

SUCCESS STORY



Fred. Olsen Cruise Lines

50% reduction in target
Cost Per Acquisition
in test month

STRATEGY:

Use client and stock footage to produce low-cost responsive three minute & 30 second DRTV adverts. Driving traffic online and responses to call centres

Optimise specialist media buying/planning vs. target audience



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OUTCOMES:

Retained DRTV creative and media buying agency from 2017 - 2020

Produced over 70 adverts featuring different cruise ships, destinations and special offers

364% improvement in response from DRTV advert vs. Brand Advert

