

CRUISE LINES

Smooth Sailing: Acquire More Passengers with Integrated Marketing.



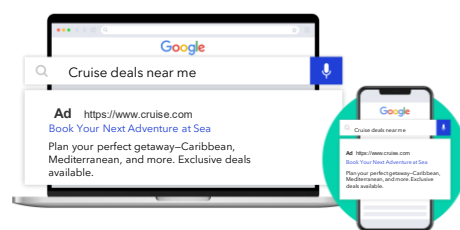
Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



Activation Opportunities

- Drive awareness with **Digital Display** and **Digital Out-Of-Home** to showcase luxury amenities, entertainment, and destinations to target audiences and geographies.
- Inspire consideration with **Connected TV** ads, using sight, sound, motion and emotion to engage more senses and increase interest and recall.
- **Shared Mail** inserts can cost-efficiently increase consideration by showcasing seasonal itineraries, dining plans, and enabling QR scans for virtual tours of onboard experiences.
- Use **Paid Social** to reach families, affluent retirees, or value-driven Gen Zs with tailored creative and messaging.
- Use **Search Engine Marketing** to capture high-intent queries like "Caribbean cruise packages," or "family cruise vacation." Retarget with display ads and dynamic creative.



Let's Ignite Results for Your Business.

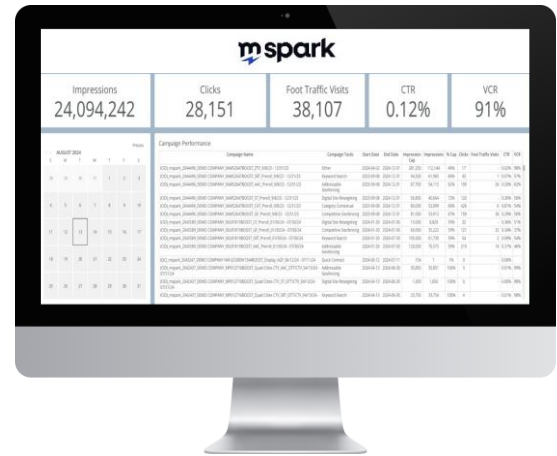


Actionable Results.



Our campaign reporting brings your strategic story to life.

- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



ABOUT US:

Mspark is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

Ready to Set Sail? Let's Get Started Today.

mspark.com

