



Whistl Case study

Door Drop

Achieving outstanding return on investment

Princess Cruises, one of the most recognised cruise lines in the world, faced the challenge of effectively acquiring and retaining new customers in a highly competitive cruise industry. They wanted to reach households with a high propensity of interest in cruise holidays, to increase new customer bookings.

Objectives:

- Increase brand awareness among potential customers
- Drive more bookings and reservations from first-time cruisers
- Differentiate the brand from competitors and highlight its unique offerings

Solution:

- To drive traffic online, they used a highly targeted creative doordrop campaign, with a QR code leading prospects to a user-friendly website. Implementing a targeted marketing strategy using **doordrop media**, highlighting the cruise experience.

Results:

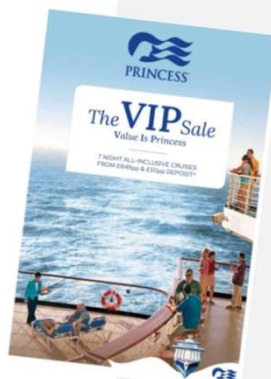
- Increased Bookings - The targeted approach led to a noticeable increase in bookings from first-time cruisers.
- ROI and Revenue Growth - The strategic campaign yielded a favourable return on investment and contributed to overall revenue growth, with **ROI's of over £20 for every £1 spent**
- The doordrop **was interacted with 3.4 times (JICMAIL)**
- The creative **stayed in the home for an average of 5.33 days (JICMAIL)** increasing visibility and opportunity to purchase from Princess Cruises as well as drive brand awareness
- What this tells us is, with a highly targeted, high-quality multi-page creative, Princess Cruises were likely to achieve **1,753,382 interactions** or impacts from just **500,000 doordrops**



Bronze Winner 2023

Award Winning

The campaign won Bronze for
Unaddressed Print and Door Drops
at the 2023 Data & Marketing Association Awards.



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Whistl help us reach the right audiences at the right time. The objective for our doordrops are to **reach households with a high propensity to buy** from Princess Cruises, highlighting the importance of modelling, and profiling. However, creative is just as important, and a multi-page creative delivers physical, sensory experiences with positive cognitive and emotional impacts on consumers. We consider statistics and evidence that highlights how 60% of consumers say they enjoy sitting down with multi-page creative's and reading them in their own time.

We ensure that the **creative is visually appealing**, easy to understand and communicates our message effectively, using high-quality graphics and images to capture attention. We include a **strong and clear call to action** using a QR Code, telephone number and a vanity URL telling our audience what we want them to do next.

The results speak for themselves!

**Rachel Willows, Manager,
CRM & Insights,
Princess Cruises UK & Europe**

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