



Why would anyone want to take a cruise these days?

CHALLENGE:

- Carnival Corporation came to us looking for an integrated Super Bowl campaign to attract a new generation of cruisers who'd read a lot of negative press in recent years about some infamous cruising incidents.

INSIGHT:

- We used online sentiment analytics and qualitative research to show them that their biggest problem wasn't a lack of awareness of the activities on board a ship, but the lack of an emotional draw to choose a Carnival cruise among many vacation options. They'd never sold people on their WHY.

SOLUTION:

- BBDO helped re-launch cruising to an international audience. Four videos were created based on the insights uncovered by our research. We saw an opportunity to start the Carnival conversation before the big game, so we shared four videos and fans could vote online to select their favorite to appear on the Super Bowl.
- The :60-second Super Bowl ad, "Back to the Sea", narrated by JFK, elevated the Carnival brand above the noise of recent negative press and competitors' Spring Break deals and into a more emotional space.
- But the experience traveled far beyond TV. We created a Web site – comebacktothesea.com – where people could discover which cruise line was perfect for them, including a fun, interactive tool that invited people to discover their "Cruise-a-nality" and share that profile with their friends online. The tool would also provide bespoke cruise offers created exclusively for your "Cruise-a-nality".





RESULTS:

Carnival enjoyed the third-largest gain in purchase consideration of any Super Bowl advertiser.*

The new web site had eight times more visitors than the old site with bounce rates improving by 40% and average session length doubling.

Plus, we saw a ton of earned media discussions for the brand

- @roblove tweeted “@mariashriver Your uncle had the best commercial in the #SuperBowl so far!! #Eternal”
- Jeff Beer via Fast Company wrote, “It’s an emotional ode to the ocean, about what ties our hearts, souls, and minds to the water. And for an industry that’s had its fair share of unfortunate events in recent years, it might be the perfect pitch.”
- The four videos were viewed nearly four million times on YouTube, generating almost five billion impressions even before the commercial aired.



*Source: YouGov BrandIndex, Feb. 2015

PARTNER AGENCY: PORTER NOVELLI

RELEVANCE TO MARSHALLS:

- ✓ Strategically grounded, breakthrough creative for a national brand in a highly competitive category.
- ✓ Refreshing a successful, well-known brand to make it more meaningful and relevant to a broader audience.
- ✓ Integrated campaign with digital and social content strategies.
- ✓ Repositioning and energizing a brand.
- ✓ Work that is bold, simple, salient, meaningful and relatable.
- ✓ Integrated earned, paid and owned channels.

FAST COMPANY

SUPER BOWL XLIX

CARNIVAL'S SUPER BOWL AD TAPS JFK'S 1962 ODE TO THE OCEAN

BY JEFF BEER

You could really do much worse than a President Kennedy speech as your voiceover.

In September 1962, President Kennedy gave a speech at the Newport Yacht Club ahead of that year's America's Cup race out of Newport, RI. It's an emotional ode to the ocean, about what ties our hearts, souls and minds to the water. And for an industry that's had its fair share of [unfortunate events](#) in recent years, it might be the perfect pitch.