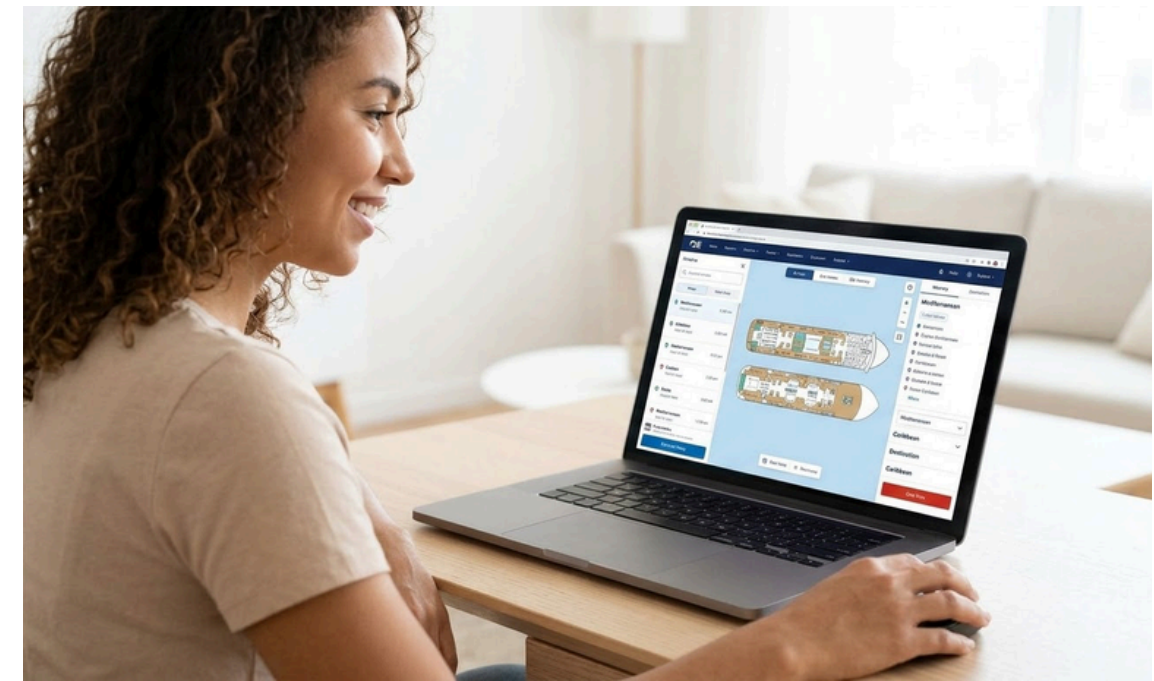
# Owned Media

## Norwegian Website Hub

- Central hub for travelers to explore ships, different destinations, and itineraries
- Seasonal landing pages during Wave Season and travel planning periods
- Virtual ship tours and streamlined booking tools

**Budget:** \$3.5M

**Goal:** Make it easy for travelers to explore options and book a Norwegian cruise



# Owned Media

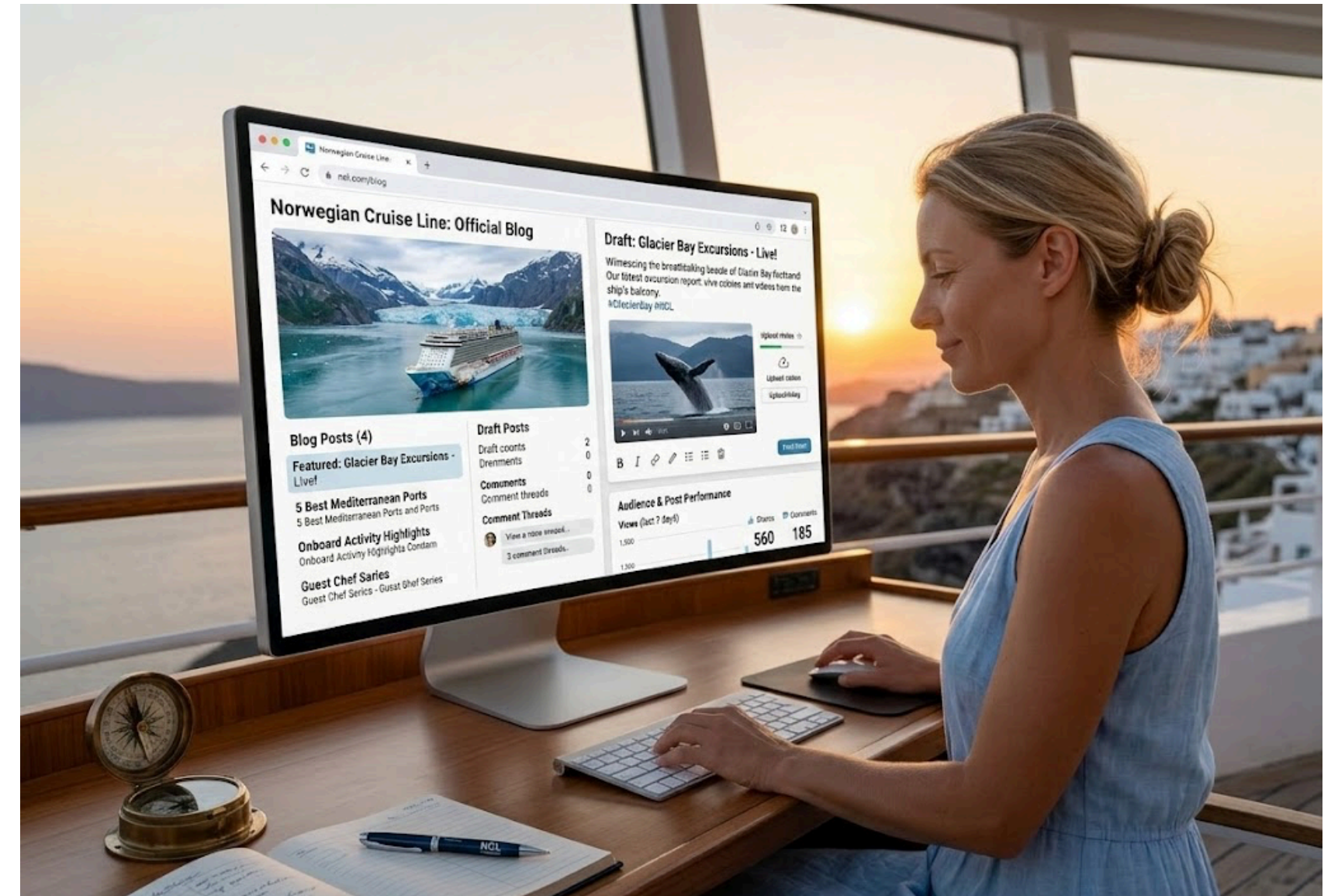
CRM, Email & Social Content

## CRM & Email Marketing \$2M

Personalized travel recommendations and promotional offers

## Social Media Content \$1.5M

Guest experiences, onboard moments, and destination highlights



**Goal:** Help travelers imagine their Norwegian cruise experience and move closer to booking

# Media Plan

**\$60,000,000**

## Paid

**\$47,000,000**

**\$18,000,000 (38%)**

Connected TV  
Streaming (Netflix, Hulu, HBO Max)

**\$11,000,000 (23%)**

LinkedIn  
Instagram  
TikTok

**\$6,000,000 (13%)**

Transit Stations  
Bus Stop Station

**\$8,000,000 (17%)**

Google  
Bing  
AI-Search (Gemini, Copilot)

**\$4,000,000 (9%)**

Expedia (Travel Marketplace  
Display)  
Amazon (Sponsored Display)

## Earned

**\$6,000,000**

**\$3,500,000 (58%)**

Influencer Brand Trip

Travel Influencers  
Work-Life Balance Creators  
Lifestyle Creators  
#LoggingOff Social Content

**\$2,500,000 (42%)**

Media Coverage  
  
Travel + Leisure  
Condé Nast Traveler  
Forbes  
Business Insider

## Owned

**\$7,000,000**

**\$3,500,000 (50%)**

Website Experience  
  
Seasonal landing pages  
Wave Season travel planning  
Ships & itinerary exploration  
Promotional offers  
Simplified booking experience

**\$2,000,000 (29%)**

CRM + Email Marketing  
  
Personalized travel recommendations  
Browsing behavior targeting  
Past Cruise history insights  
Promotional reminders

**\$1,500,000 (21%)**

Social Media Story Telling  
  
Guest experiences  
Onboard moments  
Destination highlights  
Cruise lifestyle content

# Flowchart

Darker squares indicate higher advertisement intensity

	January	February	March	April	May	June	July	August	September	October	November	December
<b>Television</b>												
<b>Connected TV (CTV)</b>												
<b>Streaming Platforms (Netflix, Hulu, Peacock, HBO Max)</b>												
<b>Social Media</b>												
<b>LinkedIn</b>												
<b>Instagram</b>												
<b>TikTok</b>												
<b>Digital Out-Of-Home</b>												
<b>Transit Stations</b>												
<b>Bus Stop Banners</b>												
<b>Search Engine Marketing</b>												
<b>Google</b>												
<b>Bing</b>												
<b>AI-Search (Gemini, Copilot)</b>												
<b>Programmatic Display / Retail Media</b>												
<b>Expedia (Travel Marketplace Display)</b>												
<b>Amazon (Sponsored Display)</b>												

# Target Impressions

Media Channel	% of Budget	Cost	CPM	Impressions
Television	38%	\$18,000,000	\$30	600,000,000
Social Media	23%	\$11,000,000	\$25	440,000,000
Digital Out-Of-Home	13%	\$6,000,000	\$7	857,142,857
Search Engine Marketing	17%	\$8,000,000	\$5	1,600,000,000
Programmatic Display / Retail Media	9%	\$4,000,000	\$7	571,428,571
<b>TOTAL</b>	<b>100%</b>	<b>\$47,000,000</b>		<b>4,068,571,429</b>

# WHY THIS WORKS

Satisfies the parameters of the budget and allocates resources with optimization in mind.

Establishes brand awareness through exposure to digital out-of-home displays featuring scene defying imagery and frequent exposure on several online channels.

Accounts for and takes seasonality into consideration.

Builds on the brand perception previously established in a forward-thinking way that captures younger audiences by means of influencer marketing.

An aerial photograph of a boat's wake in the ocean. The water is a deep blue, and the wake is a series of white, frothy waves trailing behind the boat. The text "WHAT ARE YOU WAITING FOR?" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**WHAT ARE  
YOU WAITING  
FOR?**



# **NORWEGIAN**

## **CRUISE LINE®**

Emily Hart, Bennett Baud, Phallavattay Thon, Branton East