

BLISS



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CASE STUDY
2018

Norwegian Cruise Line

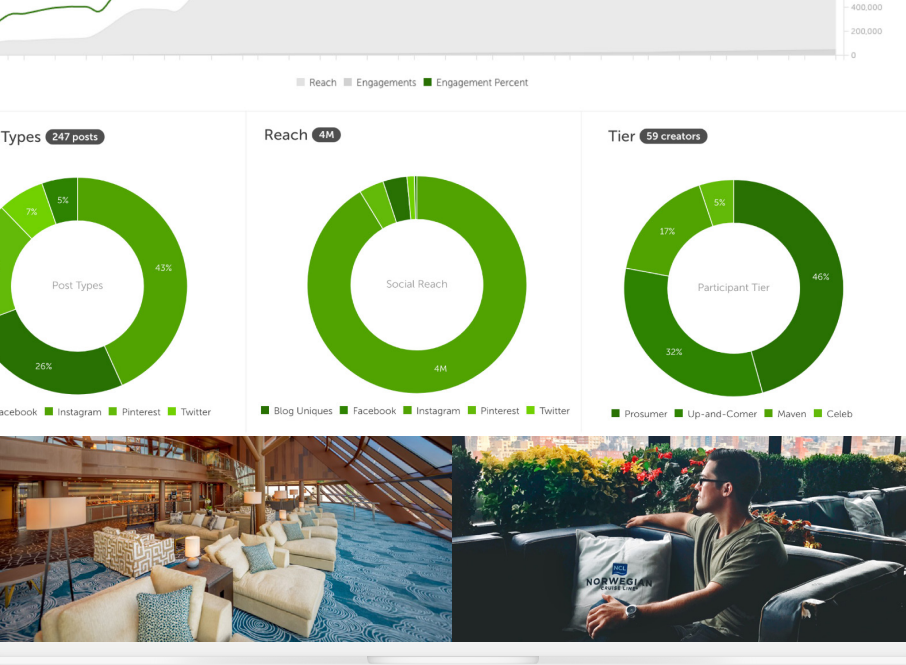
Full-service Cruise Vacations, Made Friendlier

Norwegian Cruise Line has been the leader in "freestyle cruising" since the company's founding in 1966—allowing millions of passengers each year to cruise to destinations around the world, enjoying fine dining, entertainment & activities on their schedule.

NCL wanted to embody the same freestyle approach as they expanded a year-round influencer marketing

program. They looked to influencer marketing as a multi-faceted way to grow brand awareness by identifying online influencers across the web and amongst their existing passengers.





A "Freestyle" Influencer Program

Tidal Labs helped Norwegian Cruise Line design an influencer program that aligned to the brand's "freestyle" ethos, utilizing higher-following influencers new to the brand and micro-influencers already cruising with Norwegian.

A network of influencers of diverse backgrounds, ages, locations and followings is continuously recruited for the brand, profiled and stored within Tidal Labs' Influencer Relationship Management platform. This influencer network is activated for campaigns both online and offline; announcing new ship launches, speaking to new routes or attending cruiseline launch parties to learn and keep up with the latest trends in cruising.

The customization capabilities of Tidal Labs' Influencer Relationship Management platform (IRM), helped make these different use cases possible. Norwegian Cruise Line was able to customize campaigns on the IRM that could be executed ongoing in an automated fashion, and then track program impact, quickly knowing who are the best performers.

NCL has had success in campaigns aimed to increase awareness and excitement about new cruise ships. They've used their community to echo the marketing efforts of their new cruise ship initiatives and time their campaigns according to large events.

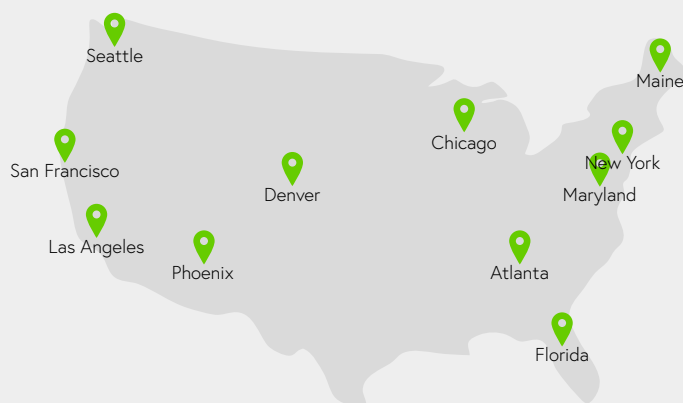
With their influencer community NCL was able to reach over 14M potential customers along its cruising routes and generating engagement on a daily basis.

A Nationwide Network

19 campaigns

973 posts

14.4M reach





Highlight: Influencer Onboard

NCL invited influencers who have already onboarded an NCL ship to share their experiences in exchange for free wifi. In line with its freestyle philosophy, NCL gives influencers full creative freedom to communicate the NCL experience from their unique perspectives. Influencers choose ships to their preferences, decide what kind of activities they want to showcase and how to show them. The influencers are not just disconnected salespeople at this point; they are every other neighbor we have who are simply enjoying themselves with families and friends on an NCL cruise. Potential passengers get to witness actual, ongoing cruising experiences that they can easily imagine themselves in.

Highlight: Bliss Inaugural Campaign 2018

When it came to launching their newest ship and cruise line in 2018, NCL engaged their community and tapped into their audiences to create excitement around the reveal of the Bliss ship. They exclusively invited their influencer community to share in-house assets, such as photographs and language for the new features of the new ship, to create awareness for the inaugural.

The influencer with the best posts would be awarded a free 7-day cruise, further bolstering the excitement in their influencer community. To be eligible, influencers would post 5 photographs across all of their major target platforms such as Instagram, Twitter and Facebook. As a result, days before their first inaugural in New York City, NCL achieved a reach of 808K for the new launch with 11K engagements.

In addition an additional program was established to offer select onboard passengers free wifi in exchange for sharing their experience on social media. Real cruisers share their stories about their experiences and bring real emotions into their storytelling and marketing. Cruise options are organically brought to the attention of potential passengers by having influencers share their personal experiences travelling to a destination along a cruiseline.

