

# Driving consideration for Celebrity Cruises on Travel Tuesday

## Objective

Celebrity Cruises partnered with Samsung Ads to drive bookings for its 2024 sailing season on Travel Tuesday, a day dedicated to travel deals, similar to that of Black Friday or Cyber Monday.

## Solution

Celebrity Cruises promoted its sales within a premium and highly visible TV environment, leveraging Samsung's massive device footprint and the expert understanding of their consumers to maximize exposure and consideration.

## Tactics



**Targeted audiences** – Leveraging Samsung's IP proprietary data, Celebrity Cruises reached cruise intenders and high-income households.



**Premium Ad Placements** – Samsung's native Home Screen placement showcased the brand's video creative to highlight key Travel Tuesday deals giving Celebrity Cruises 100% SOV during key decision moments.

The placement ran during primetime, maximizing exposure to target audiences before they navigated to live TV, streaming apps, or gaming.



## Lift results

**+19.1%**

Lift vs. Control  
Online Ad  
Awareness

**+23.3%**

Lift vs. Control  
Brand Attribute

**4.9MM**

Households  
reached



Samsung's platform enabled us to promote our Travel Tuesday offers in a highly visible and premium environment. Working with the leading Smart TV brand allowed us to effectively reach our audience across a high impact environment during a key retail period.

Vanessa Bousa  
Media Director, Celebrity Cruises

**55%**

Of target  
audience reached

