



Disney Treasure Campaign

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Campaign Strategy Overview

Campaign Background

This influencer marketing campaign supports the launch of the Disney Treasure, the newest ship in the Disney Cruise Line fleet. The campaign leverages influencer storytelling to introduce the ship's adventure-themed experiences, onboard entertainment, and family-focused offerings to prospective travelers.



Disney Treasure Lobby

Campaign Objectives

The following objectives define how success will be measured for the Disney Treasure influencer marketing campaign.

1-Awareness

Increase awareness of the Disney Treasure launch by achieving a combined influencer reach of 12 million impressions across Instagram, TikTok, and YouTube within 90 days of campaign launch.

2-Engagement

Generate an average engagement rate of 5–7% across influencer content during the campaign period.

3-Consideration

Increase booking consideration by driving a 15% increase in traffic to Disney Cruise Line informational and booking pages during the campaign launch window.

Target Audience

This campaign targets families and Disney-focused travelers seeking immersive, premium cruise experiences.

Primary Audience

- Adults ages 30–50
- Families with children ages 3–14
- U.S.-based travelers, particularly those sailing from Florida ports
- Middle- to upper-income households

Secondary Audience

- Disney-enthusiast adults ages 18–35
- Couples and young adults without children



Audience Interests

- Family travel and shared experiences
- Disney storytelling and nostalgia
- Themed dining and live entertainment
- Adventure-based vacations

Platform Used



• Instagram



• TikTok



• YouTube



• Facebook



• Pinterest

Engagement Plan

Content Type

- Family and travel vlogs
- Short-form ship tours and POV experiences
- Dining and entertainment highlights
- Live Q&A sessions onboard

How we Engage the Audience

- Authentic influencer storytelling
- Behind-the-scenes cruise experiences
- Interactive and live content

Call to Action

- “Book Your Adventure”
- “Explore the Disney Treasure”
- “Request a Digital Brochure”

Disney Castaway Cay



Target Influencer Strategy

This campaign utilizes mega influencers to maximize awareness and credibility during the Disney Treasure launch.

Desired Influencer Characteristics

- Family-friendly, brand-safe content
- Strong engagement rates
- Target engagement rate: 5%- 7% per sponsored post across primary platforms
- Established credibility in travel or Disney-related content
- Alignment with Disney values of storytelling, quality, and service

Potential Influencers



The Bucket List Family

- Audience: Families with children
- Strength: Adventure-focused family storytelling



Disney Food Blog (AJ Wolfe)

- Audience: Disney planners and enthusiasts
- Strength: Expertise in dining and onboard experiences



The Tim Tracker

- Audience: Disney travelers and families
- Strength: Detailed and practical travel guidance

Influencer Brand Alignment

All selected influencers:

- Produce family-friendly, brand-safe content
- Reflect Disney Cruise Line's values of imagination, service, and storytelling
- Are trusted voices within the Disney travel and cruise community



Influencer Outreach (Draft)

New Message

To

Garrett, Jessica, and the Kids,

Subject

Disney Treasure Launch Partnership Opportunity

We have been following your journey since the very beginning from the original "settle down" sale to your recent global expeditions. Your ability to show that the world is a classroom for your children is so inspiring, and the genuine joy you all find in discovering new cultures is exactly why your community (including us!) tunes in every week.

We are Stevie and Samantha with the Disney Cruise Line marketing team. We are reaching out because we are currently preparing for the maiden season of our newest ship, the Disney Treasure. This ship was built on the foundation of "Adventure," drawing inspiration from Walt Disney's own love of exploration and the stories that take us across the globe.

Our goal for this launch is to showcase the Disney Treasure as the ultimate home base for adventurous families. We want to move beyond the traditional "cruise" narrative and highlight the ship as a place where world-class storytelling meets intentional family bonding. Given your family's DNA, we believe you are the perfect partners to help us bring the ship's most immersive spaces like the Grand Hall and the Tomorrow Tower Suite, to life for millions of families worldwide.

Are you interested in learning more about an exclusive partnership for our Inaugural Sailing and how we can tailor an "adventure of a lifetime" for your crew?

Best,

Stevie and Sam, part of The Disney Cruise line family.

Disney Treasure

Send

INFLUENCER MARKETING BRIEF

Influencer Partnership Overview

- Sponsored social media collaborations
- Onboard cruise experiences
- Long-form and short-form storytelling

Desired Influencer Characteristics

- 2–3 short-form social media videos
- 1 long-form vlog or review
- 1 interactive or live content experience

COMPENSATION & TIMELINE

Compensation & Benefits

- Paid partnerships based on influencer reach and engagement
- Complimentary cruise accommodations and onboard experiences
- Mega influencers: \$15,000–\$30,000 per content package, based on reach and engagement
- Payment will be issued within 30 days of content approval.

Campaign Timeline

- Launch-focused campaign
- Duration: Up to 6 months
- Content delivered 2-4 weeks prior to inaugural sailings.
- Final posts published during launch week.

INFLUENCER DO'S & DON'TS

Do

- Share authentic onboard experiences
- Follow Disney Cruise Line brand guidelines
- Use approved hashtag, #ad, or #DisneyPartner



Disney Castaway Cay

Don't

- Promote competing cruise brands
- Share unapproved or sensitive content

CAMPAIGN CONCEPT & MESSAGING

- Campaign Theme
- Adventure Awaits at Sea
- Key Messages
- Family adventure and exploration
- Immersive Disney storytelling
- Premium service and entertainment
- Hashtags
 - #DisneyTreasure
 - #AdventureAwaitsAtSea
 - #DisneyCruiseLine



Disney Treasure State Room

Engagement Plan

How we Engage the Audience

- Engagement Rate
- Measures how actively audiences interact with influencer content through likes, comments, shares, and saves. High engagement indicates strong audience interest.
- Reach
- Tracks the number of unique users who viewed influencer content, showing overall campaign visibility.
- Impressions
- Measures total views across platforms, including repeat views, helping evaluate content exposure.
- Click-Through Rate (CTR)
- Tracks how many viewers clicked links directing to Disney Cruise Line informational or booking pages, indicating intent.
- Promo Code or Tracked Link Usage
- Measures direct traffic and booking consideration driven by influencer content.

Why These Metrics Matter

These metrics directly align with campaign goals of increasing awareness, engagement, and interest in booking Disney Treasure cruises.

Measuring Influencer Campaign Success

Campaign success for the Disney Treasure influencer campaign will be evaluated using a combination of quantitative and qualitative performance measures. These metrics allow the campaign to assess awareness, engagement, and booking consideration across multiple social media platforms. By analyzing both numerical data and content quality, the campaign ensures results remain measurable, strategic, and aligned with Disney Cruise Line's brand standards.

Key Performance Indicators & Tools

How we Engage the Audience

Primary KPIs

- Engagement rate per influencer post
- Total campaign reach and impressions
- Website traffic from influencer content
- Promo code or referral link usage

Secondary KPIs

- Video completion rates
- Audience sentiment and comment quality
- Content shares and saves
- Audience demographic alignment

Measurement Tools

- Platform Analytics
- Instagram, TikTok, and YouTube native insights are used to collect engagement, reach, and impression data.
- Influencer Performance Reports
- Influencers provide post-level performance summaries after publishing content.
- Manual Tracking (Google Sheets)
- Campaign data is organized manually to allow customization, consistency across platforms, and cost-effective tracking appropriate for a student project.

Qualitative Influencer Evaluation Checklist

Content Quality

- ❑ High-resolution visuals
 - ❑ Clear storytelling and narrative flow
 - ❑ Showcases key Disney Treasure experiences
 - ❑ Highlights adventure theme
- Brand Alignment
- ❑ Family-friendly tone
 - ❑ Aligns with Disney values (imagination, service, storytelling)
 - ❑ No competing cruise brands mentioned
 - ❑ Uses approved hashtags (#DisneyPartner, #DisneyTreasure)

Audience Reaction

- ❑ Positive comment sentiment
- ❑ Meaningful audience conversations (not just emojis)
- ❑ Questions about booking or travel details
- ❑ High share/save behavior

Authenticity

- ❑ Influencer voice remains natural
- ❑ Sponsorship disclosed properly (#ad)
- ❑ Experience appears genuine and immersive



Disney Cruise Line

This checklist ensures influencer content meets brand standards while fostering authentic audience engagement beyond numerical metrics

Campaign Objectives

Influencer Name	Platform	Post Type	Post Date	Reach	Likes	Comments	Saves	Engagement Rate
The Bucket List Family	Instagram	Reel	MM/DD/26	2,100,000	165,000	3,800	21,000	9.1%
The Bucket List Family	TikTok	Short-form Video	MM/DD/26	3,400,000	280,000	5,200	18,400	8.9%
Disney Food Blog (AJ Wolfe)	Instagram	Carousel	MM/DD/26	950,000	72,000	2,100	6,800	8.6%
Disney Food Blog (AJ Wolfe)	YouTube	Long-form Review	MM/DD/26	1,200,000	54,000	4,600	—	4.9%
The Tim Tracker	YouTube	Vlog	MM/DD/26	1,800,000	92,000	6,300	—	5.5%
The Tim Tracker	Instagram	Reel	MM/DD/26	1,100,000	84,000	2,900	9,500	8.7%

Conclusion

The Disney Treasure influencer marketing campaign strategically combines mega-influencer storytelling, measurable performance metrics, and strong brand alignment to drive awareness, engagement, and booking consideration during the ship's launch window. By targeting family travelers and Disney-focused audiences across Instagram, TikTok, and YouTube, this campaign leverages authentic content experiences to position the Disney Treasure as the ultimate adventure at sea. Through carefully selected influencers, structured KPIs, qualitative evaluation tools, and a clear call to action, this campaign delivers both measurable impact and meaningful audience connection—making it a strong, strategic fit for Disney Cruise Line's premium brand positioning.

Thank You!

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Disney Treasure Back of the Ship