

**CLIENT** Cruise West

**PROJECT** Web site

## OBJECTIVE

Build database of qualified prospects for Alaska cruises.

## STRATEGY

Offer free DVD, plus a chance to win a waterproof digital camera.

## BACKGROUND

Cruise West provides a more casual cruising experience than other cruise lines, with a focus on an “up close and personal” experience on smaller ships. This appeals to the more adventurous traveler who cares more about the destination than about dressing up for dinner and dancing.

## PROJECT OVERVIEW

Both direct mail and online media were used to drive traffic to this microsite, which offers a free DVD, *Life Beyond the Ordinary*, plus the chance to win a digital camera.

The copy and design present Alaska as destination best experienced aboard a small ship, which can bring visitors closer to wildlife, glaciers, and more. Specific discounts are offered for early booking.



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*See below for a larger view of these pages.*

Login page






 **CruiseWest**

Your Cruise West Alaska  
adventure now begins...

**Enter your PIN:**  
(If you don't have a PIN, please enter "guest")

## Main page



## Cruise West

Let Cruise West show you the Alaska that others merely pass by.

Welcome aboard the small and intimate, yet gracious and comfortable, ships of Cruise West.

See Alaska as it should be seen – up close and personal. Close enough to see the barnacles on a whale's tail or feel the chill of a nearby glacier.

Let Cruise West take you on an unforgettable adventure that will astound your senses and lift your spirit. Explore the hidden Alaskan treasures that big ship passengers will *never* see.

The best savings are available to those who book early. Cruises begin in June, so don't miss out.

Sign up for your **FREE DVD** Life Beyond the Ordinary, and get savings of up to **\$600**

[Register Now »](#)

### Start your adventure!

**Register now** for your chance to win this Bushnell weather-resistant digital camera.

This rugged 3.2 megapixel digital camera is the perfect way to capture the incredible memories of your Alaska adventure.

**[Enter now](#) to win one FREE from Cruise West.**

[Contest Rules](#)

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## Registration page

**Free DVD:**  
*Life Beyond the Ordinary*

See how our up close, casual, and personal style of cruising shows you more of the Alaska you came to see.

Preview our destinations and discover how Cruise West brings you closer to the many wonders that await on your journey of a lifetime.

**Save up to \$600:**

Book an Inside Passage cruise by January 30 and save up to \$600. Remember, there are no last-minute discounts aboard Cruise West! [\(details\)](#)

**Win a FREE  
Bushnell  
digital camera!**

Complete this form for a chance to win this FREE 3.2 megapixel water-resistant digital camera. [\(details\)](#)

Let us show you the Alaska you've always wanted to see — up close and personal.

Watch and see how sailing small-ship style aboard Cruise West reveals more of Alaska's majestic Inside Passage. Complete the form below to get your FREE DVD, *Life Beyond the Ordinary*.

**YES**, Send my DVD, details on early booking discounts, and enter me for a chance to win a **FREE digital camera**. [\(details\)](#)

Required fields are designated with \*.

**About You:**

First name:\*

Last name:\*

Address:\*

City:\*

State:\*

ZIP code:\*

Telephone:\*

Email address:\*

**Quick Survey:**

**When are you planning to travel?**

**What destinations interest you?**

Alaska  Japan (New!)

Bering Sea  South Pacific (New!)

Baja Mexico's Sea of Cortés  Costa Rica & Panama

**How did you book your last cruise?**

**Yes**, send me e-mail updates about upcoming Cruise West itineraries and specials.

**Submit >**

We respect your privacy and will not rent, sell, or share your information with other companies.

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## Thank you page



## Your Alaska adventure has just begun!

Thank you for your request. You can expect your free DVD, *Life Beyond the Ordinary*, in about a week. And we'll let you know if you've won a free digital camera.

### Arrange your own Virtual Cruise Night

Visit [www.cruisewest.com/cruisenight](http://www.cruisewest.com/cruisenight) to schedule your own personalized online presentation on our many Alaska destinations. Discover how you can explore the hidden Alaskan treasures that big-ship passengers will *never* see.

**Or for more information, call us at 888-851-8133.**

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