

Cruising for the Mature

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Our Company



NORWEGIAN CRUISE LINE®

FREESTYLE CRUISING®

Current Marketing Mix

- Currently NCL really pushes their freestyle cruising. Their advertisements show families having fun in any way they choose. It shows that the travelers are free to choose how they want to spend their vacation and that there are endless possibilities. Their tag line is “Cruise like a Norwegian”.



Competitors



Our Target Market

- Primary: Active seniors, ages 65+. Includes couples or singles. These seniors have extra money to spend on vacations.
- Secondary: Young adults with active parents who are 65+. The secondary market has a household income of \$75,000 to \$150,000.

Campaign Proposal

- Focusing in on a cruise designed for “mature adults”. The ads will look appealing to anyone who needs a vacation or getaway. We will focus on imagery with minimal text with the goal to drive seniors to our website. The campaign is focused around Norwegian Cruise Line’s freestyle cruising for mature adults.

Timeline

- 3 month campaign
- January, February, March
- Studies show that most people book cruises during January and March

Original Ads

Now Boarding. Mature Adults Only



FREESTYLE CRUISING
FOR THE MATURE

www.ncl/maturecruises.com



Your cruise
ship awaits

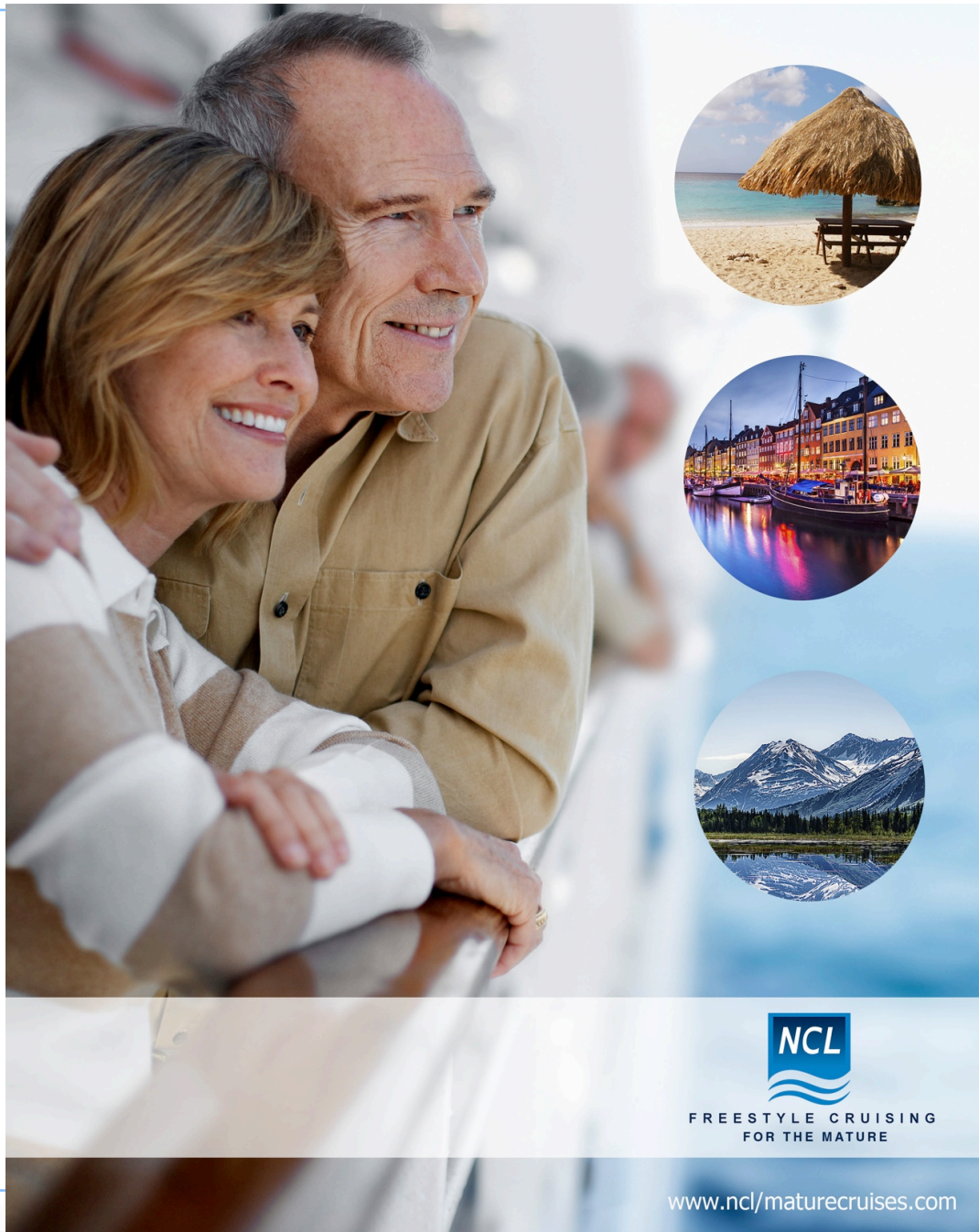


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FOR THE MATURE**



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Budget & Mock Ups

Magazine Ad

- Readers Digest : $\$180,000 \times 3 \text{ months} = \$540,000$
- People: $\$345,900 \times 3 \text{ months} = \$1,037,700$
- National Geographic Traveler: $\$119,070 \times 3 \text{ months} = \$357,210$
- TOTAL= $\$1,934,910$

Bus Stop/Billboard Ad

- \$3,000 per ad x 12 weeks = \$36,000
- Run in Minneapolis, Boston, Pittsburg, Denver, Milwaukee, San Francisco, Portland, Kansas City, Chicago. All cities with high active senior population and rated best places for seniors to live.
- TOTAL for the 9 cities = \$324,000

Now Boarding. Mature Adults Only

www.ncl/maturecruises.com

NCL
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FOR THE MATURE



Now Boarding
Mature Adults Only

NCL
FREESTYLE CRUISING
FOR THE MATURE

www.ncl/maturecruises.com

The advertisement is displayed on a large, illuminated billboard at a city intersection at night. The billboard features a photograph of an elderly couple smiling and embracing. The background of the billboard is a soft, out-of-focus image of a ship's deck. The text is positioned in the upper right and lower right areas of the image. The billboard is mounted on a concrete base and is surrounded by city lights and traffic.

Social Media

- “For the first time, more than half of all online adults 65 and older(56%) use Facebook, this represents 31% of all seniors”
- Facebook: \$0.50 per impression
- You can select your target audience
- Set a daily budget for impressions
- 1,000 impressions per day = \$500 daily limit
- \$500 daily limit for 3 months
- TOTAL = \$42,000



Like · Comment · Share

48 people like this.

View 1 more comment

- Elizabeth Borden Ummm**
Like · Reply · 3 hrs
 - Katie Adler Melanie Johnson ummm BABE!**
Like · Reply · 1 hr
 - Emily Dahm Yassss!**
Like · Reply · 12 mins
 - Emily Dahm How'd you get your hair that color!?**
Like · Reply · 11 mins
- Write a comment...

Suggested Post

NCL NCL
Sponsored · Like Page

Dreaming of an Alaskan cruise? The Norwegian Jewel awaits.

www.ncl/maturecruises.com

Like · Comment · Share · 1,685 68 79

Dustin Mikkelsen was tagged in Randy Rickmann's photo.

Randy Rickmann with Dustin Mikkelsen
18 hrs · Instagram · Edited ·

...om/photo.php?fbid=10153122835961284&set=a.420420416283.195415.665806283&type=1

6 event invites
Niral Patel and 1 other

- TRENDING
- Hays County, Texas:** 1 Dead and At Least 12 Missing Following Torrential Rain and Flooding, Police Say
 - B.B. King:** 2 of Musician's Daughters File Affidavits Claiming He Was Poisoned by Business Associates
 - Charter Communications:** Company Agrees to Purchase Time Warner Cable and Bright House Networks
- See More

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10 Celebs You Had No Clue Were Married ...
Answers.com
Borat is married to WHOM!?

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Extra \$3 Off With Code:FBN3

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Chat (Off)

TV Commercial

ABC

- 20/20 = \$70,000
- World News = \$60,000
- GMA = \$40,000

CBS

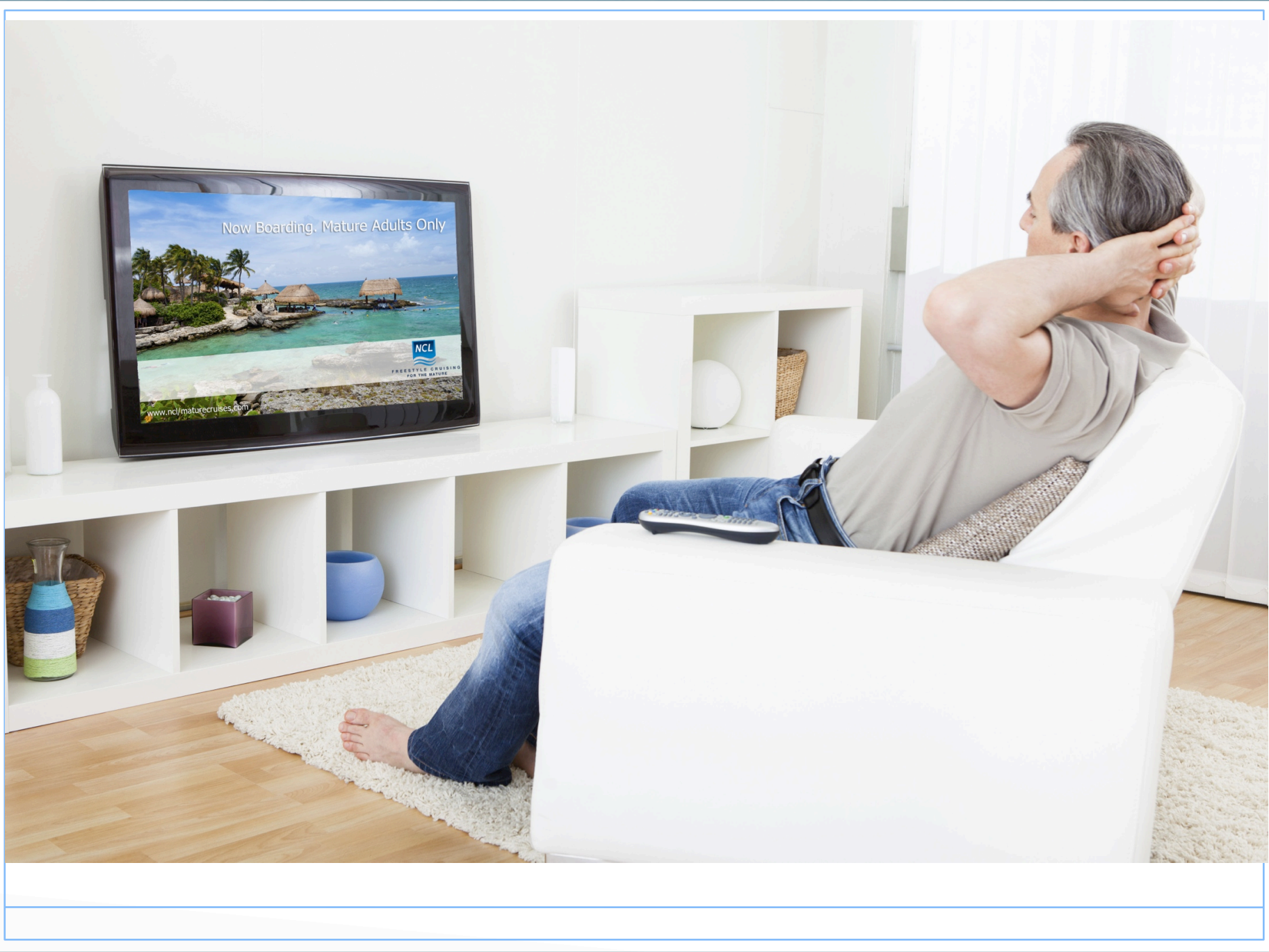
- 60 Minutes \$100,000

NBC

- Dateline = \$35,000
- DWTS = \$104,000

- Once every other week for 12 weeks. 6 total times for each

TOTAL= \$2,454,000



Now Boarding. Mature Adults Only



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Budget

- Magazine: \$1,934,910
- Billboard: \$324,000
- Social Media: \$42,000
- TV Commercial: \$2,454,000
- TOTAL Cost for Campaign: \$4,754,910

Website

<http://davidkranz.net/NCL/index.html>