



MEDIA CONTACTS: Tracy Quan (305) 539-6577
tquan@rccl.com

Lyan Sierra-Caro (305) 539-4091
lsierracar@rccl.com

ROYAL CARIBBEAN CLINCHES PRESTIGIOUS EFFIE AWARD FOR #COMESEEKLIVE
Innovative Social Media Execution Recognized for Breakthrough Marketing Approach

MIAMI, June 5, 2017 – [Royal Caribbean International](http://www.royalcaribbean.com) recently was honored with a silver Effie award at the 2017 North American Effie Awards Gala in New York City. The cruise line received this highly coveted award in the Media Innovation – Existing Channel category for the #ComeSeekLive program, a first-of-its-kind live, interactive experience that was showcased on billboards on the streets of New York City, thanks to the livestreaming capabilities of the social media app Periscope.

Designed and executed by Royal Caribbean’s creative agency, Mullen Lowe, and media buying agency, Mediahub, #ComeSeekLive combined traditional outdoor advertising with one of the newest social platforms, Periscope. The innovative program enabled consumers to interact in real-time with influencers on board the cruise line’s high-tech ship, [Anthem of the Seas](http://www.royalcaribbean.com), sailing to five idyllic Caribbean destinations. Through the #ComeSeekLive experience, audiences were given the ability to discover and participate in adventures they never expected from the brand.

The North American Effie Awards honor the most effective marketing efforts of the year in the United States and Canada. Winners represent creative programs and campaigns that solved a marketing challenge, connected brands with their target audience and made a measured positive impact on a brand’s business.

#ComeSeekLive was the first interactive component of Royal Caribbean’s new “Come Seek” brand campaign. Come Seek is an invitation to discover and explore the adventures Royal Caribbean has to offer both on board and at exciting destinations around the world.

(more)

[Royal Caribbean International](#) is an award-winning global cruise brand with a 48-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Onboard, guests are catered to with the cruise line’s world-renowned friendly and engaging Gold Anchor Service by every staff and crew member. Royal Caribbean has been voted “Best Cruise Line Overall” for 14 consecutive years in the Travel Weekly Readers Choice Awards.

The cruise line sails 24 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand. Media can stay up-to-date by following [@RoyalCaribPR](#) on Twitter, and visiting [RoyalCaribbeanPressCenter.com](#). For additional information or to make reservations, vacationers should call their travel agent; visit [RoyalCaribbean.com](#); or call (800) ROYAL-CARIBBEAN.

#