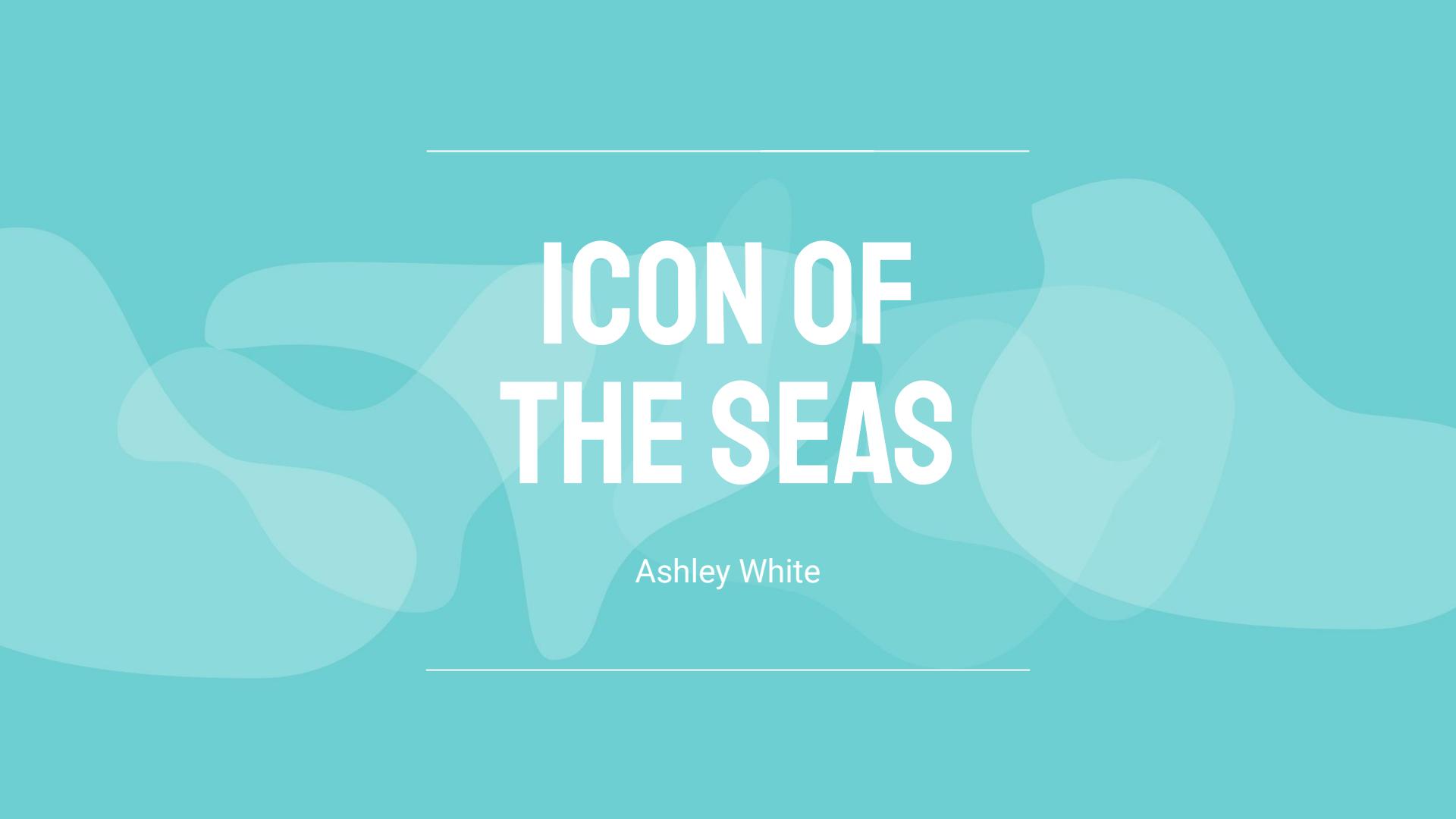


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# ICON OF THE SEAS

The background of the slide features a repeating pattern of abstract, wavy, organic shapes in a light teal color. These shapes overlap and flow across the entire slide, creating a sense of depth and movement. A thin horizontal line is positioned above the title, and another line is at the bottom, framing the central text area.

Ashley White

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# BUILT FOR YOU

“Built For You” will show off the numerous activities, pools, and restaurants the Icon of the Seas has to offer

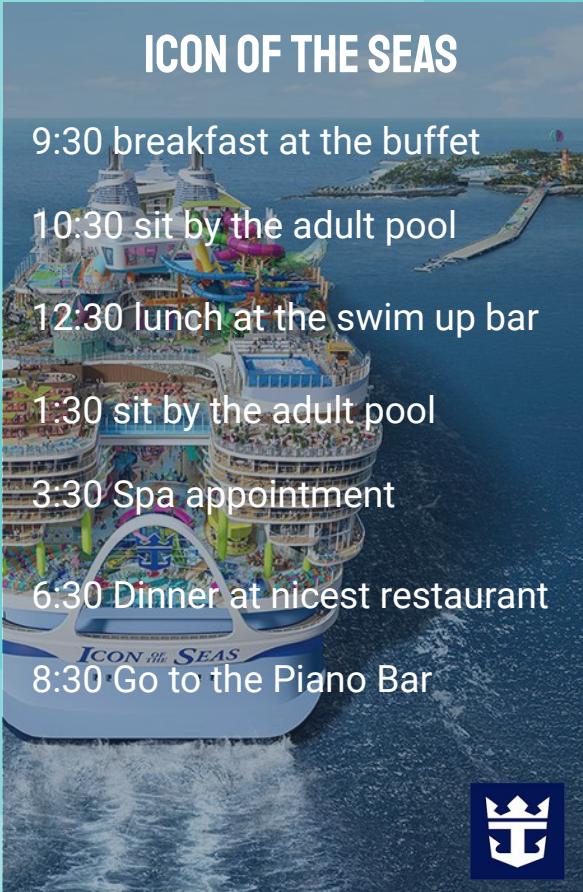
This will emphasize that the ship is perfect for everyone, the people who love the business and excitement of cruise ships already, and the people who may not have thought about a cruise before, but just need a little push to realize that the Icon of the Seas is perfect for them, too

We know that today's world can be nonstop challenges and stress, and because of this, everyone deserves not only a break, but their dream vacation. We also know that everyone's dream vacation is a little bit different. Some people want adventure, nonstop fun, and exciting experiences. Others want to relax, rejuvenate, and feel the stress of their everyday lives slip away. On the Royal Caribbean Icon of the Seas, we offer both. And everything in between. We don't believe in telling you how to vacation. We believe in giving you everything, so you can decide.

Using AI technology, such as platforms like CHAT GPT, Royal Caribbean can release a chatbot that customers can tell their dream vacation, which can be accessible via a link in their various social media platforms. After participants type in what they want out of their vacation, the AI provides them an itinerary filled with the activities on the Icon of the Seas and the ports they visit. It will then generate a graphic with the itinerary that each person can post on various social media platforms.

This will show all types of people that they would love this cruise and encourage them to spread the word about the Icon to all their friends

# THE DIGITAL ACTIVATION EXAMPLE



**ICON OF THE SEAS**

9:30 breakfast at the buffet

10:30 sit by the adult pool

12:30 lunch at the swim up bar

1:30 sit by the adult pool

3:30 Spa appointment

6:30 Dinner at nicest restaurant

8:30 Go to the Piano Bar

**CROWN LOGO**



**ICON OF THE SEAS**

7:00 hit the gym

8:30 breakfast at the buffet

9:30 climb the rock wall

10:00 hit the pool

12:30 lunch at the swim up bar

1:30 Fun at the water park

4:00 hit the sports deck

7:00 Dinner at a fun restaurant

9:00 water show

**CROWN LOGO**

# TV SPOT

The spot starts with a gorgeous shot of the Icon of the Seas in the ocean as a voice over starts reading a shortened version of the manifesto

“Everyone deserves their dream vacation”

It cuts to a shot of a family on the rock wall “For some this means adventure”

Then a shot of kids on the water slide “and nonstop fun”

Next is a shot of a mom relaxing by the pool with a drink in hand “for others, this means relaxation”

It cuts to a shot of a couple getting a massage “and rejuvenation”

“We believe in giving you everything, so you can decide” with an aerial shot of the ship spotlighting some of the amazing aspects of the ship

It cuts to the logo and the tagline “The icon of the Seas, Built For You”

## Sliding post showcasing the variety of restaurants on the ship



## Sliding post showcasing the variety of water activities on the ship



## Sliding post showcasing the variety of night life on the ship



## GOAL OF THE PRINT ADS

In the print ads, we will showcase some of the great features of Icon of the Seas, such as the water parks, or cool bars, with the tagline The Choice is yours.

This will keep the ad nice and simple, attracting the viewer with the bright colors of the ship

Then, the image will show some of the aspects the ship, showing the viewer the options they will have on while aboard the Icon of the Seas

The tagline will also emphasize the numerous choices each family will have

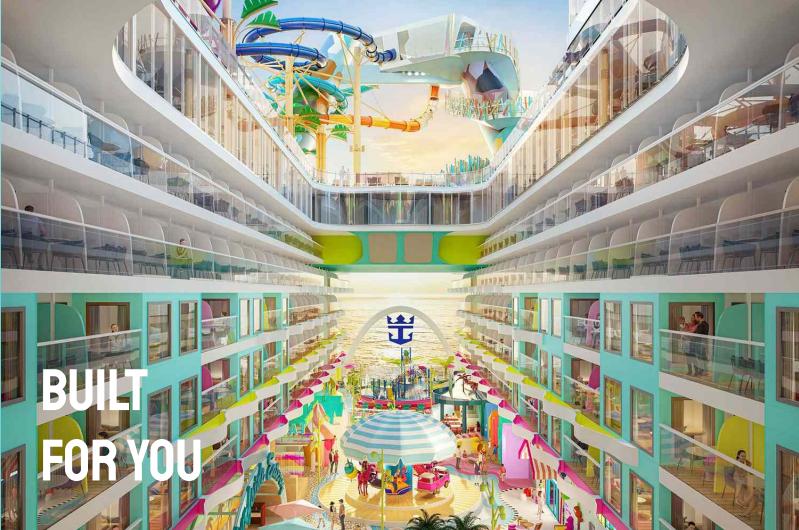
## PRINT AD 1



**BUILT  
FOR YOU**

This ad showcases the exciting aspects of the cruise such as the water park and the basketball court

## PRINT AD II



This ad showcases the exciting water park, calmer shopping area and walkway, and a room and balcony option

### PRINT AD III



**BUILT  
FOR YOU**

This ad showcases one of their unique bars as well as hinting at the other bars on the ship with the long walkway

## WHY THIS WILL WORK

This will work because it caters to families who already go on and love cruises by highlighting the exciting aspects of the ship, while also targeting families who may have thought twice about taking a cruise in the past by showing the calmer aspects of the ship. It is also caters to each individual family showing them exactly what they would enjoy on the cruise which will pushing them to go for it and book their cabins.