

MAILER:

Celebrity Cruises

OBJECTIVE:

Celebrity Cruises faced the challenge of generating new leads and increased bookings for a new specialty international wine themed cruise, and positioning the cruise line as containing one of the world's largest staff of sommeliers and greatest purveyors of fine wines at sea, while introducing itineraries and dates of the Europe Wine Cruise.

SOLUTION:


eTargetMedia implemented a highly targeted, strategically planned acquisition email marketing campaign to reach the most responsive prospective audience for this specialty wine cruise offer. eTargetMedia selected and cross referenced two highly targeted lists, which included Active Cruise Enthusiasts as well as Avid Wine and Cheese Enthusiasts, and implemented demographic and geographic targeting including age 42+ with HHI \$100K+ in select major US metro areas, with an avid interest in cruising as well as wine. The campaign was tiered with multiple deployments that occurred in upcoming weeks to months prior to the sailings to encourage inquiries, leads and ultimately new bookings.

OUTCOME:

The email marketing initiative resulted in extremely strong open and click through rates that far surpassed industry averages. The client reported a significant increase in new leads as well as a strong conversion rates for increased bookings as a direct result of the targeted email initiatives, and subsequently continued to schedule additional eTargetMedia email campaigns as a result.

e x i t: dreaming about family vacation
e n t e r:

Modern LuXury



By sampling our new [Immersive Europe Wine Cruises](#)

Dear Traffic,

Employer of one of the world's largest staff of sommeliers. Purveyor of over 380 different wines per sailing. It's clear we understand the appeal of a great glass of wine. So we're excited to announce the newest itinerary added to our list of already exhilarating sailings—our Immersive [Europe Wine Cruises](#), on Celebrity Constellation®.


Wine enthusiasts—and culture seekers alike—will savor visits to classic wine countries such as France, Spain, and Portugal. And with overnights in Paris and Bordeaux, France and Bilbao, Spain, you'll have plenty of time to sip Champagne in Paris. Taste robust Bordeaux in... where else, Bordeaux. And discover the Rioja region of Spain.

Plus, take advantage of our Best Cruise Line, Best Value Event.** Book a suite and receive a \$100 onboard credit (\$200 if you're a Captain's Club member), enjoy free gratuities, and book [business class air](#) through ChoiceAir® and save up to \$1,000†† per suite. Or you could receive a free upgrade from an inside to an ocean view stateroom. And you'll enjoy 50% reduced deposits.

[VIEW ITINERARIES](#) ▶ For itinerary or air pricing questions [CLICK TO CHAT](#)

Celebrity Constellation®

12-Night Wine Cruises
Starting from
\$1,199††
per person
Sept 7 - Nov 18
Departs from
Southampton, England



2011 "BEST PREMIUM CRUISE LINE"
—Performance Media Group's Leisure Travel Review

To book your cruise, call us at **888.305.9153**, visit [CelebrityCruises.com](#) or contact your Travel Agent.
Celebrity Sales Center is open 24 hours a day, 7 days a week.

For details, a quote, or to book, call our Group Vacation Planners at 1-888-727-4907 or contact your Travel Agent. [GET A GROUP QUOTE](#) ▶

*CELEBRITY CRUISES RESERVES THE RIGHT TO IMPOSE A FUEL SUPPLEMENT ON ALL GUESTS IF THE PRICE OF WEST TEXAS INTERMEDIATE FUEL EXCEEDS \$65.00 PER BARREL. THE FUEL SUPPLEMENT FOR THE 1ST AND 2ND GUESTS WOULD BE NO MORE THAN \$10 PER GUEST PER DAY TO A MAXIMUM OF \$140 PER CRUISE, AND FOR ADDITIONAL GUESTS WOULD BE NO MORE THAN \$5 PER PERSON PER DAY, TO A MAXIMUM OF \$70 PER CRUISE.
††Prices are per person, double occupancy, cruise only inside stateroom on select sailings, unless otherwise indicated. Government taxes and fees are additional.

We hope you enjoyed this email from:
Celebrity Cruises Inc.
1050 Caribbean Way
Miami, FL 33132
[www.CelebrityCruises.com](#)
[Privacy Policy](#)

Celebrity X Cruises®
celebritycruises.com

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com