Direct Marketer Viking has huge success with Masterpiece branding campaign

GOALS
- Build positive brand association and heightened awareness among travel aficionados
- Establish Viking as the go-to cruise company for international luxury travel
- Generate qualified leads that convert to bookings

PBS SOLUTION
Since 2011, Masterpiece and Viking have worked together to create a unique, high profile, cross-platform sponsorship that leverages the full suite of partnership benefits.

ACTIVATION
With two :30 on air spots per broadcast, Viking’s spots reached nearly 37.9M+ viewers\(^1\) in 2017.

Viking’s digital extensions are a key component of the sponsorship’s success. In 2017 alone, 26M+ videos were streamed and 13.4M+ unique visitors\(^2\) came to pbs.org/masterpiece.
- Prominent display ads throughout the Masterpiece site and a linked Viking logo on the masthead drive traffic directly to Viking’s website
- Pre-roll Viking messages are inserted in instream digital video
- E-newsletters with a click-through Viking logo and dynamic banner ads are delivered weekly to 1.2M passionate Masterpiece fans
- Host read closing credit on Masterpiece Studio Podcast with over 8M+ listens since 2015 launch

VIP events give Viking high-profile brand exposure to fans and press.
- Thousands of Masterpiece fans attend screenings hosted by PBS stations across the country annually
- Cast and press events for series like “Downton Abbey” and “Victoria” reach both influencers and fans
- Viking’s logo is featured in invitations, step and repeats, signage, clip reels and more
- Viking’s spot is played at each event as part of the screening reel
- Viking can give away branded items in markets of their choice

Millions of Masterpiece DVDs feature :30 Viking pre-roll and logo on packaging.

Source: NTI Live+7 Nielsen National NPOWER Reach & Frequency Report, Jan-Dec 2017\(^1\) Google Analytics, Jan-Dec 2017\(^2\)

In the last year alone, the number of agents who sell our products increased by 15%. We have heard from agents who said that they never thought they would sell river cruises until they saw the new Viking Longships in our PBS Masterpiece sponsorship during "Downton Abbey."
—Travel Weekly

We often hear that our passengers discovered the ‘Viking Way’ of travel from watching Masterpiece.

—Richard Marnell
CMO Viking

Mary Sharpe Thank you so much Viking for your continued support of my guilty pleasures in watching everything on PBS!