



Executive Summary

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Dr. Traci Brady

Rose Bogardus, Alana Gagliardi, Melanie Russo, Patrick Travers, Isabel Valerio, Meagan Willett

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The cruise line industry has suffered immensely due to the impacts of COVID-19. Our goal is to execute a six month IMC campaign for Royal Caribbean with a 2 million dollar budget. The campaign will run from June 1, 2021 to December 31, 2021 and it will strive to restore consumer faith in the cruise line industry, create excitement and increase bookings and overall sales.

The target market for Royal Caribbean is 25-59 year olds and includes market segments of couples/singles, families and baby boomers, with activities to entertain all. Media vehicles such as Facebook, Instagram and Google ads, Magazine ads, TV ads and a coupon offer will be used during the campaign and will vary among each market segment. Royal Caribbean is successful in attracting people aboard their ships and it strives to achieve the highest level of quality to satisfy all of their passengers.

Royal Caribbean is the second largest cruise brand in the world, behind Carnival Cruise Lines. The company also owns Celebrity Cruises, Azamara and SilverSea Cruises (Royal Caribbean Annual Report 2019, pg 2). The company prioritizes opportunities to invest in new ships in order to increase their capital. One of the main competitors is Carnival Cruise lines, which is known as giving the “fun experience,” and tends to attract a younger market. Norwegian Cruises are another competitor for Royal Caribbean, as the passenger demographics are very similar to one another.

Royal Caribbean ensures multiple acts and laws put into place for passengers to comply with onboard the ships. The most recent guidelines are associated with COVID-19 to maintain health and safety on the ship.

COVID-19 has resulted in a huge loss of jobs and a drop in the economy’s GDP by 8% (Statista Country Report). Cruise lines have experienced a huge loss in revenue since 2020, however the GDP is predicted to increase over the next four years.

The cruise line has made important eco-friendly changes to its ships that will attract consumers who value companies that are environmentally friendly. In addition, Royal Caribbean has also spent time investing in new technology to increase advancement.

Royal Caribbean’s main strength compared to its competitors is the ability to invest in partnerships with other companies. This has been their main tactic in increasing their revenue prior to COVID-19. A major weakness for cruise lines is the impacts of the pandemic, however

there are many opportunities for improvement to encourage consumers to travel again. One main challenge will be attracting those who are still scared from the pandemic.