

# Marketing Campaign Case Study

By Katie Johnson, Copywriter

## Challenge:

UnCruise Adventures was being pushed out by the competition. Other cruise lines said they were the best small ship adventure company offering the most authentic, adventurous experiences in the most remote places. We knew—based on their ship capacities, ports of call, and staff-to-guest ratio—that this wasn't true. We knew we were the original and could deliver the authentic, in-the-wild experiences guests were seeking. But how could we help potential guests understand this?

## Goal:

Develop a cross channel marketing campaign that explicitly outlines that guest can find the experience they're seeking with UnCruise Adventures.

## Solution:

"Why don't we simply tell them, and show them, who we are?" I suggested. And UnCruise Defines Adventure was born. I first created the "Uncyclopedia," an online glossary of frequently used small ship industry terms including "remote," "entertainment," and "inclusive" to define who we are to our consumers. Instead of asking them to infer or compare us to other cruise lines, we spelled out the UnCruise experience. The Marketing and Communications teams then developed assets onsite, in social, email newsletters, and print ads to implement the UnCruise Defines Adventure campaign.

## Campaign Components:

### Onsite [Uncyclopedia](#):

A-Z glossary of frequently used industry terms:

I-Q



Immersive  
[ih-mur-siv]

Hold a seastar in your hand on a misty beachwalk. Swim in a waterfall on a hike in Hawaii's ancient Halawa Valley. Learn new dance steps in the Darien Jungle. Your senses are awake and engaged, all day, every day.

Inclusive  
[in-kloo-siv]

Excursions, adventure equipment, transfers, baggage handling, and yes, all food and beverages (alcohol too), even heart-tugging photos from your trip are covered in the fare. Truly no hidden costs.

Insider  
[in-sahy-der]

Experts who've lived and breathed the places we visit. And crew who've dedicated their education, travels, and a whole lot of playtime to the places you want to explore. They share their secrets.

Social Media, Facebook:



# ADVENTURE

[ad-ven-cher]

Our name and our passion. Uncovering playgrounds that offer the richest, wildest experiences by hike, paddle, with locals, and more. Only so few can do so much. It's all included, and there's something for everyone.

[UNCRUISE.COM/UNCYCLOPEDIA](http://uncruise.com/uncyclopedia)



**UnCruise Adventures**  
- August 22, 2019 · 🌐

Our word of the week is **ADVENTURE!** What's your favorite type of adventure?

Find out how UnCruise defines adventure:  
[www.uncruise.com/uncyclopedia](http://www.uncruise.com/uncyclopedia)

👍❤️ 47      2 Comments  
4 Shares


Like   Comment   Share

Oldest ▾

👤 Top Fan  
**Nancy Hurlow Houghton** My Alaska UnCruise was one of my favorite adventures!  
Like · Reply · 34w    👍 3

👤 Top Fan  
**Michele Ronan Church** Hiking!!  
Like · Reply · 34w    👍 1

Write a comment... 📷 📺 📺 📺




# ACTIVE

[ak-tiv]

Mountain-goat scrambles, hours-long kayaking, slow and inquisitive snorkeling... Excursions are as hard-charging or as slow-paced as you like.

[UNCRUISE.COM/UNCYCLOPEDIA](http://uncruise.com/uncyclopedia)



**UnCruise Adventures**  
- August 29, 2019 · 🌐

Our word of the week is **ACTIVE.** What does active travel look like to you?

Find out more at [www.uncruise.com/uncyclopedia](http://www.uncruise.com/uncyclopedia).

👍❤️ 36      12 Comments  
3 Shares

Like   Comment   Share

Oldest ▾

👤 Mary Malinsky Bushwhacking in Alaska. Hey, bear!  
Like · Reply · 33w    👍 1

👤 Marilyn Heinlein Experience thru hiking, kayaking, cruising, paddle boarding, horseback riding etc in person..love the mountains, glaciers, forests, oceans, bays, etc....  
Like · Reply · 33w    👍 1

👤 Top Fan  
**Holly McManus Salzman** Eating amazing

Write a comment... 📷 📺 📺 📺

## Email Newsletters:



## UnCruise defines...

**Adventure** [ad-ven-cher]: Our name and our passion. Uncovering playgrounds that offer the richest, wildest experiences by hike, paddle, with locals, and more. Explore places so tucked away that our cozy boats fit in just right. It's all included, and there's something for everyone.

**Small ships** [smaal ships]: Laid back; 22-90 guests. That's it. You get to know your travel comrades quickly, and yet there's always a quiet corner or empty space on the bow to scout for wildlife and take it all in.

**Inclusive** [in-kloo-siv]: Excursions, adventure equipment, transfers, baggage handling, and yes, all food and beverages (alcohol too), even heart-tugging photos from your trip are covered in the fare. Truly no hidden costs.

---

**Define your adventure in the tropics this winter, and receive Adventure Savings\*:**

- **\$1,000 per couple** on 10-night [Costa Rica & Panama—Canal, Culture, Adventure](#) departures: November 20, 2019–March 29, 2020.

Print Ads:



# in your element

**adventure**  
[əd-ven-cher] Our name and our passion. Uncovering playgrounds that offer the richest, wildest experiences by hike, paddle, with locals, and more. Explore places so tucked away that our cozy boats fit in just right. It's all included, and there's something for everyone.

**immersive**  
[ih-mur-siv] Swim in a waterfall on a hike in Hawaii's ancient Halawa Valley. Talk story with a Hawaiian elder. Your senses are awake and engaged, all day, every day.

**connection**  
[kuh-nek-shuhn] Meet your people. Small ships acquaint you with like-minded travelers and places that tug your heartstrings. Bonds are hard to define but easy to spot hugging it out at the end—from co-explorers to friends for life.

we are adventure... you can be, too!

**SAVE \$700\*** Hawaii • 7 nights • Apr-Dec  
4-island adventure cruise

**UnCruise**  
small ships. BIG adventures