

CASE STUDY: SCENIC RIVER CRUISES

Measurable Return on Investment via Sky AdSmart

THE DETAIL

- Brazil Street have been responsible for Scenic's media planning and buying since 2015.
- Brazil Street identified Sky Adsmart as a good, new, highly-targeted channel to test.
- The strategy was to use Experian Household Data, to target lookalike households for existing Scenic customers.
- The campaign would be measurable. New Scenic customers could be directly attributed to Sky AdSmart campaigns and non-exposed control groups could be used to isolate incremental sales.
- The first campaign delivered a 11:1 return on investment. A further 7 successful campaigns have been booked since.

THE RESULTS

8

Campaigns

£223k

Media
Investment

£2.1m

Return on
Ad Spend

9:1

Return on
Ad Spend

DON'T JUST TAKE OUR WORD FOR IT...

“A delight to work with. Enthusiastic and always happy to go the extra-mile.”

Scenic take their customers on award-winning, all-inclusive, 5-star, luxury European River Cruises