



Customized Sweepstakes

Case Study

Client: Norwegian Cruise Line

Type : User Generated Content

Reporting : Mar 12, 2019 – Apr 12, 2019

Prepared: Apr 25, 2019

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Project Overview:

A unique nomination-based contest launched by Norwegian Cruise Line to acknowledge and reward deserving teachers who go above and beyond for their students in the U.S and Canada.

The campaign was launched in advance of Teacher Appreciation Week (May 6-10, 2019) and the North American debut of the cruise line's 15th ship, Norwegian Joy. The company wanted to leverage the ship's heartwarming name for a compelling campaign that acknowledged and celebrated the intersection of travel and education.

In-market:

March 12, 2019 – April 12, 2019

Objectives:

- Increase media attention to the debut of 15th Cruise ship, Norwegian Joy in the U.S
- Reward teachers across the nation (The U.S and Canada)

**Target:**

1. Accredited teachers currently employed at a Public or Private elementary school, middle school, high school, or an accredited university or college (in the U.S and Canada)
2. Schools/ Universities/ Colleges

Deliverables:

- Contest Design, copywriting development and scalable hosting
- Data moderation (Submissions)
- Winner verification (multi-phase)
- Teacher Verification (See verification document)
- Non-disclosure
- Judging (See judging document)
- Reporting (daily)
- Support (Inquiries)

Contest Prizing

The initial prize was to reward 15 teachers and their guests with a 7-day cruise of their choice, while providing one of the teachers' schools with a \$15,000 USD donation.

Prizing Increase as a result of Great Response

The campaign was so successful, Norwegian Cruise Line responded by updating its contest, now rewarding 30 teachers with 30 gifts of joy.

Additionally, the top three teachers' schools would now receive \$25,000, \$15,000 and \$10,000 respectively. All of the winners will be flown out to the Norwegian Joy Gala on May 3, 2019 in Seattle to accept their prizes. Each of the the three grand prize winners' school principals and superintendents were also invited to accept the grand prize donations.



The platform allowed visitors to nominate or vote for a teacher they knew or themselves.

To Nominate :

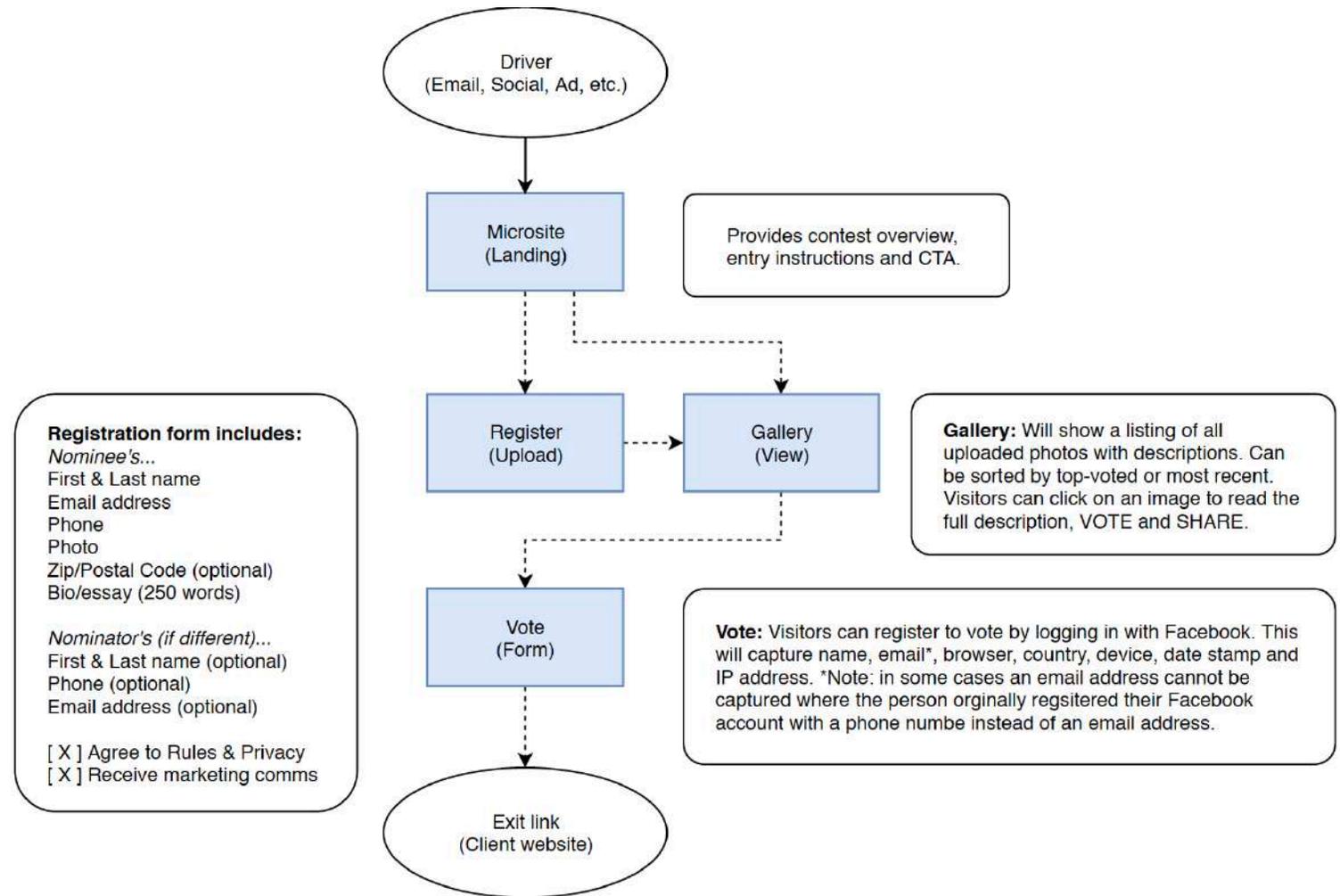
To submit a nomination, visitors could click “Nominate a Teacher”, complete a form on the microsite with details of the person they are nominating, their picture and a 250 word reason for nominating along with details about nominator.

After completing the form, the entrant or the nominator could review their entry in the gallery and share it on social to gather votes or nominate another person.

To Vote:

The visitor/voter could click “Cast Your Vote” and register to vote by logging in with Facebook. This process captured Name, email, browser, country, device, date stamp & IP Address. *Email is not captured where a person is registered on Facebook using their phone number.

They could search for entrants in the public gallery using first and/or last name of the nominated person using the search functionality.



1. Landing Page

Menu with links to Nominate a teacher, Cast your Vote, Terms and conditions and FAQ.

NCL NORWEGIAN CRUISE LINE®

1,438,885 votes and counting...

GIVING JOY

NOW... 30 TEACHERS, 30 GIFTS OF JOY

Contest updated. Please review rules for additional prizing.

To celebrate Norwegian Joy's upcoming debut in North America, we're giving a seven-day cruise for two to 30 amazing teachers in the U.S. and Canada.*

Nominate an educator who demonstrates a passion for spreading the joy of learning (or, if you are one, nominate yourself!). Tell us how your candidate is bringing joy to the classroom, then cast your vote.

The top 30 nominees will receive a free cruise for two, an exclusive invitation to an award ceremony on May 3 in Seattle (including airfare and accommodations) and the chance to win 1 of 3 grand prizes of either \$25,000, \$15,000 or \$10,000 for their school.

Share your submission to encourage more votes and support Giving Joy!

[NOMINATE A TEACHER](#)

[CAST YOUR VOTE](#)

[TERMS AND CONDITIONS](#)

FAQ | HELP | Powered by RAVEN5

Live vote counter

User nomination button

Link to gallery to cast vote for nominated person

Standard footer included links to FAQ and Help

Link to help email ncl@raven5.com, a dedicated inbox that included an auto responder message sent to recipient with a link to FAQ and a dedicated support team at RAVEN5 handled all incoming messages relating to edits to nominations, removal requests and general questions within 48hrs.

2. Nomination Form

Menu with links to Nominate a teacher, Cast your Vote, Terms and conditions and FAQ.

NCL NORWEGIAN CRUISE LINE®

NOMINATION FORM

Fill in the fields with the nominee's information. If you are nominating someone else please complete the nominator's fields.

TEACHER'S FIRST NAME *

TEACHER'S LAST NAME *

EMAIL *

PHONE NUMBER *

ZIP/POSTAL CODE *

NOMINATOR'S NAME (IF DIFFERENT)

NOMINATOR'S EMAIL (IF DIFFERENT)

NOMINATOR'S PHONE (IF DIFFERENT)

UPLOAD YOUR NOMINEE'S PICTURE *
No file chosen

REASON FOR NOMINATING *

MAX. 1250 CHARACTERS: 1250

NO PURCHASE NECESSARY. Void where prohibited. The Norwegian Cruise Line 2019 Giving Joy Contest is open to legal residents of the U.S. (incl. D.C. and Puerto Rico) and Canada (excl. QC), age 13 or older. Contest begins at 12:00:01 AM ET on 03/12/19 and ends at 11:59:59 PM ET on 04/12/19. Participation is subject to the Official Rules, available [here](#).

I WOULD LIKE TO RECEIVE COMMUNICATIONS CONTAINING NEWS, UPDATES AND PROMOTIONS FROM NORWEGIAN CRUISE LINE. I CAN UNSUBSCRIBE AT ANY TIME.

I HAVE READ AND UNDERSTAND THE [RULES](#) AND [PRIVACY POLICY](#).

SUBMIT NOMINEE

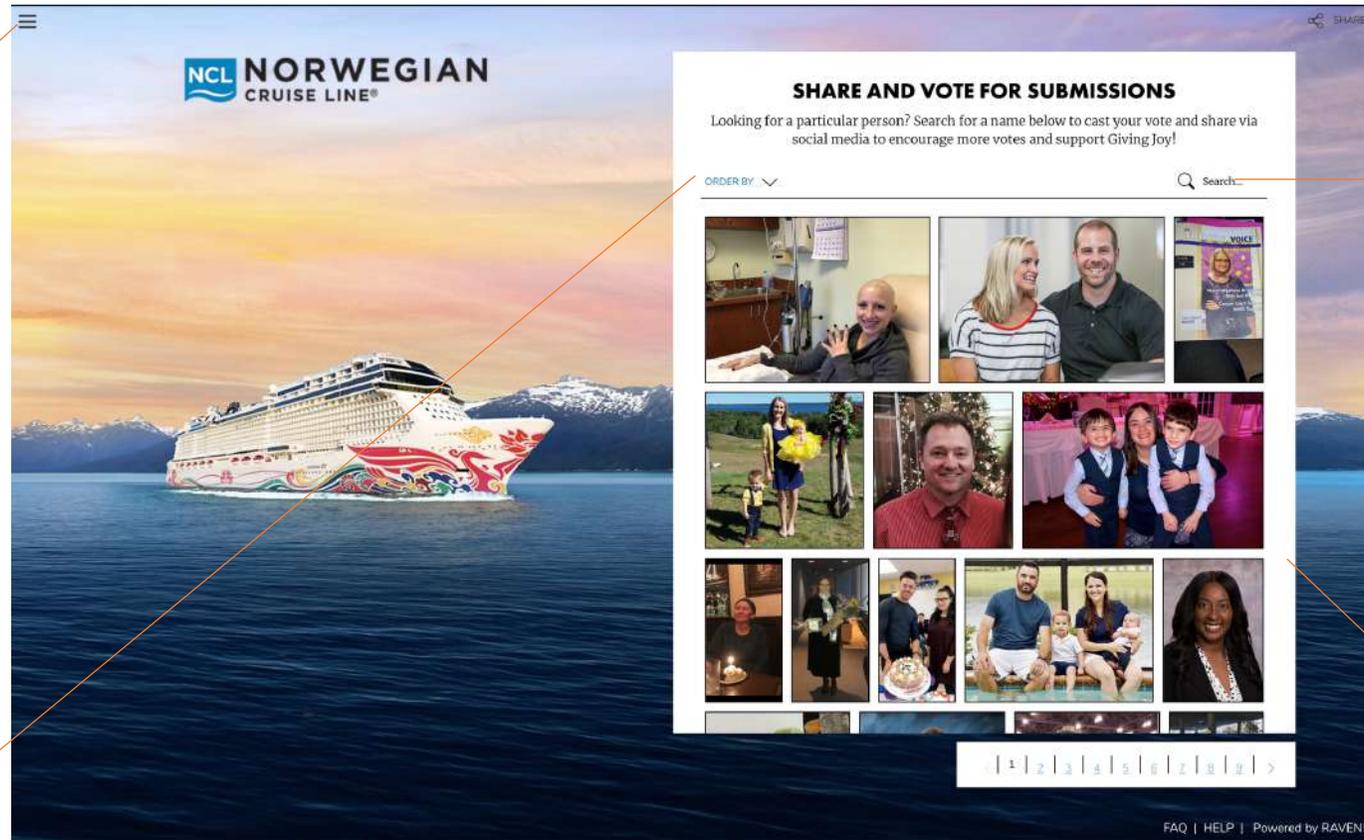
FAQ | HELP | Powered by RAVEN5

The opt-in form required a photo upload, (up to) 250-word description, the nominee's name, email, phone, school, province/state, postal/zip code, as well as name, email and phone of the person making the nomination.

Agreement to receive marketing communications.

Menu with links to Nominate a teacher, Cast your Vote, Terms and conditions and FAQ.

Order by Latest Entries or Most Voted



The Platform allowed searching for entries using first and/or last name of the entrant

Public gallery showing all submitted entries

4. View entry / Vote for entrant

Photo submitted in the "Nomination Form" by Nominator



Jason Seaman
Mar 17 2019, 08:30 AM
More information

I May 25, 2018 I, as well as 1500 other parents, received a phone call no parent should ever receive. There was a shooting at my child's school.

My son, a then 7th grader at Noblesville West Middle School was in his 2nd period science class, Jason's seaman was the teacher. A class mate came in and opened fire in his classroom, Jason Seaman quickly went in to action throwing a ball at the shooter and pinning him down so the rest of the class and school could run to safety.

Jason took 3 bullets in the process.

I, and hundreds of other parents, are forever grateful for his heroics and I could both think of a more deserving person of this prize.

Description submitted in the "Nomination Form" by Nominator

12729

VOTE

SHARE

Share button allowing to share direct URL of the entry on Facebook, Twitter, LinkedIn and via email to gather more votes.

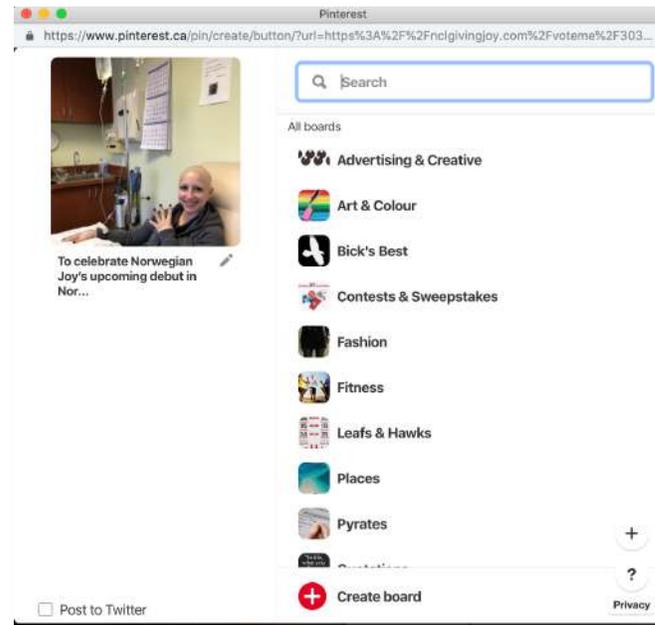
Total votes accumulated by the contestant

Button to vote for the contestant. Once voter verifies themselves using Facebook or their email they can cast their vote.

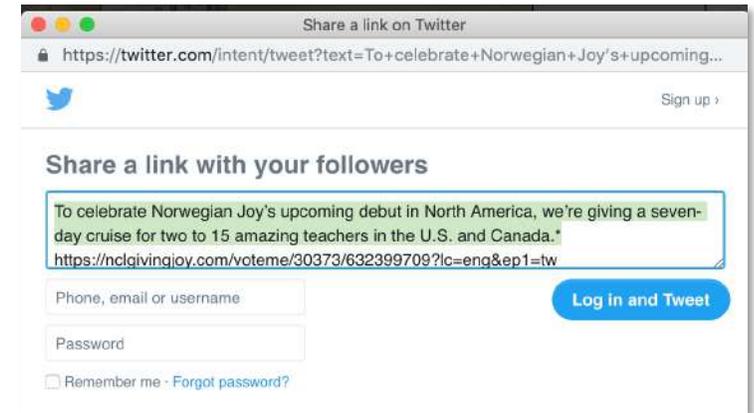
5. Examples of sharing



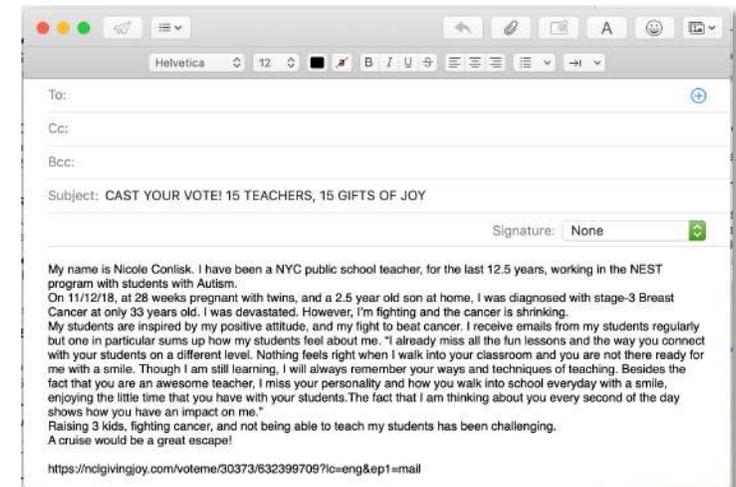
Facebook



Pinterest



Twitter



Email

Note: When sharing an entry, the URL is linked directly back to the nominee's page to allow the visitor to easily vote for them.

The marketing execution was excellent as the team at NCL leveraged all market facets, press releases, radio, TV, email, social, video, as well as partner and associate marketing and support. The launch activities were both relevant and timely in their management.

The launch and communications by Andy Stewart, President and CEO of NCL, along with some strong personal messaging was a key to the program's success. The strong, powerful and personal messaging highlighting the program certainly resonated. "I encourage everyone to nominate the teachers in their life," said Stuart. "This is an opportunity to publicly say 'thank you' and recognize the outstanding efforts they make every day."

Along with the above efforts, the timing heading into Teacher Appreciation Week bordered on brilliant. As such, timing for the program running in mid-March to mid-April worked well.



This particular contest had a certain level of virality and was picked by local news channels and radio stations.

Bronx teacher battling breast cancer continues to inspire her students



abc7NY reported about Nicole Conlisk being nominated in the NCL Giving Joy contest.



Donald Trump Jr.'s Tweeted about one of the contestant Nicole Conlisk, the tweet received 5.2K re-tweets and 22K likes.



93.1FM (Commercial FM radio station in Indianapolis) talked about Jason Seaman, a Noblesville West Middle School teacher who stopped a shooter last May, 2018 having a chance to win a free vacation in NCL Giving Joy Contest.



Andy Stuart, President & CEO of Norwegian Cruise Line, talks about their Giving Joy Campaign.



Erie News Now report about one of the finalist from NCL Giving Joy Contest.

Media Releases

- [Norwegian Cruise Line Launches Giving Joy Campaign to Reward Educators](#)
- [Norwegian Cruise Line Doubles Cruise Giveaways and Adds to Grand Prizing for 'Giving Joy' Teacher Recognition Initiative](#)
- [Norwegian Cruise Line Announces Winners Of Giving Joy Campaign](#)

People



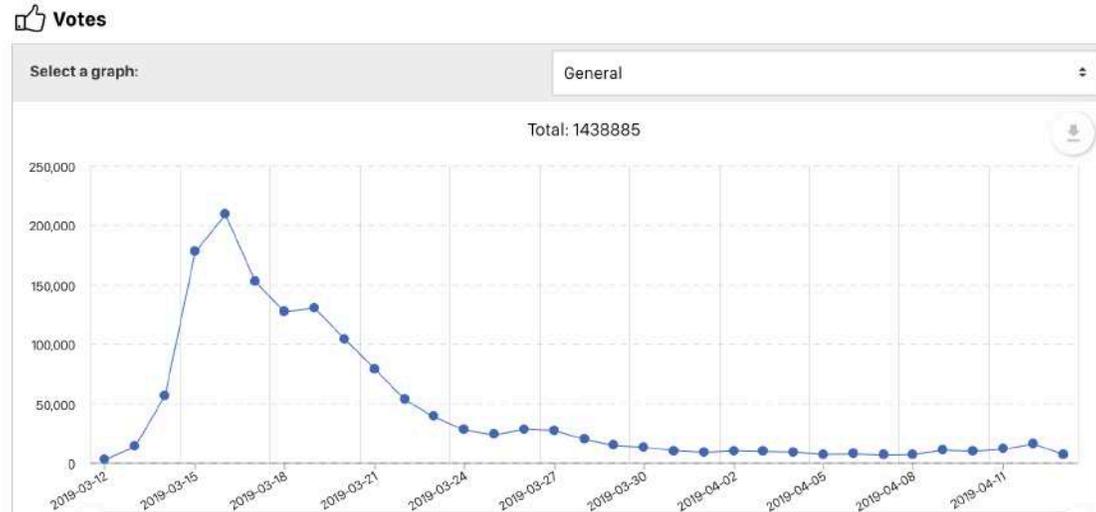
Media Attention

- [Norwegian Cruise Line Campaign Recognizing Teachers Surpasses One Million Votes](#)
- [Norwegian Cruise Line Is Giving Free Cruises to Teachers This Spring](#) (travelandleisure.com)
- [Noblesville teacher Jason Seaman nominated for national competition](#) (wthr.com)
- [All Aboard, Educators! Norwegian Cruise Line Wants to Give Away Free Trips to Teachers](#) (people.com)
- [Norwegian Cruise Line offering free trips for teachers](#) (FOX8 | Cleveland)
- [Eagle River Elem. teacher nominated for free cruise after challenging year](#) (News Watch 12)

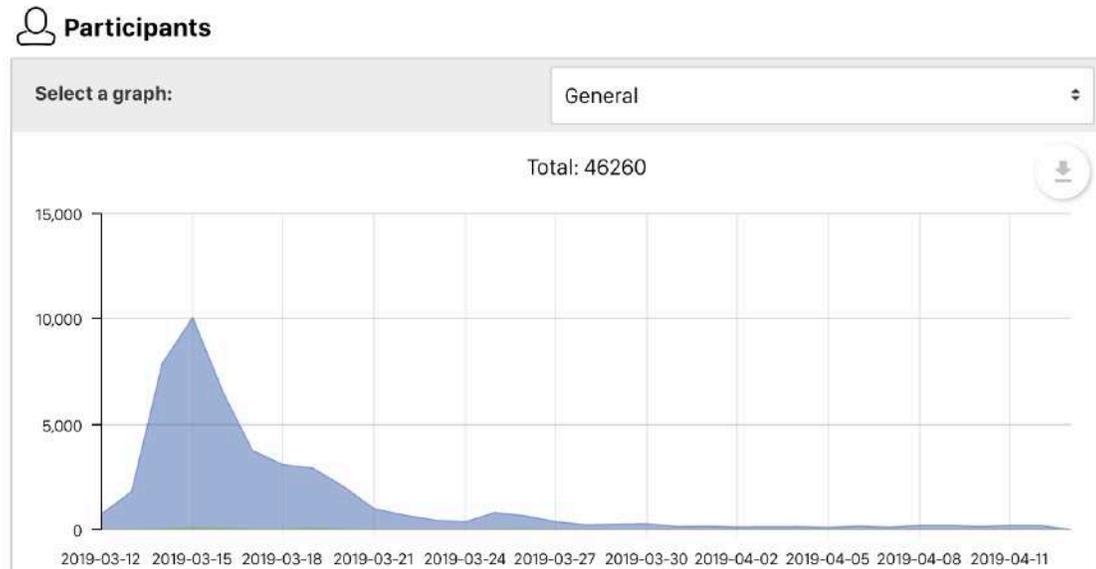
TRAVEL+
LEISURE



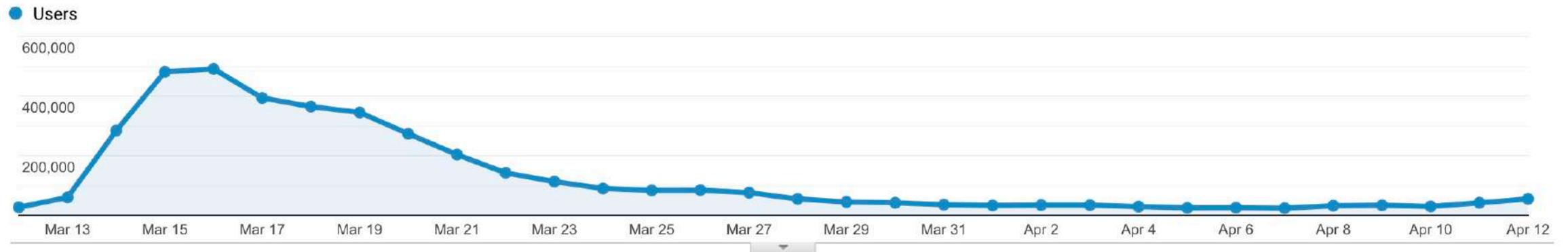
Total Votes
1,438,885



Total Nominations
46,260

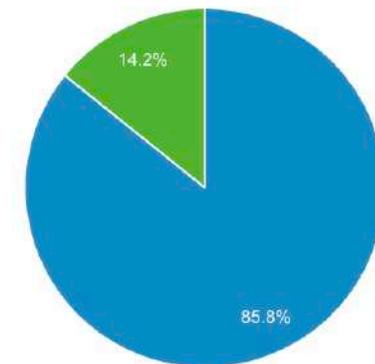


Mar 12, 2019 – Apr 12, 2019



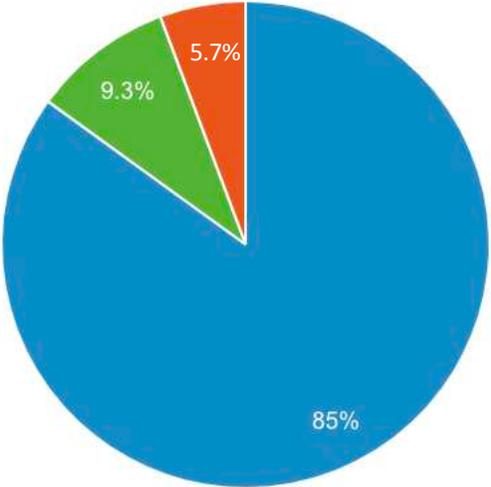
Users 3,438,886	New Users 3,401,826	Sessions 4,635,243	Number of Sessions per User 1.35
Pageviews 10,574,559	Pages / Session 2.28	Avg. Session Duration 00:01:41	Bounce Rate 57.67%

■ New Visitor ■ Returning Visitor

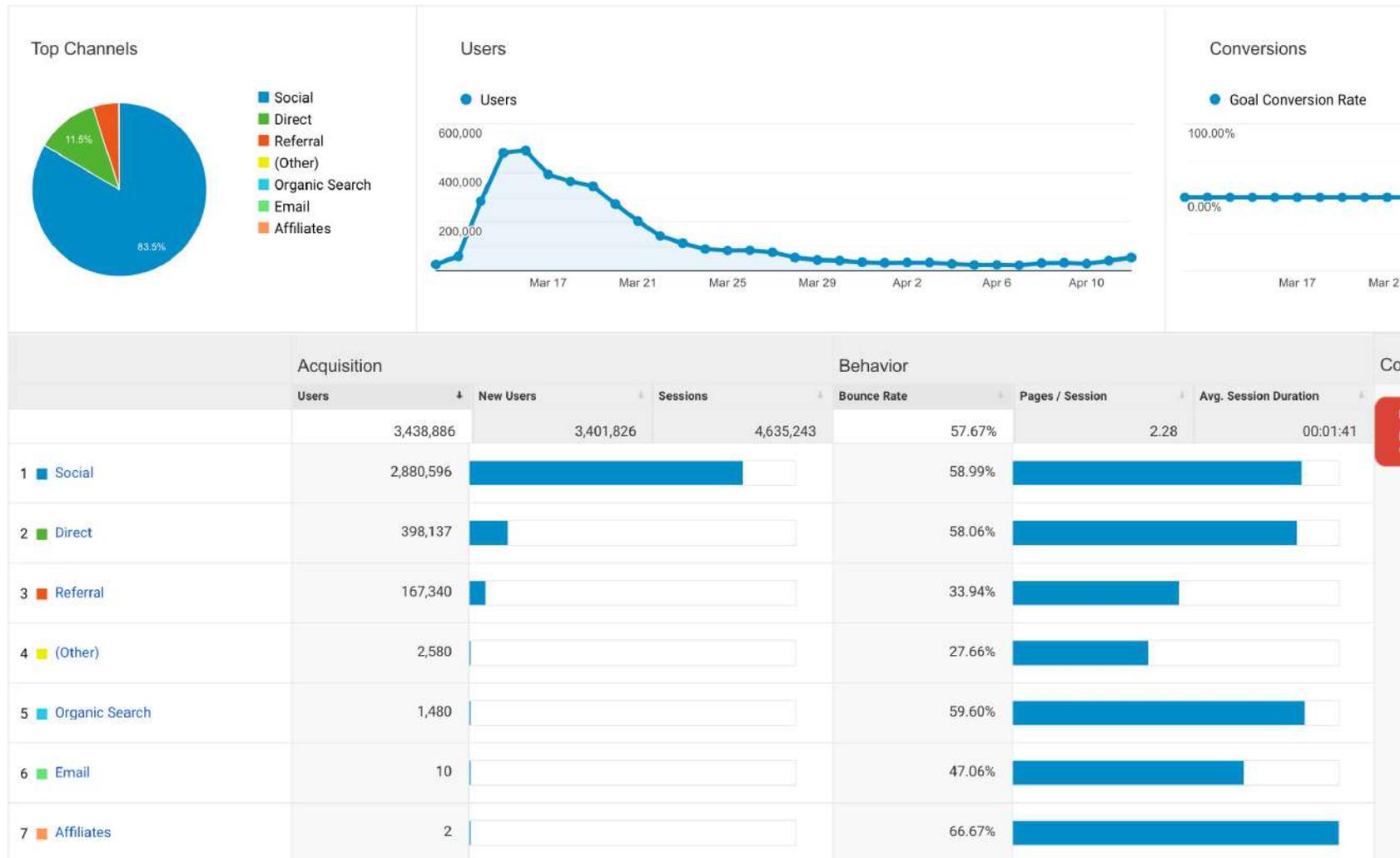


Mar 12, 2019 – Apr 12, 2019

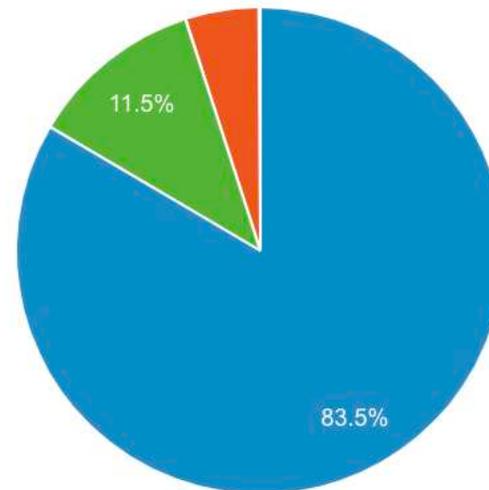
<input type="checkbox"/> Device Category	Users	Users
	3,438,886 <small>% of Total: 100.00% (3,438,886)</small>	3,438,886 <small>% of Total: 100.00% (3,438,886)</small>
<input type="checkbox"/> 1. ■ mobile	2,906,299	84.99%
<input type="checkbox"/> 2. ■ desktop	319,074	9.33%
<input type="checkbox"/> 3. ■ tablet	194,396	5.68%



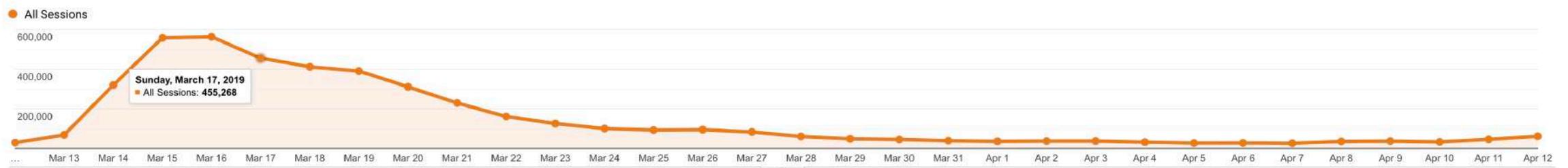
Mar 12, 2019 – Apr 12, 2019



Default Channel Grouping	Users	Users
	3,438,886 % of Total: 100.00% (3,438,886)	3,438,886 % of Total: 100.00% (3,438,886)
1. ■ Social	2,880,596	83.49%
2. ■ Direct	398,137	11.54%
3. ■ Referral	167,340	4.85%
4. ■ (Other)	2,580	0.07%
5. ■ Organic Search	1,480	0.04%
6. ■ Email	10	0.00%
7. ■ Affiliates	2	0.00%



Mar 12, 2019 – Apr 12, 2019



Primary Dimension: Social Network

Secondary dimension

advanced [grid icon] [refresh icon] [list icon] [filter icon]

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	3,682,094 (95.78%)	8,081,651 (95.92%)	00:01:30	2.19
2. Twitter	78,321 (2.04%)	184,528 (2.19%)	00:01:35	2.36
3. Instagram	56,401 (1.47%)	110,390 (1.31%)	00:00:59	1.96
4. Instagram Stories	18,105 (0.47%)	31,408 (0.37%)	00:00:39	1.73
5. YouTube	6,935 (0.18%)	11,651 (0.14%)	00:00:43	1.68
6. LinkedIn	1,159 (0.03%)	2,322 (0.03%)	00:01:00	2.00
7. reddit	436 (0.01%)	667 (0.01%)	00:00:28	1.53
8. Pinterest	417 (0.01%)	1,531 (0.02%)	00:10:14	3.67
9. Facebook Apps	88 (0.00%)	160 (0.00%)	00:01:52	1.82
10. Weebly	86 (0.00%)	182 (0.00%)	00:01:16	2.12

Mar 12, 2019 – Apr 12, 2019

Source	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,018,513 % of Total: 87.78% (3,438,886)	3,001,836 % of Total: 88.24% (3,401,826)	4,062,253 % of Total: 87.64% (4,635,243)	57.64% Avg for View: 57.67% (-0.06%)	2.25 Avg for View: 2.28 (-1.28%)	00:01:35 Avg for View: 00:01:41 (-5.50%)
1. m.facebook.com	2,486,760 (81.01%)	2,462,707 (82.04%)	3,355,099 (82.59%)	58.93%	2.15	00:01:29
2. facebook.com	221,083 (7.20%)	215,069 (7.16%)	270,917 (6.67%)	58.77%	2.69	00:01:38
3. t.co	63,780 (2.08%)	61,392 (2.05%)	78,241 (1.93%)	52.89%	2.36	00:01:35
4. l.instagram.com	52,900 (1.72%)	52,688 (1.76%)	56,216 (1.38%)	66.18%	1.96	00:00:59
5. travelandleisure.com	50,453 (1.64%)	48,212 (1.61%)	61,523 (1.51%)	22.39%	3.43	00:03:35
6. lm.facebook.com	29,053 (0.95%)	11,465 (0.38%)	34,922 (0.86%)	61.79%	2.10	00:01:16
7. instagram.com	17,516 (0.57%)	17,384 (0.58%)	18,105 (0.45%)	68.82%	1.73	00:00:39
8. l.facebook.com	16,670 (0.54%)	14,007 (0.47%)	20,169 (0.50%)	55.13%	2.97	00:02:16
9. classroom.google.com	7,538 (0.25%)	7,275 (0.24%)	9,189 (0.23%)	39.73%	4.04	00:02:44
10. southernliving.com	6,476 (0.21%)	5,935 (0.20%)	7,459 (0.18%)	20.75%	3.29	00:03:00
11. youtube.com	5,586 (0.18%)	5,558 (0.19%)	6,889 (0.17%)	75.24%	1.68	00:00:43
12. capefearweekend.com	5,243 (0.17%)	4,493 (0.15%)	5,785 (0.14%)	47.29%	2.66	00:02:54
13. coastalliving.com	4,382 (0.14%)	4,112 (0.14%)	4,975 (0.12%)	22.15%	3.32	00:03:09
14. wthr.com	4,047 (0.13%)	3,389 (0.11%)	4,451 (0.11%)	15.75%	4.40	00:02:04
15. amp-travelandleisure-com.cdn.ampproject.org	3,732 (0.12%)	3,529 (0.12%)	7,611 (0.19%)	37.98%	3.61	00:05:27
16. people.com	3,595 (0.12%)	3,192 (0.11%)	4,237 (0.10%)	21.57%	3.41	00:03:28
17. foxnews.com	3,136 (0.10%)	3,046 (0.10%)	4,380 (0.11%)	31.83%	3.32	00:04:04
18. 6abc.com	2,808 (0.09%)	2,516 (0.08%)	3,453 (0.09%)	25.20%	3.09	00:03:20
19. goodmorningamerica.com	2,778 (0.09%)	2,506 (0.08%)	3,549 (0.09%)	24.91%	3.52	00:04:05
20. prnewswire.com	2,640 (0.09%)	2,414 (0.08%)	3,487 (0.09%)	26.87%	3.57	00:04:14
21. cruise fever.net	2,551 (0.08%)	2,427 (0.08%)	3,638 (0.09%)	29.19%	3.49	00:03:59
22. abc7chicago.com	2,547 (0.08%)	2,320 (0.08%)	3,233 (0.08%)	25.36%	3.50	00:03:41
23. patch.com	2,519 (0.08%)	1,969 (0.07%)	2,844 (0.07%)	55.17%	2.37	00:00:57
24. wptv.com	2,152 (0.07%)	1,875 (0.06%)	2,526 (0.06%)	26.21%	3.37	00:03:09
25. abc13.com	2,090 (0.07%)	1,910 (0.06%)	2,408 (0.06%)	21.30%	3.19	00:02:48

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,438,886 <small>% of Total: 100.00% (3,438,886)</small>	3,404,780 <small>% of Total: 100.09% (3,401,826)</small>	4,635,243 <small>% of Total: 100.00% (4,635,243)</small>	57.67% <small>Avg for View: 57.67% (0.00%)</small>	2.28 <small>Avg for View: 2.28 (0.00%)</small>	00:01:41 <small>Avg for View: 00:01:41 (0.00%)</small>
1. United States	3,251,993 (94.46%)	3,216,083 (94.46%)	4,397,587 (94.87%)	57.47%	2.29	00:01:42
2. Canada	100,478 (2.92%)	99,633 (2.93%)	131,268 (2.83%)	55.18%	2.33	00:01:36
3. India	13,100 (0.38%)	13,130 (0.39%)	14,155 (0.31%)	91.45%	1.19	00:00:20
4. United Kingdom	7,923 (0.23%)	7,859 (0.23%)	9,101 (0.20%)	67.11%	1.82	00:00:52
5. Mexico	6,650 (0.19%)	6,502 (0.19%)	7,683 (0.17%)	66.33%	1.91	00:01:10
6. Puerto Rico	5,150 (0.15%)	5,000 (0.15%)	6,443 (0.14%)	60.58%	2.27	00:01:46
7. Philippines	4,653 (0.14%)	4,650 (0.14%)	5,497 (0.12%)	63.16%	1.93	00:01:27
8. Australia	3,067 (0.09%)	3,005 (0.09%)	3,445 (0.07%)	67.58%	1.72	00:00:45
9. Germany	2,970 (0.09%)	2,914 (0.09%)	3,475 (0.07%)	64.17%	1.97	00:00:54
10. Colombia	2,739 (0.08%)	2,732 (0.08%)	3,364 (0.07%)	71.28%	1.75	00:01:15

- The program launched March 12, 2019 and for 2 weeks through March 26, 2019 gained exceptional traction and continued to hold both entrants' and voters' attention for 4 consecutive weeks.
- Google Analytics confirmed that there were 3,438,886 users with 4,635,243 sessions and 10,574,599 pages views of which viewed 2.28 pages per session and spent 1.41 minutes per visit.
- The program received over 15,000 entries in the first three days confirming that the launch activities were both relevant and timely in their management.
- The original concept surrounding the launch of giving joy through teachers clearly resonated with teachers, students and parents. The timing heading into Teacher Appreciation Week bordered on brilliant.
- Given the marketing focus, the TV and radio spots added more fuel to the campaign. Users came from almost every major city: New York, Atlanta, Chicago, Dallas, Nashville, Houston, Washington, Los Angeles, Charlotte, Philadelphia as well as Orlando, Miami and Tampa.
- The program gathered over 46,000 submissions and their accompanying nominator and nominee email addresses, while the voting process gathered over 1 million email addresses as well. Both lists can be leveraged for future educational and marketing opportunities.
- It's apparent that the market was open to this level of engagement with a strong and clear call to action that resonated with both NCL and national audiences alike. The launch and communications by Andy Steward, President and CEO of NCL, along with some strong personal messaging was a key to the program's success.
- Norwegian Cruise Line received an incredible amount of positive media attention through various mediums. The top nominated teachers further drove this campaign with their own stories, adding to NCL's brand equity.



RAVEN5 is the leader in Sweepstakes, Contests and Promotions.
Rated as “The World’s First Contest Marketing Agency” according to Google, Bing, Yahoo! and DuckDuckGo.

We create experiences unique as your customers.

