

# The New Wave of Cruise Marketing:

Personalisation, AI and  
the Connected Traveller

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**Force24**<sup>TM</sup>



GDPR Compliant  
Marketing Automation



# Force24™

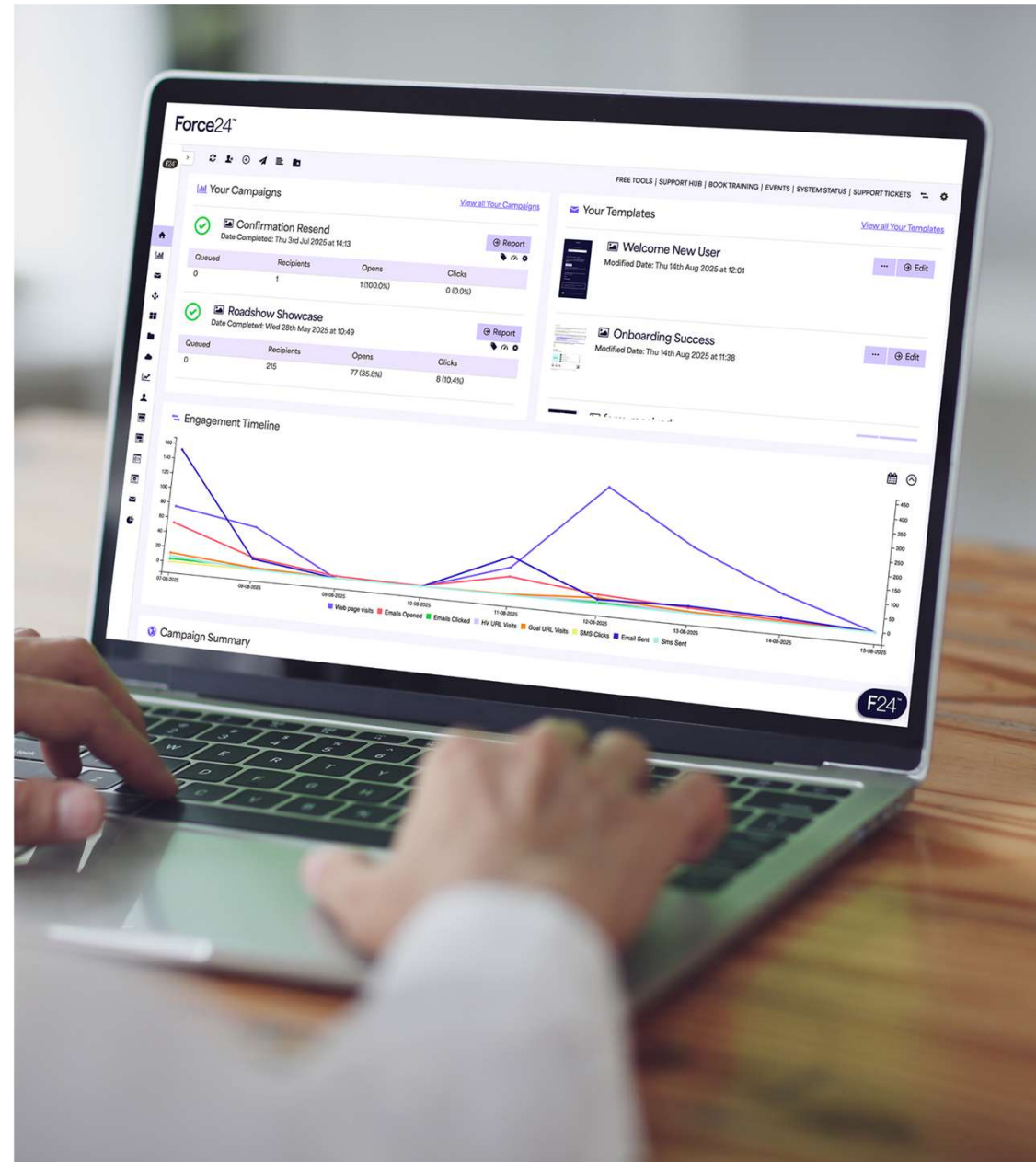
THIS IS FORCE24

## Marketing Automation, Delivered.

When every moment matters and every minute counts, master marketing automation with Force24.

We're the marketing automation partner that combines an intelligent platform with done-for-you delivery so you can move from considered to chosen, every time.

This isn't just software you buy. It's a strategic partnership designed to deliver outcomes.

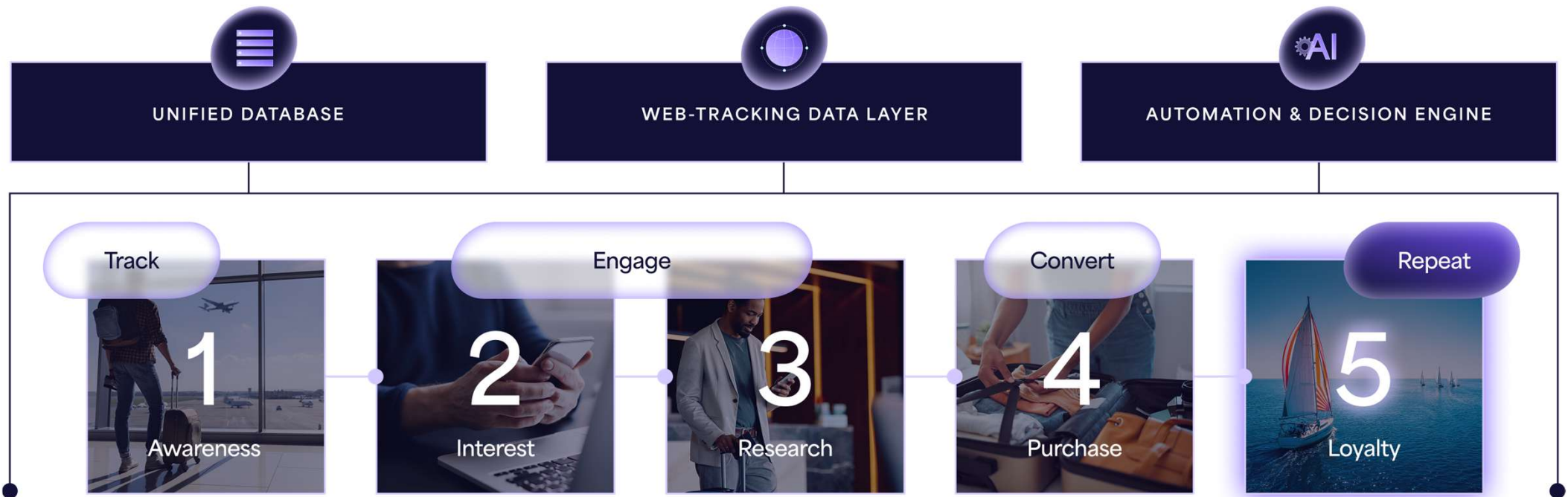




THE FORCE24 APPROACH

**Track. Engage. Convert.**  
**Repeat.**

Force24 reduces hesitation and moves buyers through complex funnels from first interaction to lasting loyalty, with AI-assisted automation technology and expert strategy.







THE RIGHT MESSAGE

**The cruise audience is more diverse than ever before. With the new to cruise segment accounting for 31% of all passengers in the last 2 years cruise brands are speaking to families, foodies, adventurers, retirees and all expecting different things from the same holiday... All from the same marketing funnel.**





**Let's run an experiment...**

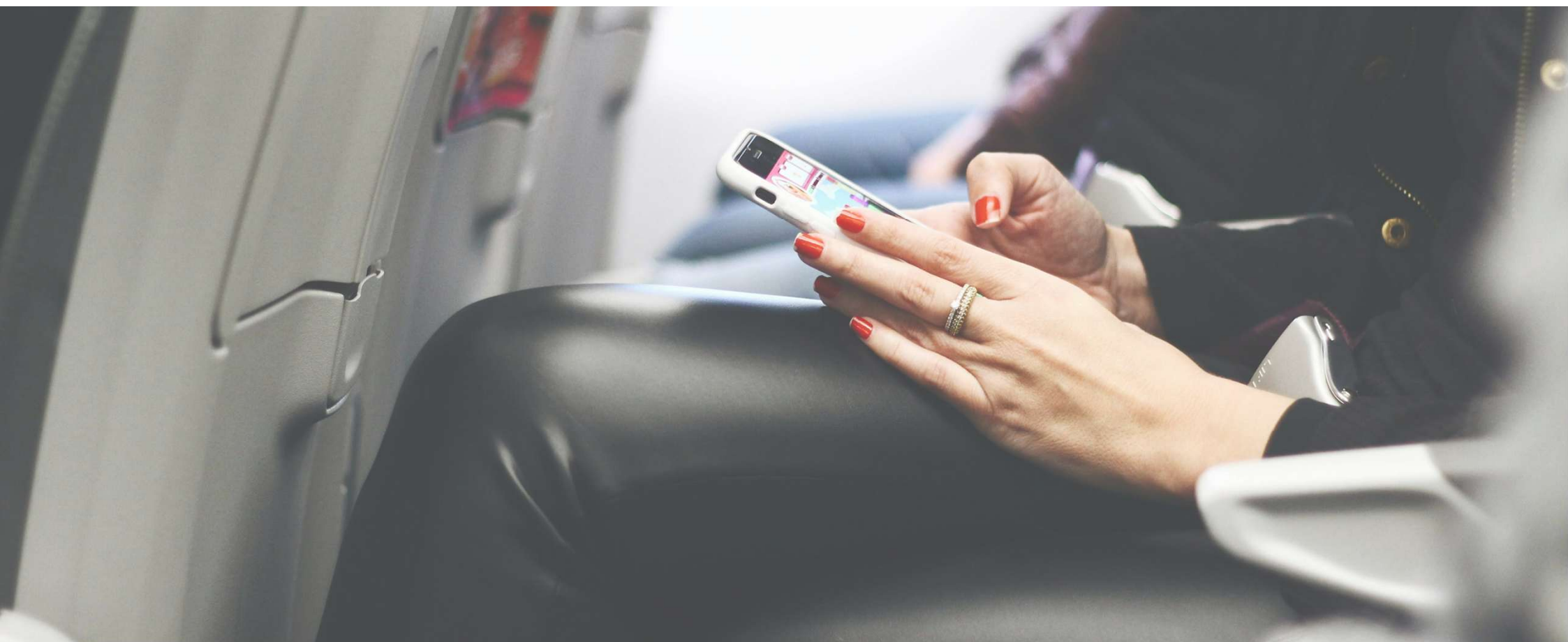




**Describe what you saw on the screen.**

**Let's try another experiment...**





**Describe an email that you received yesterday.**



**Describe a piece of direct mail that you received.**





#### PERSONALISATION

**This is an example of what happens for your prospect.**

The same ship, same voyage, but one traveller sees childcare concerns while another sees luxury fine dining.



THE CHALLENGE

# Where cruise marketing can fall short

Too often, the micro-signals get ignored. Yet each tells a story and traditional marketing rarely listens. What are those micro-signals?

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# Segmentation is more than This!



- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



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## Browsing kids' clubs vs. Browsing menus vs. Comparing cabins vs. Reading reviews

Filtering and levels of detail are all micro-signals – but what do they really mean?

- Browsing kids' clubs, menus, or cabin layouts all point to different priorities.
- Each action gives a clue about what the traveller values most
- Traditional automation often can't flex enough to read these signals
- The result? Your travellers are left to find their own way.

## SEGMENTATION

**When we truly understand our contacts, we can simplify the message, paint a clearer picture, and speak directly to their needs.**



**A world designed for kids and families – watch how they thrive on board.**



**Where food takes centre stage – meet the chefs bringing it to life.**



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## SEGMENTATION

**The right time. Timing is more critical than ever before.**

dreaming → researching →  
deciding → booking →  
experiencing → rebooking.





A photograph of two young women in a European city square. The woman in the foreground, with dark hair and a teal top, is laughing heartily with her head tilted back. She is holding a large, unfolded map. The woman behind her, with long blonde hair and a white top, is also looking at the map. A large, semi-transparent purple circle is overlaid on the image, framing the women. The background shows historic European architecture with arched windows and a church tower in the distance.

**The right message – the right time  
and the right place.**

## SEGMENTATION

**The content and segmentations matrix just exploded –anything can change in a second.**

Segment	Dreaming	Researching	Deciding	Booking	Experience	Rebooking
NTC - Family						
NTC - Foodie						
NTC - Retiree						
NTC – Solo						

#### SEGMENTATION

**Its complex so we just revert to  
basic offers segmented to type.**





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Save 33% with this amazing one day offer!



● Funky Pigeon <news@e.funkypigeon.com>

Friday, 25 June 2021 at 1

To: ● Adam Oldfield

To protect your privacy, some pictures in this message were not downloaded.

Download picture

Funky Pigeon

Cards Gifts Flowers Mugs

Funky Friday 33% Off

Funky Friday 33% Off

## Spam email...

This is an unwanted and unsolicited mass email, typically, a commercial advertisement sent to a large number of recipients.

## The As Is Automation Landscape

Marketers spend so much time executing and reporting that little time remains for content and strategy.

Content brand and  
strategy/ideation

The creation of "content" and material  
to be consumed by contacts

Owning and refining brand messaging  
and identity

Execution  
Distribution

Building Emails  
Building landing pages/Websites  
Building journeys  
Segmenting Data  
Managing paid ads

Reporting &  
Insight

Campaign reporting  
ROI  
Board Reporting



## Supporting Marketers in the Transition to the New World

**Dedicating time to the uniquely human aspects of marketing.**

### HUMAN EFFORT TO BE AUGMENTED WITH AI



### HUMAN EFFORT TO BE REPLACED BY AI



Automated email generation  
Automated content selection  
and triggering  
Real time contacts needs  
assessments



AI will automate execution  
and provide business  
answers directly, freeing  
marketers to focus on  
brand and strategy



INTRODUCING...

**NEXUSAI**

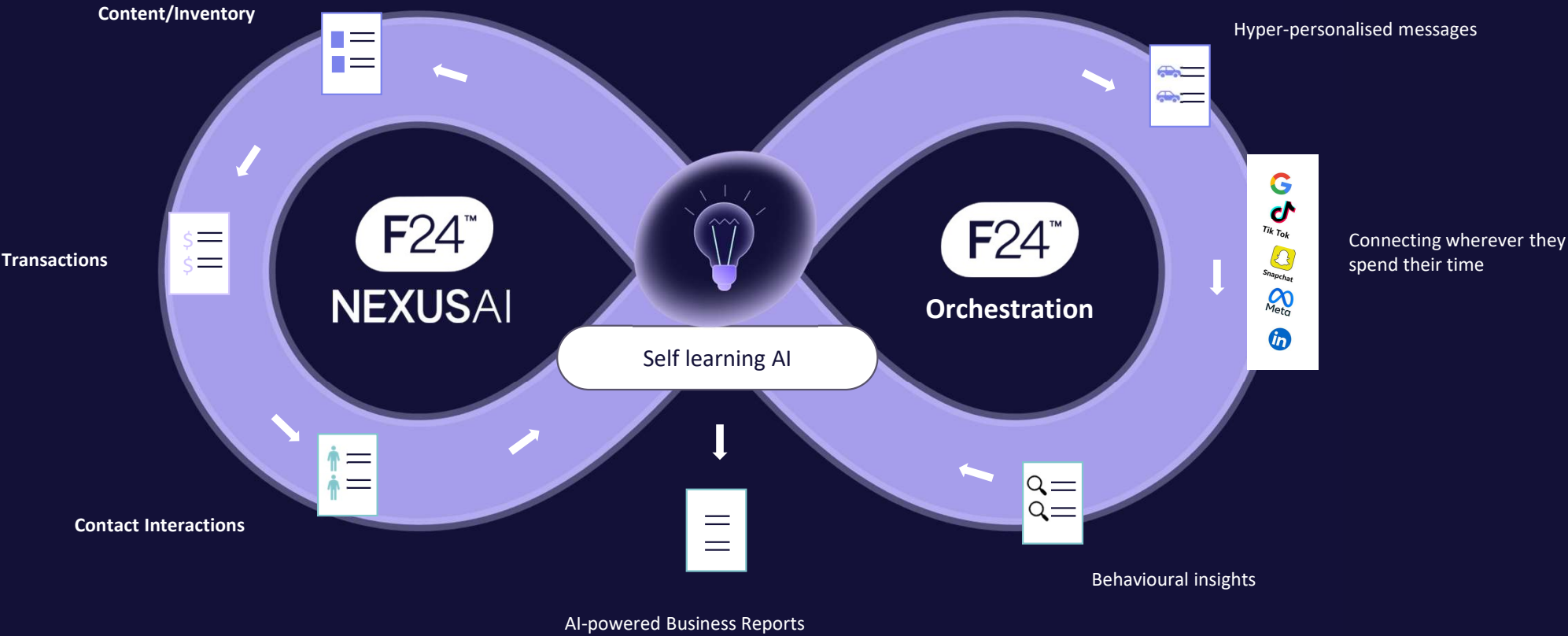
by Force24<sup>™</sup>

A close-up photograph of a person's hand holding a blue smartphone. The hand is wearing a dark jacket and a thin gold ring on the ring finger. A semi-transparent dark grey search bar is overlaid on the screen, containing a magnifying glass icon and the text 'S|'. The background is dark and out of focus, with some warm light sources visible.

Q S|

BRANDS

CONSUMERS





2025

THANK YOU

## To join the waitlist...

If you have any questions about Marketing Automation or would like to learn if you're Nexus-ready please visit our stand.



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FORCE24.CO.UK

# Track. Engage. Convert. Repeat.



MARKETING AUTOMATION, DELIVERED