

Direct Marketer **Viking Cruises** has huge success with *Masterpiece* branding campaign



MASTERPIECE



PBS SUCCESS STORIES

GOALS

- Build positive brand association and heightened awareness among travel aficionados
- Establish Viking Cruises as the go-to cruise company for international luxury travel
- Generate qualified leads that convert to bookings

PBS SOLUTION

Masterpiece and Viking Cruises have developed a unique, high profile, cross-platform sponsorship, leveraging the full suite of partnership benefits.

ACTIVATION

📡 In 2015, :30 on-air television spots reached nearly 40M viewers¹ in the US

🌐 Viking Cruise's digital extensions are a key component of the sponsorship's success. In 2015 alone, 24M+ full episodes were streamed and 10M+ unique visitors came to pbs.org/masterpiece.

- Prominent display ads throughout the *Masterpiece* site and a linked Viking logo on the masthead drove traffic directly to Viking's website
- VRC received pre-roll and midroll in instream video
- 800K passionate *Masterpiece* fans received e-newsletters with a click-through Viking logo



VIP events generated Viking brand exposure at high profile events, including "Downton Abbey" cast events

- Thousands of *Masterpiece* fans attended screenings hosted by over 100 PBS stations
- Viking's brand logo was featured in invitations, step and repeats, signage, clip reels and more



Millions of *Masterpiece* DVDs feature :30 Viking pre-roll and logo on packaging

OCTOBER 2011 – PRESENT



“ In the last year alone, the number of agents who sell our products increased by 15%. We have heard from agents who said that they never thought they would sell river cruises until they saw the new Viking Longships in our PBS *Masterpiece* sponsorship during "Downton Abbey."
—*Travel Weekly*

We often hear that our passengers discovered the Viking Way of travel from watching *Masterpiece*. ”

– Richard Marnell
CMO Viking Cruises



Mary Sharpe Thank you so much Viking River Cruises for your continued support of my guilty pleasures in watching everything on PBS!

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¹NTI Live+7 Nielsen National NPOWER Reach & Frequency Report, Jan-Dec 2015 ² Google Analytics, Jan-Dec 2015