

Direct Marketer **Viking** has huge success with *Masterpiece* branding campaign



PBS SUCCESS STORIES

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+ viewers¹ 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 visitors² 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.

OCTOBER 2011 – PRESENT



“ 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!



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