

## **BRANDINDEX RANKS CARNIVAL CRUISE LINES NO. 1 IMPROVER AMONG ALL U.S. BRANDS IN ITS MID-YEAR BUZZ REPORT**

**July 21, 2014**

YouGov's BrandIndex has ranked Carnival Cruise Lines the most-improved U.S. brand in consumer perception, or "buzz," in its mid-year 2014 Buzz Rankings Report. Throughout the second half of 2013 and thus far in 2014, Carnival has initiated a number of new programs that have resonated positively in the marketplace.

According to BrandIndex, Carnival's change in consumer-perception score by mid-2014 was double the improvement level achieved by the company ranked second on the most-improved list.

"Carnival not only brought its consumer perception back in line with the rest of industry, but their sales potential, indicated by consumers who say they would consider the brand for their next cruise, has rebounded above the rest of the cruise sector," said Ted Marzilli, CEO of BrandIndex.

Contributing to Carnival's notable brand recovery was a series of industry-first product innovations and marketing initiatives, including:

- **Seuss at Sea** — An exclusive partnership with Dr. Seuss Enterprises that brings the beloved brand and characters on board Carnival ships, and offers a variety of exciting and immersive family experiences.
- **Carnival LIVE** — A first-of-its-kind concert series featuring exclusive on-board performances at select ports of call by a diverse roster of popular music artists including Jennifer Hudson, STYX, Chicago, Jewel, Lady Antebellum and Daughtry, among others.
- **Shore Excursion Best Price Guarantee** — Guests who find a lower price on a shore excursion offered by another operator either before or during their cruise receive 110 percent of the difference in an on-board credit.
- **Great Vacation Guarantee** — A hassle-free program that provides a 110 percent refund, complimentary transportation home and a \$100 shipboard credit for a future cruise if guests are dissatisfied with their cruise for any reason within 24 hours of departure.
- **Camp Ocean** — An exciting new marine-themed children's program that immerses children ages 2 to 11 in the wonders of the sea through more than 200 fun, engaging and educational experiences.

"We have worked very hard at Carnival over the past year to bring fresh programming and innovation to our ships while maintaining consistently smooth operational performance and the results of this latest BrandIndex data is a gratifying acknowledgement of those efforts," said Gerry Cahill, president and CEO of Carnival Cruise Lines.

The logo for Carnival Live Concert Series, featuring the words "CARNIVAL" in blue and "LIVE" in large red letters, with "CONCERT SERIES" in smaller blue letters below.The logo for Camp Ocean, featuring the words "CAMP" and "OCEAN" in blue, with a green star and a blue anchor-like shape in the center.

(For more information on the BrandIndex Report, please visit the [BrandIndex.com](http://BrandIndex.com); for additional information on each of these innovative programs, please visit <http://carnival-news.com/>).



BrandIndex  
mid-year review

**2014** Rankings US

## 2014 - Mid-Year Rankings: US Top Buzz Improvers

**#1 Carnival** No company has made greater strides in perception than Carnival after a series of cruise ship mishaps in the first quarter of 2013. As we noted last February, “Carnival not only brought its consumer perception back in line with the rest of industry this past fall, but their sales potential with consumers has rebounded above the rest of the cruise sector.” Carnival’s gains are nearly double the next brand on the list.

**#2 Bank of America, #9 Goldman Sachs, #10 Wells Fargo** Three financial brands on the list, marking the continuation of a long bounce back of this much-maligned sector. One year ago, four of them were on the most improved list, and this year, there are three, including two repeaters (BOA and Goldman Sachs). Although the industry is not entirely out of the woods as Citibank is on the verge of paying perhaps a \$10 billion dollar penalty related to mortgage backed securities it sold in the run up to the financial crisis, the public continues to forgive and the sector has traveled a very long way back.

**#3 Facebook** The world’s largest social network made headway in the first half, likely based on offering more privacy controls to their users, its lauded purchase of messaging app WhatsApp, and dropping its controversial “sponsored stories.”

**#4 NBC and #5 ABC** Two of the four big broadcast television networks make a rare appearance on the perception gainer rankings list, indicating a comeback for each network’s programming and reputation in the first half. Coincidentally, both networks have late night talk shows -- hosted by Jimmy Fallon and Jimmy Kimmel respectively -- which have produced massively successful viral video segments, which were probably instrumental in this chart’s showings.

**#6 Nike** The world’s biggest sportswear maker grabbed sponsorship deals with ten of the world's most marketable soccer players prior to this year's World Cup. With the high sales of Nike Free, Lunar, Flyknit and Dri-Fit, as well as leveraging partnerships with leading athletes, such as Kobe Bryant and LeBron James, Nike was able to build on its considerable perception prowess.

**#7 Red Bull** Two years ago, the energy drink category was in crisis after fatalities were connected to their ingredients. Fast forward to the past several months, and its marketing machine is full speed ahead – launching a magazine for its fans with five million subscribers, sponsoring jumps from space, getting heavily involved in extreme sports and Formula One racing – and most importantly, no incidents have brought the brand back to life, although it remains in modestly negative territory.

**#8 AT&T** The telecom giant shifted its slogan from “Rethink possible” to “Mobilize your world” in early April, signaling what their SVP of brand marketing stated as “making everything mobile-enabled, but that we are also making a complicated world seamless and interoperable.”

AT&T partnered prominently with the streaming music service Beats By Dr. Dre, won the exclusive rights to carry Amazon’s first smart phone, and were able to battle back fierce marketing onslaughts from their rivals. AT&T also seems to have successfully launched their "anti-Flo" in the "Lily, the AT&T store supervisor" series of ads.

#### US: Buzz Improvers

Rank	Brand	Jan-June 2014	Jan-June 2013	Change in Score
1	Carnival	-4.4	-23.6	19.2
2	Bank of America	-6.5	-15.9	9.5
3	Facebook	12.8	4.8	8.0
4	NBC	1.7	-5.1	6.8
5	ABC	6.6	-0.1	6.7
6	Nike	20.1	13.6	6.5
7	Red Bull	-5.7	-11.1	5.4
8	AT & T	13.2	7.8	5.3
9	Goldman Sachs	-8.0	-12.8	4.8
10	Wells Fargo	3.6	-1.1	4.7