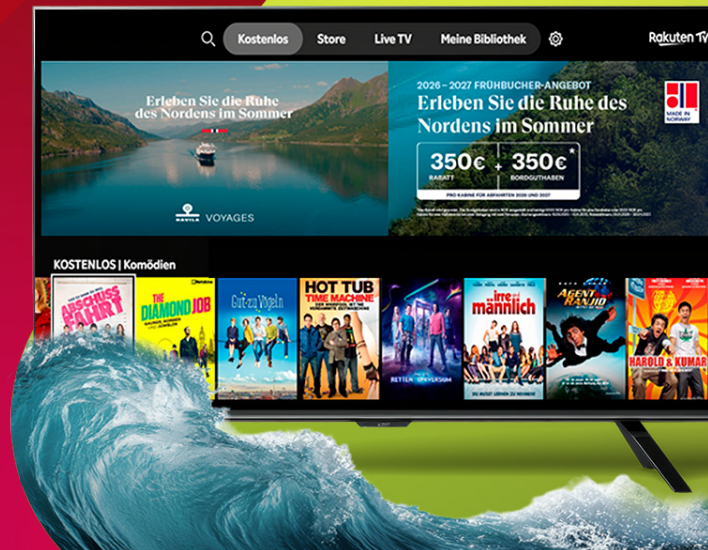


Case Study:

Connecting Seasonal Storytelling to the Big Screen for Havila Voyages



VOYAGES

As part of a multichannel campaign to increase cruise bookings, **Havila Voyages**, together with media agency **Husare Momentum**, partnered with **Rakuten TV Enterprise** to deliver a seasonally adaptive big-screen activation. The campaign combined high-impact video with performance-driven formats to support brand consideration and sales objectives, supported by brand impact measurement to validate results.



The Challenge

In a competitive travel industry, **Havila Voyages needed to influence travelers at key planning moments across multiple seasonal booking windows**. The objective was not only to inspire audiences, but to ensure that big-screen exposure translated into meaningful consideration and intent, supporting broader sales activity across channels.



The Solution

Rakuten TV Enterprise delivered a seasonally structured activation across Germany, Austria, and Switzerland. Planned as part of Husare Momentum's wider multichannel media strategy, the big-screen activation formed a central pillar across digital, in-person, and print touchpoints.

High-attention video placements established brand presence and communicated Havila Voyages' distinctive offering, while billboard formats with QR codes introduced a performance layer that enabled viewers to take immediate action from the TV screen. **This approach allowed the campaign to:**



Build emotional engagement through cinematic video.



Capture active interest through scannable, action-oriented formats.



Support lower-funnel behaviour as part of a wider conversion strategy.



Delivery and Engagement

The campaign achieved strong delivery and engagement across Germany, Austria, and Switzerland:



97% average video completion rate, exceeding benchmarks and indicating high-quality attention.



More than 10,000 interactions generated via billboard and QR formats, reinforcing their role in driving engagement.



Efficient delivery across markets, exceeding campaign goals while remaining on budget.

These results highlight the role of interactive formats in complementing brand storytelling and enabling more direct audience response.



Brand Impact Measurement

Campaign effectiveness was measured through a brand impact study, delivered in collaboration with an external measurement partner, comparing exposed and control groups. This enabled Havila Voyages to move beyond impressions and understand how big-screen exposure influenced brand perception, consideration, and interest.

Key outcomes included:

- A +32 point uplift in consideration, placing the campaign among **the top 15% of benchmarked brand impact studies**.
- **Interest levels ranking in the top 5%** versus comparable campaigns, reflecting strong creative relevance and targeting.

These findings confirmed that the campaign not only delivered attention, but also shifted perception and intent at scale.



Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.



From Storytelling to Action

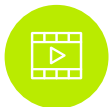
By combining seasonal storytelling with performance-driven formats and integrated brand impact measurement, **Rakuten TV Enterprise** helped **Havila Voyages** support its wider sales objectives while gaining clear visibility into outcomes. With Husare Momentum aligning big-screen activity within the wider media plan, the campaign demonstrates how coordinated planning can efficiently translate attention into measurable brand and sales impact.

The campaign demonstrates how brands can move beyond awareness-led activations through:



Seasonal adaptability

aligned with evolving consumer intent.



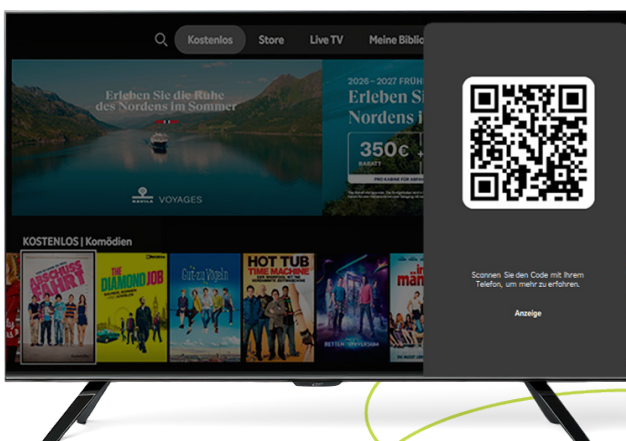
Performance-enabled formats

that bridge storytelling and action.



Integrated measurement

that provides clarity on brand outcomes



When reach and relevance are strategically aligned, direct sales via owned channels grow. That is exactly what we orchestrated for Havila Voyages in the DACH region – with a strong media mix, clearly defined KPIs, and a setup designed to translate momentum into measurable sales impact.”

Mario Rose

Business Owner, Husare Momentum



During the campaign period, we increased our direct bookings by 47.2% compared to the previous year. The results reflect a combination of factors – communicating at greater scale with sharper focus, strong targeting and visibility across channels, and not least a compelling offer that made it easier for customers to convert.”

Mette Øyen

Marketing Director | Chief Marketing Officer,
Havila Voyages



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