

leap group x  Carnival[®]

Leap Group and Carnival Cruise Lines make the most of an extreme ship makeover.

The Carnival Destiny was to undergo a complete transformation. She was the largest passenger ship in the world when she set sail in 1996, but after more than a decade at sea the ship was scheduled to undergo a record-setting 49-day, \$155 million restoration. And with a new face came a new name – the Carnival Sunshine.

We knew Carnival had an opportunity to harness the passion of Destiny's fans to build excitement about the new cruise ship. And if we did right, we could make those fans feel part of the transformation, and transfer their oh-so-important loyalty to the Sunshine. That's exactly what we did.

Services

- Social Gamification Campaign Strategy + Management
- Digital Film Production
- Copywriting & Social Posting
- Creative + UX

To get Carnival fans onboard, we had to figure out what floats their boat. We had to know what gets them excited.

What motivates them. So we performed a complete consumer research analysis.

THIS IS WHAT WE LEARNED:

The cruise ship transformation would be bittersweet.

To many Destiny fans, the ship was a like a second home, the backdrop to old photos and happy memories. Saying goodbye wouldn't be easy.

Carnival has social capital.

The cruise line's fan base is extremely active in social media. And Carnival is a passion worth sharing.

Passengers often fall in love. (With the boat.)

People often become loyal to a specific cruise ship. They repeatedly book the same ship for different adventures, and in the process create an emotional bond with the vessel.

Cruise ship fans really, really like souvenirs.

This is no secret. But it held the secret to engaging Destiny fans — let them have a piece of the ship.



All Fun and Gamification

Fans wanted a piece of the ship. We gave it to them. We created the Grab Your Destiny Contest, a four-week contest built on a social gamification platform. Fans earn points for each of more than 100 actions performed through Facebook for Twitter. The Fan with most points won a European trip for two aboard Carnival Sunshine's maiden voyage.

The next 10 point earners won cool stuff taken straight from the decks of the Carnival Destiny, ranging from autographed sports memorabilia to the actual Anchor. Weekly giveaways gave fans not in contention for the top prizes a chance to win a piece of the Destiny, too, which in turn kept them engaged throughout the four weeks.

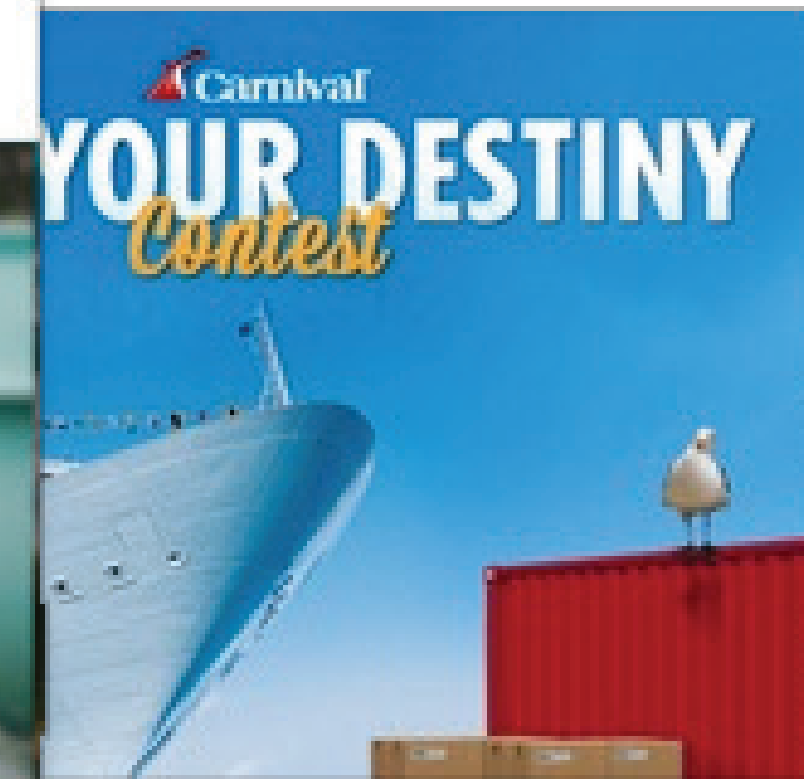
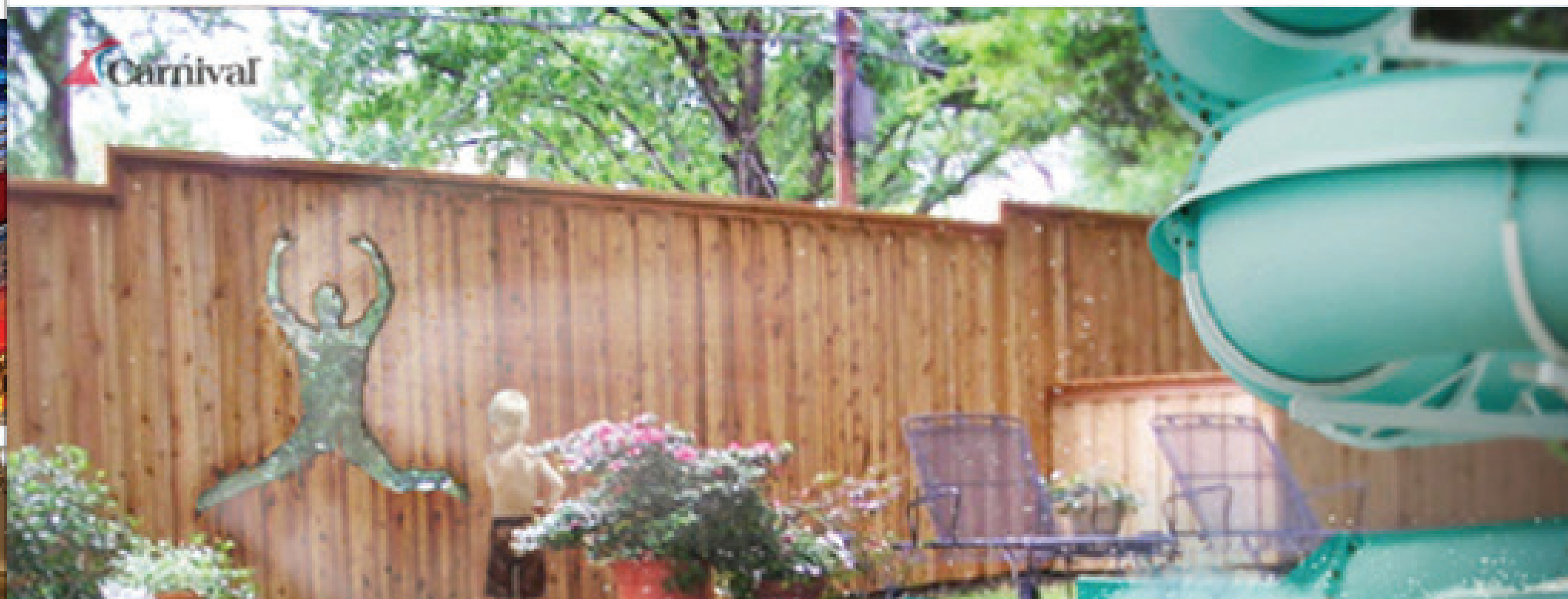
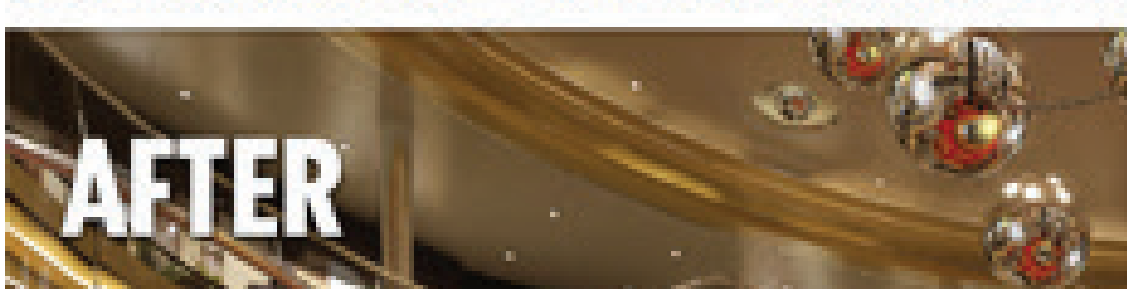


Carnival Destiny included **MORE THAN 100 WAYS TO EARN POINTS** through social media

CARNIVAL STATUS UPDATE 10/30 pts CLOSE X

LIKE +10 pts COMMENT +10 pts ✓ SHARE +10 pts

Mary Beth: "I want the slide!"

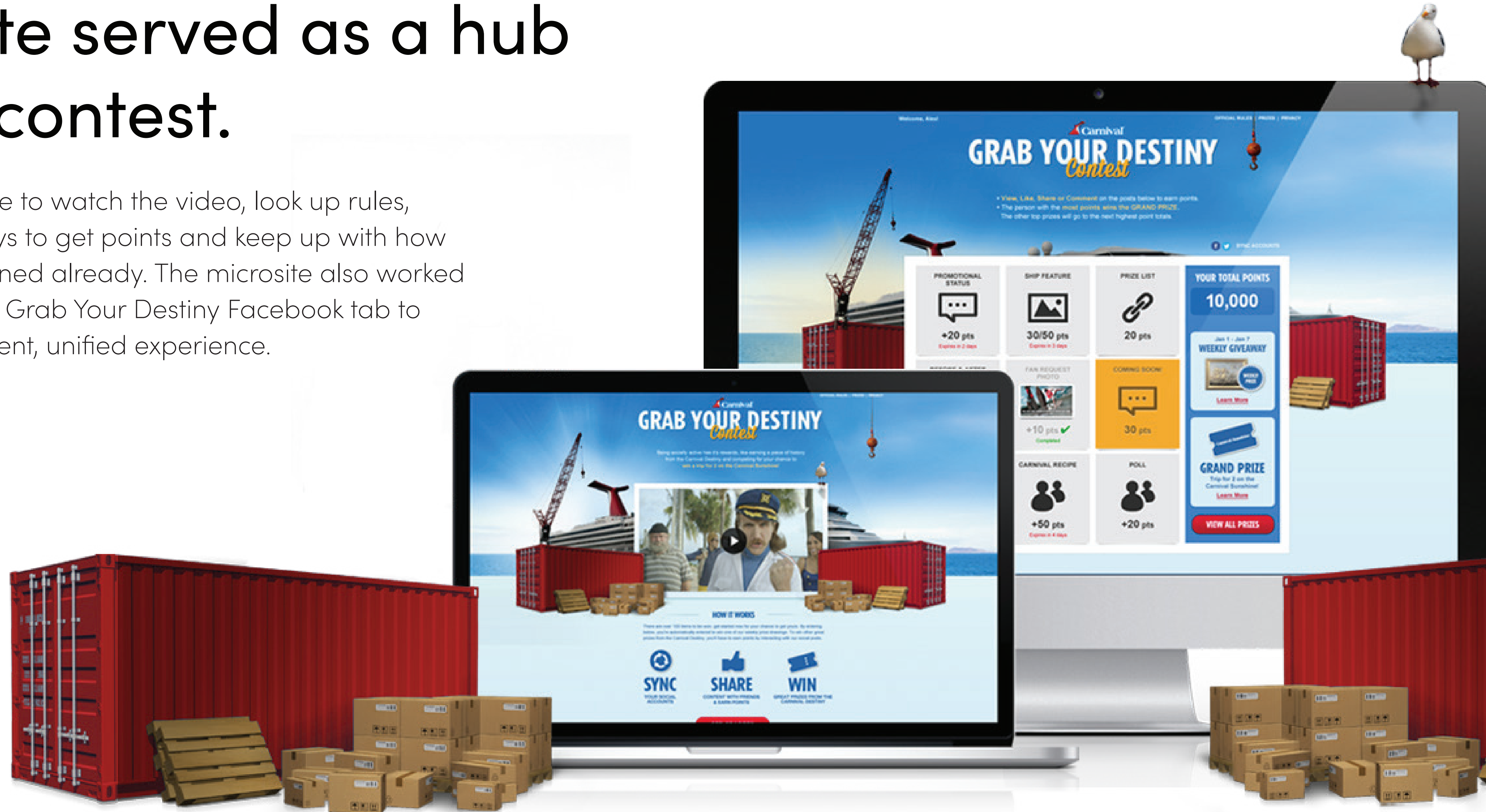


Destiny Contest. Enter to win a cruise for 2 people during the Carnival inaugural season and



The **Grab Your Destiny** microsite served as a hub for the contest.

Users could go there to watch the video, look up rules, prizes, discover ways to get points and keep up with how many they had earned already. The microsite also worked seamlessly with the Grab Your Destiny Facebook tab to give users a consistent, unified experience.



Social

All social network pages saw an increase in followers

Growth

Grab Your Destiny
Users Increased

Activity

193% active users Increased
over four weeks

400,000+ Interactions with Carnival

leap group