

Mirren AI Prompt Engineering Guide for Agencies

Client expectations of agencies have spiked. They want stronger leadership, deeper strategic thinking, more integrated activation, and tangible business impact.

This guide provides practical prompting instructions and templates to enable client-facing teams to transform the output quality from the basic LLMs, such as ChatGPT, Claude, Gemini, Co-pilot, and more. Ultimately, the goal is to turn LLMs into strategic collaborators – to create far more value for clients.

As AI continues to progress so quickly, this guide is an ongoing work in progress, with updates being released every 3 or 4 months.

VERSION
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Mirren AI Prompt Guide

Practical prompting instructions and templates to enable agency client-facing teams to transform the value of what can be generated by the basic LLMs, such as ChatGPT, Claude, Gemini, Co-pilot, and more.

This guide covers three key areas of AI application for agency client-facing teams:

- 1 Category & client business analysis
- 2 Strategic development
- 3 Client communication

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AI as a growth accelerator

Agency teams already leveraging AI are operating with superpowers. They can produce stronger strategic work in a fraction of the time, greatly enhancing efficiency, client value, and agency revenue.

Agencies that have yet to consistently adopt AI tools are falling behind, with the gap widening at an alarming rate.

With the learning in this guide, your client-facing teams will gain a new understanding of the AI landscape and immediately start operationalizing AI into key day-to-day workflows.

Based on [Mirren's AI Training](#) for agency teams, this guide provides new frameworks for prompt engineering and new tools to enhance the value you create for clients.

Dig in with these tools, and AI will become an integral part of agency processes – and a powerful tool for growth.

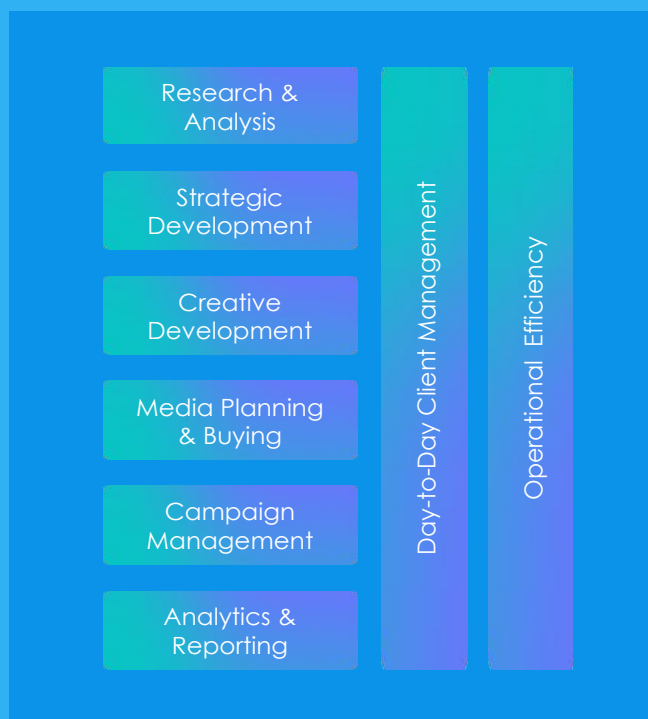
AI impact on agency workflows

AI offers agency teams tremendous value.

Client value: AI can generate deeper insight into client needs and help elevate strategic work for the greatest business impact.

Productivity: AI can streamline routine tasks and significantly accelerate output, allowing agency teams to prioritize their most impactful strategic and creative work.

Democratization: AI can empower even more junior team members to operate at a more sophisticated (value-adding) level.



INTRODUCTION

AI Prompt Engineering

How to craft more effective prompts to generate more valuable outputs

Better prompts = more valuable outputs

Understanding prompt engineering is essential to fully harness AI's capabilities, ensuring your tools generate precise, relevant outputs. Crafting effective prompts can significantly enhance client work, drive innovation, and improve efficiency.

The prompts in this guide focus on specific areas of day-to-day client work, but the structure and logic apply across many AI apps and use cases.

Our examples use ChatGPT-5o, as it is the most widely used LLM by agency teams (with prompting logic that applies to all LLMs).

Guiding principles

Plain Language: as if speaking to an intern, write in a way that is simple and straightforward

Specificity: be exceptionally specific, detailed, and clear about your desired output

Logical Structure: make it easy to understand your instructions, organize them in a structured, methodical manner

Ideal prompt length: the examples in this guide are approximately 150 - 200 words, but the more detail and context you provide, the better

Iterate: Engage in an ongoing dialogue long after your first prompt to dig deeper and reveal new levels of insight. Examples are provided throughout the guide

Oversight is still required

Do not expect AI tools to produce perfect content without oversight. Your input and management are needed to ensure quality, accuracy, originality, and security.

It's also important to consider the data/training practices of each AI application you use. Consider privacy – do you know where your data is going?

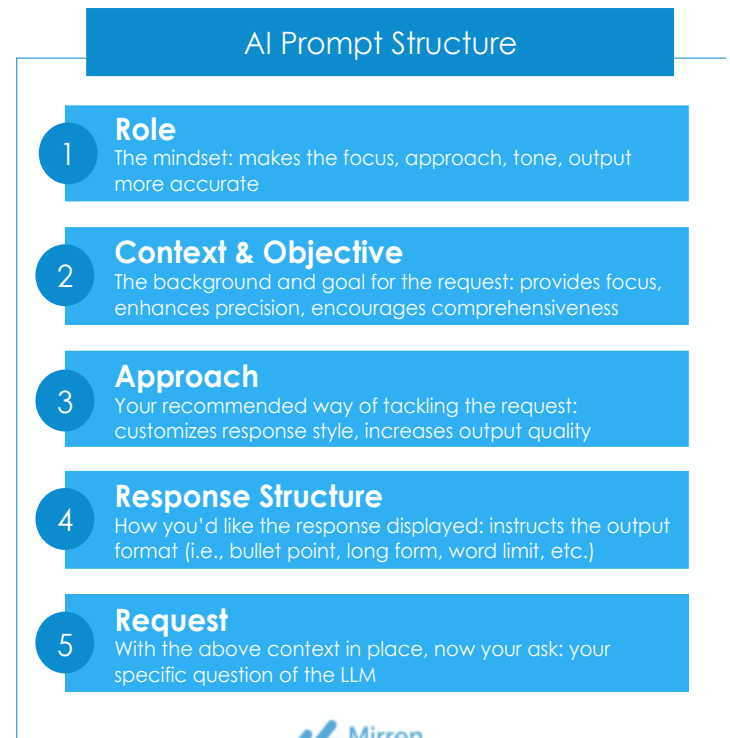
The prompts in this guide are more focused on pulling insight *out* of the LLMs, rather than inputting proprietary info. Understand your agency and client guidelines for AI. If your client MSA requires approval, don't take that as a "no." Secure approval where needed, and be sure to convey the client value of the specific AI use cases you plan to leverage.

Training the AI model is essential

The goal of this guide is to provide you with a set of prompts that serve as "sequential building blocks." As you move from high-level prompts to more specific analysis, the LLM learns and improves. Use these sample prompts sequentially – but go deeper with iterative prompting or by leveraging follow-up prompts suggested by the LLM.

Custom GPTs

You can make your AI prompts even more valuable (and shareable) by creating Custom GPTs. Think of this as making a chat thread shareable. It also provides enhanced training and learning abilities. To do this, simply log into ChatGPT online and select "GPTs" > "+ Create." Follow the instructions and you'll be up and running in a matter of minutes.



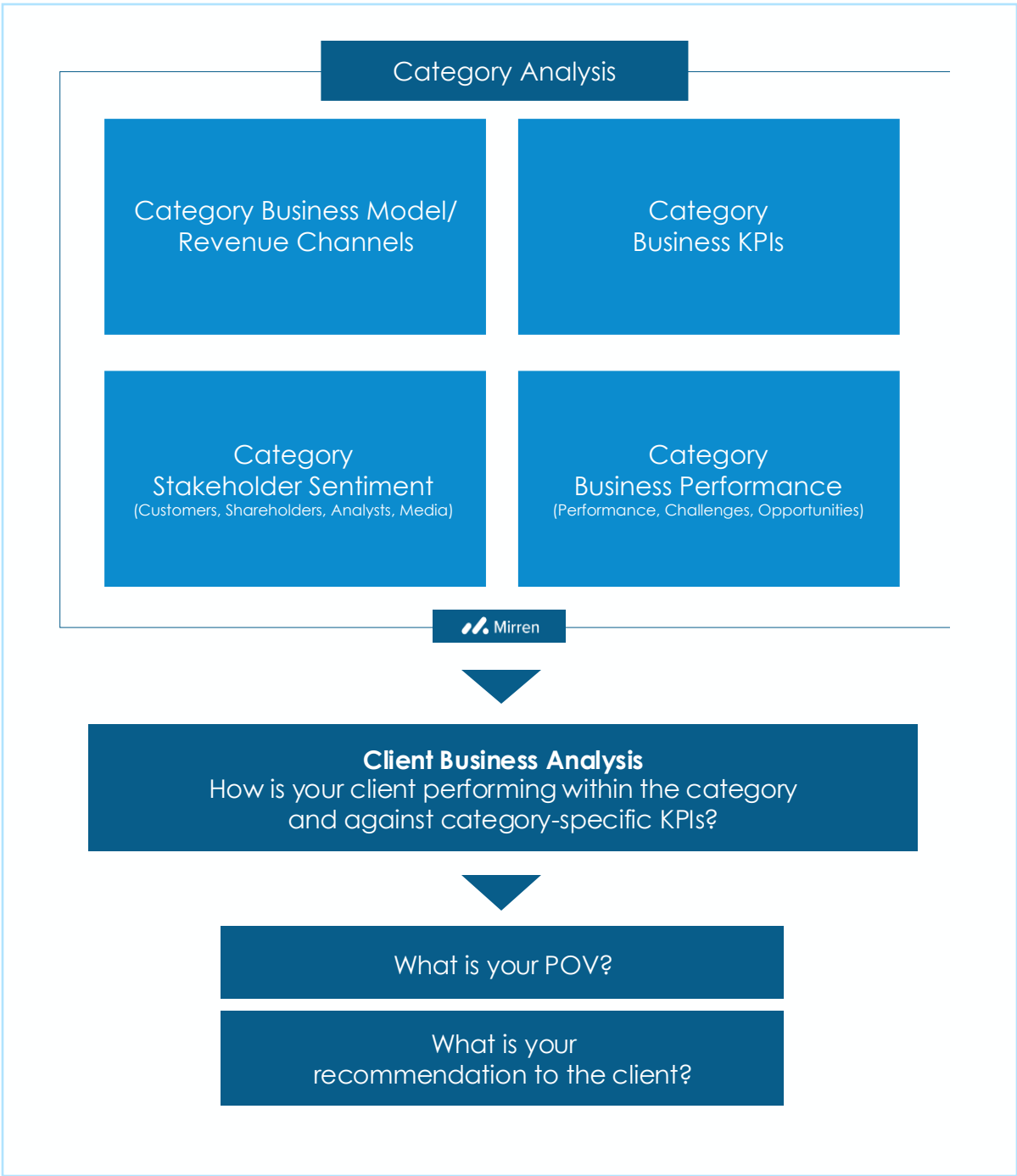
Category & Client Business Analysis

At the core of creating work that clients will value: more effectively understand and address their most pressing business growth needs. The goal of this section is to accelerate your ability to do just that.

Category and Client Business Analysis

Client and category knowledge is a critical foundation for all client-facing teams. But beyond understanding your client's revenue channels, business KPIs, and most pressing business needs, what is your POV? Based on your analysis, what actions do you recommend they take to continue to achieve their growth needs? To truly add value to clients, this is the level agency teams must rise to.

AI is a powerful tool to help accelerate client business analysis and the development of informed, insightful points of view – which agencies can leverage to identify new opportunities for client business growth – and in return, agency business growth.



Category Business Analysis

Zoom out. Begin with analysis at the client category level: business models, revenue channels, KPIs, key trends, challenges and opportunities. This removes your bias of the past (often limiting) experience with each client. It also trains an LLM on the deeper business and strategy fundamentals across the entire sector. Like a series of sequential building blocks, move from higher-level category analysis to more specific client prompts.

Prompt Example: Category Business Analysis

(COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

You are a: Stock Analyst with the goal of providing insight into the future growth potential of a business so that shareholders (and potential shareholders) can make informed decisions on whether to buy, sell, or hold their shares.

The objective is to: provide a business analysis of the *Cruise Line* category that will arm a marketing services agency strategist with new insight to improve their ability to provide marketing programs that will drive business growth for a *Cruise Line* client.

To complete this, analyze: business model structures, revenue channels, business KPIs, current and future business growth performance trends, target audience trends, analyst reports, earnings reports, marketing trends, relevant media articles, where the *Cruise Line* category is experiencing the biggest challenges and untapped growth opportunities, and why.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions and explanations for the role and importance of each. For the business KPIs, be sure to be comprehensive (including at least 20) and specific to this category, organizing them by type and including "sub-KPIs."

The first question, just focus here: break out the business model, business KPIs, and revenue channels for the category. Outline how *Cruise lines* generate revenue.

See a sample output for this prompt here: [pages 30-31](#)

The value of iterative prompting

Following, are prompts to continue deepening your analysis of the category.

For a client you have worked on, you may know much of the initial business analysis output so far. However, it's important to have a point of view on how each client's business is performing – and then develop your recommendation to improve it using your agency's capabilities.

Push further with the LLM and engage in a dialogue to expand, correct, or adjust your outputs.

Iterative Prompts: More Business Detail

(COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

- Provide more detail on each of the business KPIs, further define and outline "sub-KPIs."
- Tell me more about "X" KPI. Define it further and explain the importance of this KPI for businesses in this category.



Category Business Analysis (cont.)

Continue exploring your client's category. Dive deeper into Marketing KPIs and Category Business Trends.

Category Marketing KPIs

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

Now break out the marketing KPIs for businesses in the [Cruise Line](#) category. Break out all the key areas in terms of how [Cruise Lines](#) break down and track the performance of their marketing efforts. Please include linked sources. Provide the list in a manner that is structured, bullet point format, complete with brief definitions.

Use iterative prompting to dig deeper.

Category Business Trends

What's Changing/Ahead for the Category Business Model, Product Offering, Target Audience, etc.?

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

We are going to continue digging deeper into the [Cruise Line](#) category as a Stock Analyst. As you consider this category, what are the top 5 trends for business models and revenue channels over the next 1 - 3 years? How will they continue to evolve and innovate, and based on what influences?

As you consider this category, what are the top 5 trends for product and service offerings over the next 1 - 3 years? How will they continue to evolve and innovate, and based on what influences?

As you consider this category, what are the top 5 trends amongst the target audience in terms of how their product and service choices will evolve over the next 1 - 3 years? What will be the key influences driving this and how will impact businesses in this category?

See a sample output for this prompt here: [page 32](#)

Use iterative prompting to dig deeper:

Category Challenges: *What are the biggest business challenges most holding back growth for brands in this category? List current challenges and anticipated challenges over the next 2 years.*

Category Opportunities: *What are the biggest untapped business growth opportunities for companies in this category, and what will they be over the next 2 years?*

See a sample output for this prompt here: [page 33](#)



Client Business Analysis

With a strong base of category-wide knowledge in place, now focus in on your specific client. Using the prompts sequentially from “high-level” to more specific helps train the AI model. Use the suggested LLM prompts to go even deeper.

Client Business Performance

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

Client Performance vs. the Category: With these business KPIs in mind, how is *Royal Caribbean* performing in the Cruise Line category against each of the category KPIs, its stated business goals, and market expectations?

See a sample output for this prompt here: [page 34](#)

Stakeholder POV

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

Stakeholder POV: As it relates to the current and future business performance of *Royal Caribbean*, what is most concerning to each of these 4 key stakeholders: Stock Analysts, Shareholders, Customers, Media? Break down each of those four stakeholders in detail.

See a sample output for this prompt here: [page 35](#)

Earnings Call Takeaways

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

We are going to continue digging deeper into the *Cruise Line* category. However, you are going to switch roles and think like a marketing strategist at a marketing communications agency who specializes in this category. When you consider the most recent quarterly earnings report and call for *Royal Caribbean*, what are the top 5 most important takeaways for a marketing strategist from a marketing communications agency who is focused on using marketing to improve the business performance of *Royal Caribbean*? Be sure to analyze the most recent earnings report and call. If it helps to support the key takeaways, also please include quotes from senior executives who presented their earnings.

Use iterative prompting to dig deeper.

See a sample output for this prompt here: [page 36](#)

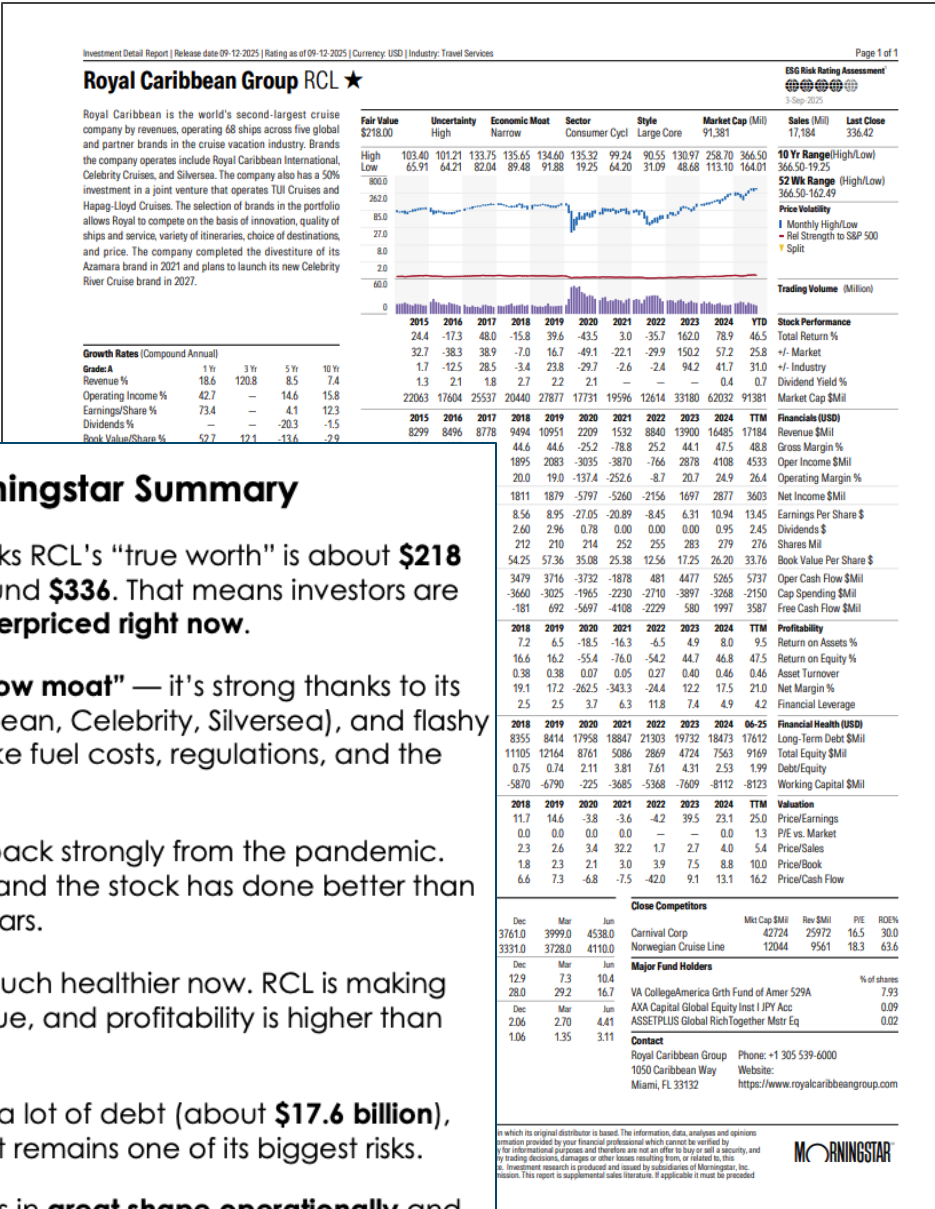


Client Business Analysis (cont.)

Augment your client business analysis by uploading existing category research and using AI as a tool to synthesize key takeaways.

Analyze detailed client research reports – nearly instantly

Prompt: What are the top 5 most important takeaways from the uploaded analyst report from Morningstar?



Royal Caribbean (RCL) – Morningstar Summary

Stock Price vs. Value: Morningstar thinks RCL's "true worth" is about **\$218 per share**, but the stock is trading around **\$336**. That means investors are very optimistic, and the stock looks **overpriced right now**.

Competitive Strength: RCL has a **"narrow moat"** — it's strong thanks to its big size, popular brands (Royal Caribbean, Celebrity, Silversea), and flashy ships, but it's still vulnerable to things like fuel costs, regulations, and the ups and downs of the economy.

Growth: The company has bounced back strongly from the pandemic. Sales and profits have grown quickly, and the stock has done better than the overall market over the past 10 years.

Profitability: Margins and returns are much healthier now. RCL is making good money on every dollar of revenue, and profitability is higher than that of many competitors.

Debt & Balance Sheet: RCL still carries a lot of debt (about **\$17.6 billion**), though it's slowly paying it down. Debt remains one of its biggest risks.

Investor Takeaway: Royal Caribbean is in **great shape operationally** and has staged an impressive comeback, but the **stock looks expensive** compared to its estimated fair value. There are also risks from high debt and stricter environmental rules, even though the company is clearly an industry leader.

✓ **Bottom Line:** Royal Caribbean has staged an **impressive recovery**, with strong profitability and returns outpacing industry and market peers. However, the **stock trades well above fair value**, and high leverage plus regulatory headwinds leave meaningful risk. Morningstar views RCL as a leader with a **narrow moat** but as vulnerable if growth momentum slows.



Strategic Development

Use AI as a powerful collaborator – ultimately developing deeper strategic thinking, target audience insight, and more effective work – in a fraction of the time.

Strategic Development

AI is transforming strategic development

AI is significantly accelerating strategic development, impacting key stages in an agency's existing process. When used effectively, it can be a valuable tool to deepen strategic thinking, inspire stronger creative work, and increase client value.

Here are just a few use cases where AI is already playing a role in agency strategy work:

- **Client Briefs:** Use AI for a deeper understanding of each project, ensuring that every strategy is aligned with specific client needs
- **Key Inputs in Strategic Development:** Use AI as a tool to improve audience segmentation, development of target personas, journey modeling, and more
- **Dynamic Audience Modeling:** Develop and use synthetic target audiences for real-time research (even adapting each strategy in response to evolving market dynamics)
- **Data Analysis:** Digest vast amounts of data, distilling it into actionable strategic insights that drive more focused and effective work
- **Strategic & Creative Testing:** Gain feedback and test against audience insights
- **Custom Strategic Tools:** Build bespoke datasets and models to tailor strategic development to unique client scenarios
- **Innovative Feedback Mechanisms:** Develop custom client persona models that provide real-time "synthetic client" input and feedback on your work

In this section of the guide, we focus on prompt engineering for:

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Strategic Development – Audience Segmentation

Gain more business insight into the different category and client target audiences. Start at a category level to get a broader picture of the priority audiences that matter to your client and their competitors.

Audience Segmentation

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

You are a: Target Audience Researcher and Marketing Strategist, specializing in the *Cruise Line* category.

The objective is to: break down and list out the primary marketing target audience segments for *Cruise Lines*. Include target demographic and psychographic information for each. This will form the foundation to then more deeply dig in and uncover new target audience insight within each priority segment – which can then be leveraged in a marketing program that drives business growth for this category.

To complete this, analyze: current and future *Cruise Line* travel trends, relevant traveler research shaping purchase behavior, relevant media articles, where the category is experiencing the biggest challenges and untapped growth opportunities, and why. You will also consider what is most emotionally compelling for travelers to select one *Cruise Line* over another.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions.

The first question, just focus here: list out the primary target audience segments for the *Cruise Line* category in terms of near-time growth (1-3 years) and longer-term opportunity (3-7 years).

See a sample output for this prompt here: [page 38](#)



Strategic Development – Audience Insight

Use AI to dive into a specific target audience – with the goal of uncovering deeper insight into how they make their purchase decisions – in a fraction of the time of traditional research alone. This example looks at “Multigenerational Families,” a valuable target audience for the Cruise Line category. Here, we start the process of uncovering emotional decision-making needs as it relates to selecting a family vacation.

Target Audience Insight

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

You are a: sophisticated psychologist seeking to understand the emotional needs that motivate people to do the things they do. You specialize in understanding the emotional needs of people in the context of the [Cruise Line](#) category.

The objective is to: reveal new consumer insight that can be effectively addressed in marketing communication activation with the goal of driving business growth in the [Cruise Line](#) category.

For this insight development, focus specifically on this target audience segment: [Multigenerational Families](#).

To uncover new target audience insight: explain how this target segment feels as it relates to planning a vacation. Consider what triggers the desire or need to plan a [Multigenerational Family vacation](#) and the emotional fulfillment they ultimately desire, whether or not they even realize it yet. Consider what [parents and grandparents](#) most want to provide their family to satisfy their own emotional needs. Consider that which is most emotionally compelling for [Multigenerational Families](#) to select a [Cruise](#) over other vacation options. Also reference the emotional struggles, tension, and aspirations within these emotional needs.

To complete this, analyze: key target audience trends and the emotional needs behind them that shape purchase behavior now and in the near future for the [Cruise Line](#) category and this target audience segment in particular.

Provide the response in a manner that is: listed with 8 - 10 potential insights. For each one, start with the label “Emotion:”, name the emotion in 3 or 4 words that capture the essence of it, and then 4 - 6 sentences to explain it. Express the emotion in the “voice” of the target audience.

The first question, just focus here: What are the most compelling unmet emotional needs that compel this target segment to select one [Cruise Line](#) over another?

See a sample output for this prompt here: [page 39](#)

Iterative Prompts: Target Audience Insight

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

Tell me more about why parents and grandparents have a desire to create “[Fairness Across Ages](#)”

- What are the most significant emotions they experience when doing this?
- What unmet emotional needs are they fulfilling by doing this?
- What fears are they addressing by doing this?

See a sample output for this prompt here: [page 40](#)



Strategic Development – Personas

Use AI to build Personas based on key target audiences. Explore psychographics, decision-making criteria, preferred media channels, interests, and lifestyle. This additional target audience insight can continue to inform your final strategic development.

Persona Development

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

You are a: Target Audience Researcher and Marketing Strategist, specializing in *Multigenerational Family travelers*

The objective is to: create a target audience persona for "*Multigenerational Family travelers*." As it relates to selecting a *Cruise Line*, include demographics, psychographics, emotional needs, pain points, decision-making criteria, preferred media channels, personal interests, and any other information that would provide more insight into this target segment.

To complete this, analyze: current and future *Multigenerational Family traveler* trends, relevant traveler research shaping purchase behavior, relevant media articles, where the category is experiencing the biggest challenges and untapped growth opportunities, and why. You will also consider what is most emotionally compelling for *Multigenerational Family travelers* to select one *Cruise Line* over another.

Provide each response in a manner that is: structured, bullet point format, complete with brief definitions.

The first question, just focus here: create a target audience persona for "*Multigenerational Family travelers*" as it relates to selecting a *Cruise Line*.

See a sample output for this prompt here: [page 41](#)



Strategic Development – Journey Models

Journey Modeling has become one of the simplest and most powerful strategic tools an agency team can leverage. When used methodically, it reveals new insight into the purchase behavior of each client's target audience – helping agencies provide work of much greater business value.

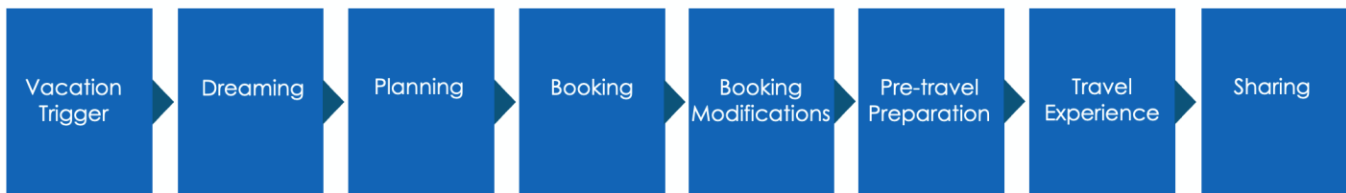
AI can significantly accelerate the development of category-specific journey models.

Put simply, a journey model outlines the steps the category target audience moves through in making a purchase, or other action by the target audience. This provides new insight into the target audience's decision-making process, allowing the agency to provide better work and deliver client business impact.

By thinking both “full funnel” and “category specific,” a journey model gives you a framework with which to methodically pinpoint marketing challenges – and opportunities – that your team can leverage for high-value project ideas.

Below is an example of a simple journey model for the Lodging category. Ideally, journey models expand beyond the basic framework to include additional path-to-purchase insight. Consider adding details about the target audience's thoughts, feelings, and actions along the journey – with the goal of uncovering opportunities for business growth.

LODGING BUYER'S JOURNEY MODEL



Journey model diagnostics

Taken a step further, like in the practices of management consulting firms, this becomes a powerful diagnostic tool. Journey modeling can be used to “diagnose” each client's category and business, pinpointing their most critical challenges and opportunities – which the agency can then provide high-value work to address, along with organic growth opportunities.



Note: your final Customer Journey Model should not have more than 8 - 10 steps, otherwise it starts to lose its (powerful) simplicity - becoming too complex to easily work with and eventually workshop with clients. Expanding further with this prompt allows you to generate new ideas that would improve the final version of your model.



Strategic Development – Journey Models (cont.)

Journey Modeling

Building on the same thread, AI prompt example (COPY AND ADAPT TO YOUR CATEGORY/CLIENT)

You are a: Target Audience Research and Insight Strategist, specializing in the Cruise Line category.

The objective is to: list out each step of a Cruise Line guest's path to purchase (customer journey). For this journey model, focus on the audience segment "Multigenerational Families." This segment values family bonding time and seeks safe, fun experiences.

To complete this, analyze: key target audience trends shaping purchase behavior now and in the near future for the travel category. Consider what is most emotionally compelling for multigenerational family travelers to select a cruise experience over another travel experience. Include how they step through the decision-making process to plan a multigenerational family cruise. Begin with what triggers the desire or need to plan a multigenerational family trip, and list out all subsequent steps, including how they ultimately decide to select a cruise vacation over other travel, and then how they decide to select a specific Cruise Line over the other options in the category. Customize the journey, using Cruise Line category terminology when naming each step (do not use generic step names like "awareness" or "consideration.")

Provide the response in a manner that is: a sequential list, structured, sequential bullet point format, complete with an explanation to help clarify the key steps.

First, focus here: list the steps in the customer journey for Multigenerational Families.

See a sample output for this prompt here: [page 42](#)

Iterative Prompts: Journey Modeling

- Revise the journey above to include more steps and even more detail about each one. Break it into 12-15 steps.
- List the steps that follow the final step in the journey above. What happens after this initial journey ends, and what opportunities exist for brands in this category to re-engage the target?
- When considering how to keep the target audience moving through the journey (to purchase), what are the biggest challenges for Cruise Lines at each step in the journey? Include details about the challenge, its impact, and your sources.
- What business KPIs for a Cruise Line operator could be impacted if those challenges are resolved?
- When considering how to keep the target audience moving through the journey (to purchase), which step(s) in the journey present the greatest opportunities for brands in the category to reach and influence the target audience?
- What are the emotional needs of the target audience at each different stage in the journey? Be comprehensive.
- What is the best way to engage the target audience with marketing at Step [X] in the journey? Consider their emotional needs and psychographics when outlining a strategy.
- Please list 5 ideas for marketing strategies and corresponding tactics that will convert the target audience to book a family cruise with Royal Caribbean. Prioritize strategies focused on Step [X] in the journey.



Client Communication

Use AI to increase the impact of client presentations and help your team create clear day-to-day client communication, including critical emails.

Client Communication

AI can be a powerful tool to improve client presentations and day-to-day communication

In the rush of agency life, day-to-day written communications can get long-winded and unclear. This can result in clients not reading and responding to critical emails, and even losing interest during important presentations.

AI can provide tremendous support in helping daily communications become clearer, actionable, and persuasive — particularly with senior decision-makers.

Whether you use AI prompts to draft client emails or improve client presentations, there are several useful ways to enhance these important client interactions.

Consider this when using AI to improve in these areas:

- **Writing Optimization:** AI can help write and provide feedback on written communication. This doesn't just include typos and grammar, but also tone, length, target audience, etc. You may be using Grammarly already to support this. There's more you can do with effective prompts.
- **Client and New Business Presentations:** AI can help craft and provide feedback on decks being written for client meetings and new business pitches. In fact, with the prompts we provide in this guide, you can receive insightful feedback from a "synthetic client" – long before you make the actual presentation. This helps to optimize your writing and delivery in ways never possible before.

Our prompts can help across a few day-to-day scenarios

- **Client approval:** secure client approval on work
- **Client request:** get something from the client
- **Project update:** ensure client understands status
- **Confirm decisions:** recap meeting action items, approvals, notes
- **Proactive communication:** pre-empt client questions/concerns

In this section of the guide, we focus on prompt engineering for:

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Client Communication – Written Presentations

Your Written Presentation: Synthetic Client & Prospect Feedback

Note: this prompt asks the LLM to take on the persona of your client or new business prospect for input and feedback on presentations. The first step is training the LLM on who the client is and the assignment:

ROLE:

You are: my marketing services agency client. You are the Chief Marketing Officer for a company in the [Cruise Line](#) category and are accountable for driving all marketing initiatives with the goal of driving business growth. You are ultimately in charge of the strategic direction and approval for all the work provided by your marketing services agencies.

I am in a lead role at my marketing services agency that provides you with marketing programs to drive your business growth. Our goal is to become an indispensable partner for all your marketing communications needs by providing marketing programs that achieve your objectives and greatly please you. Both of those goals are important. In fact, it is our mission to compel [multigenerational families](#) to select [Royal Caribbean](#) over all other [vacation and Cruise Line](#) options.

CONTEXT AND OBJECTIVE:

The objective is to: provide my team with insight to help improve the effectiveness and persuasion of a strategy and presentation you've asked to create. I will ask you for: specific constructive feedback, insightful follow-up questions that will deepen your understanding of the presentation, and comments or questions that highlight any concerns.

The presentation objective is to: provide our recommendation for a marketing program that achieves the objectives of the assignment in a way that greatly pleases you.

The marketing program objective is to:

[Launch your new "Family Reunion" online planning website and drive at least 100K site visits in six months with the goal of booking 1,500 incremental multigenerational family cruises generating \\$25 million in additional revenue.](#)

The presentation includes our recommendation for: the strategy and an entire marketing program to achieve the objectives.

The presentation will be made to: you, who are in charge of approving all marketing initiatives. Our recommendation must achieve the objectives of the assignment and greatly please you.

APPROACH:

To complete this, analyze: the strategy materials, which I will provide one at a time. As I upload each piece of information, I will prompt you to reply with your understanding of it, coaching you as necessary to deepen your understanding.

This will include: your written assignment to us, relevant category business analysis, relevant analysis of your business, buyer's journey modeling, our strategy brief, our target audience research findings, relevant meeting transcripts, relevant emails, links to your LinkedIn profile, and finally, our presentation.

Analyzing all of this, you will consider what is most important to you in your role as Chief Marketing Officer in the [Cruise Line](#) category at [Royal Caribbean](#) and how our presentation achieves the objectives of the marketing program you've assigned to us. Also, consider what is most important to you based on your personality (as profiled from your LinkedIn profile and any other source you can find online).

RESPONSE STRUCTURE:

Provide each response in a manner that is: conversational in your personality tone, as if you are personally providing us with feedback on the presentation during the meeting. Ensure your responses are clear, constructive, pragmatic, and insightful. Ultimately you will provide us with feedback on how to improve the presentation to best achieve the objectives of the assignment and greatly please you.

REQUEST:

The first question, just focus here: please recap your understanding of what I'm asking you to do. I'll provide any necessary feedback to improve your comprehension.



Client Communication – Written Presentations (cont.)

Your Written Presentation: Synthetic Client & Prospect Feedback

After you've entered the prompt from the previous page into the LLM, you now need to upload information relevant to the assignment you're giving it – to learn how to assume the role of the client decision-maker.

From the “Approach” section on the previous page, upload:

- Category business analysis
- Analysis of the client's business
- Buyer's journey modeling
- Assignment strategy brief/documents
- Target audience research findings
- Client meeting transcripts
- Relevant emails
- Link to the client's personal LinkedIn profile
- And finally, the actual presentation

Upload each document individually, and use the following prompts to train the LLM:

*This is: the **strategy brief** that you gave us. It outlines the strategic goals for the assignment.*

With the goal of training you to provide the most accurate presentation feedback, please reply with your understanding of the information I just provided you.

>> Repeat for each piece of training information (dataset).

You are now ready to ask for feedback on your presentation.

PRESENTATION FEEDBACK PROMPTS:

- *You now have a good understanding of the objectives for our assignment, the presentation, and who we're presenting to. Next, you will begin providing us with feedback on how well the presentation and marketing program achieve the objectives of the assignment and greatly please you. You will tell me what is working well and how we can improve it further.*
- *How effectively does the strategy portion of our recommendation achieve the marketing objectives? What did we do well? What would improve it?*
- *How effectively does the strategy portion of our recommendation please you? What did we do well? What would improve it?*
- *How effectively is the presentation written and designed to persuade you that our recommendation achieves your objectives? What did we do well? What would improve our persuasion?*
- *What questions do you have about our presentation that would deepen your understanding of it?*
- *What concerns do you have about our presentation?*

Continue with this structure, one at a time, covering all aspects of your presentation.



Client Communication – Presentation Delivery

Your Presentation Delivery: Synthetic Client & Prospect Feedback

Once you've finalized your presentation, you can also ask for ChatGPT to give you feedback on your verbal delivery of the presentation.

- Build on the prior Presentation Feedback thread if possible or upload the presentation deck
- Tap the mic icon near the textbox to activate voice mode and start speaking

Sample prompt: *You are my client senior decision-maker. I am now going to make the presentation for this assignment. You will provide me feedback on my delivery. After each section, please engage me as an attentive audience member by asking insightful follow-up questions to clarify or deepen your understanding of the content. Also, provide feedback on my delivery, focusing on aspects like pacing, tone, clarity, and audience engagement. Share practical suggestions to help me refine and enhance my presentation for maximum impact.*

- Now deliver each section followed by 'Done' and wait for ChatGPT's feedback

You can customize the prompt and add specific details to make it more accurate.

Personal Presentation Delivery Feedback from GPT

The ChatGPT phone app includes a feature that allows you to use voice inputs and receive spoken responses. Here's how it works for audio presentation feedback:

1. Voice Input

- The app supports voice recognition, so you can provide your presentation or questions verbally.
- Tap the microphone icon within the app and start speaking. Your spoken words will be transcribed into text for processing.

2. Text Analysis

- Once your audio is transcribed, ChatGPT analyzes the content of your presentation or question. You can request feedback on specific aspects such as:
 - Clarity of message
 - Tone and delivery
 - Structure and flow
 - Engagement level
 - Areas for improvement

3. Feedback Delivery

- The app provides feedback in two ways:
 - **Text Feedback:** Detailed written suggestions and insights on your presentation.
 - **Audio Feedback:** If you enable voice responses, ChatGPT can speak its feedback back to you.

4. Interactive Improvements

- You can ask follow-up questions or clarify specific parts of your presentation to refine it further.
- ChatGPT can simulate audience reactions, suggest alternative phrasing, or recommend ways to improve engagement.

Benefits for Presentation Feedback

- **Real-Time Feedback:** Practice your presentation and receive immediate, constructive input.
- **Convenience:** Use the feature anywhere with your phone.
- **Personalized Advice:** Tailored suggestions based on the content and delivery style.

This makes the app particularly useful for fine-tuning presentations, preparing speeches, or improving your public speaking skills.



Client Communication – Improving Email Writing

Improve a Current (Human) Email Draft

Hi team,

I hope you're doing well. I wanted to touch base with you regarding the website redesign. There have been some developments, and I thought it was important to keep you in the loop.

It's not a huge thing, but there are some issues we didn't anticipate, and it's taking a bit longer than we initially thought to incorporate the last round of feedback, so we are going to be a bit delayed with the next round of development updates. We're doing our best to get things back on track, though. The additional work that was requested has had more implications than expected.

Moving forward, we have a few options. We can remove the additional work requested and stay with the originally planned schedule, increase the fee by 4% to cover the additional work and add more agency resources to keep the project on schedule, or extend the project timing by 9 days.

Let us know what you think. If you have any questions or concerns, just let us know. We're here to help.

Thanks for your understanding.

Best,
Mia

Unfocused, unclear client email
Will likely not achieve its objective

Prompt to Improve Email Draft

You are a: senior marketing services agency executive.

You are going to: rewrite my email.

It is for: my marketing director client.

The objective of this email is to: provide an update on a website project and ask the client to decide between several options which will inform the cost and duration of the project.

The client must take this action: they must reply to the email with questions or a decision.

The deadline for this client action: end of day this Thursday.

The tone of the email should be: friendly, professional, pragmatic, clear, and concise.

The structure of the email should break out the following sections in this order:

- Purpose of Email.
- Context, Reply Required.
- Make the greeting friendly and up to 10 words.
- Make the Context section in regular paragraph form and up to 3 sentences.
- Use bullet points for the other sections. Make the email no more than 275 words.

Include a subject line of up to 7 words:

- It should be clear about the purpose of the email and that a reply is required.

Ask me any questions or about any further prompts that will help to write the most effective email to achieve the above objectives.

Here is the email for you to rewrite per the above instructions: [\[PASTE EMAIL DRAFT\]](#)

See a sample output for this prompt on following page



Client Communication – Improving Email Writing (cont.)

SAMPLE CHATGPT-5 OUTPUT Optimized Email Communication

Subject: Website Project Update - Your Input Needed

Hi Team,

I hope you're doing well.

Purpose of Email: Provide an update on the website project and seek your decision on next steps.

Context, Reply Required: There have been some unexpected issues with the website redesign, causing a slight delay in our progress. We're working hard to get back on track, but we need your input to proceed efficiently.

Options to Consider:

- **Option 1:** Remove the additional requested work and stick to the original schedule.
- **Option 2:** Increase the fee by 4% to cover the additional work and add more resources to maintain the schedule.
- **Option 3:** Extend the project timeline by 9 days to accommodate the additional work.

Action Required: Please reply with your decision or any questions you might have by the end of day this Thursday.

Thank you for your understanding and cooperation.

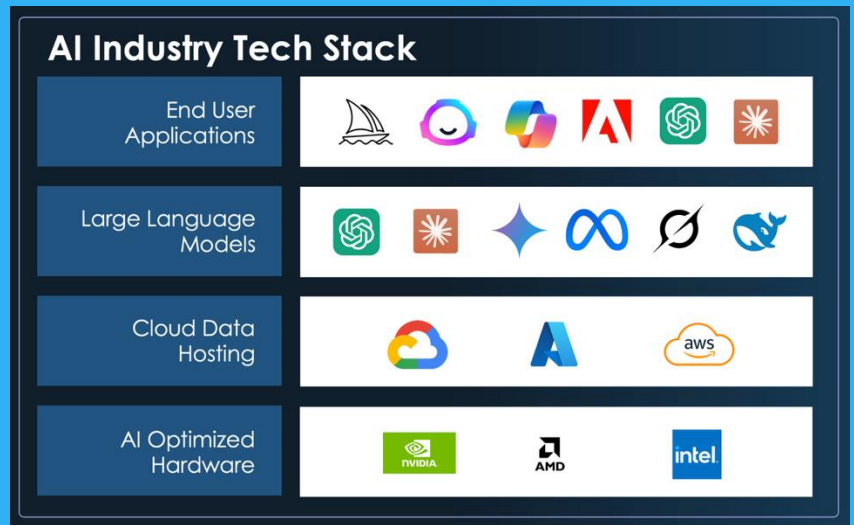
Best,
Mia

It is now focused, clear client request
Includes options + deadline for client response

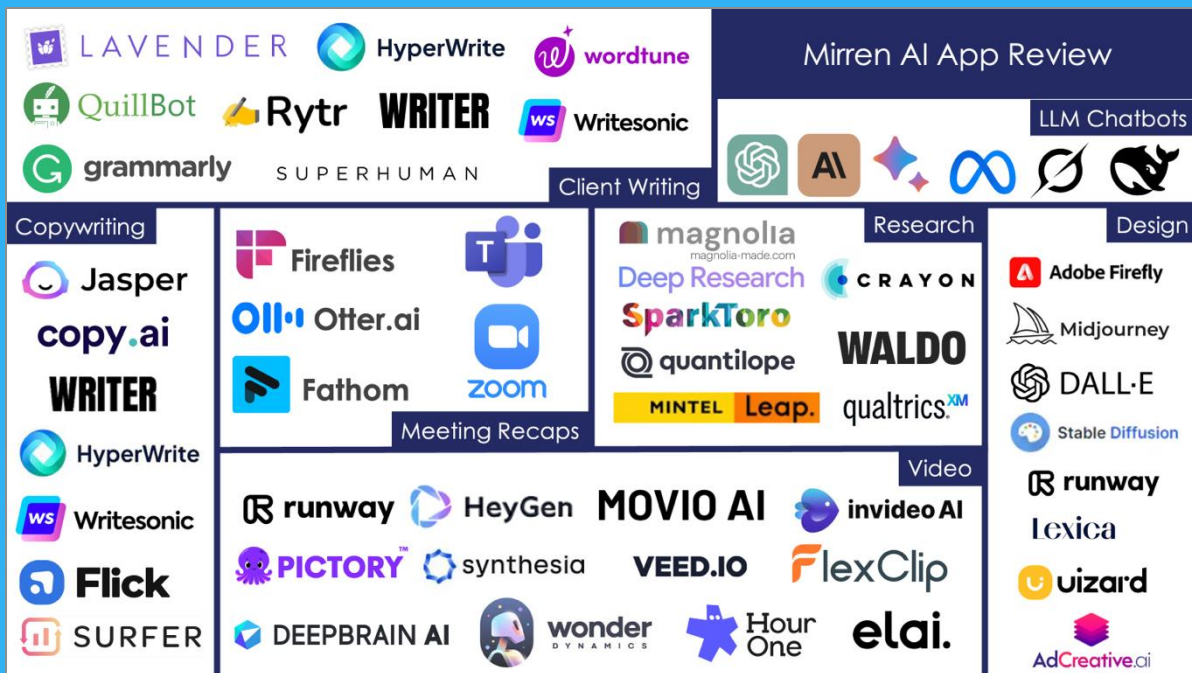


Understanding the AI landscape

As you begin to integrate AI into agency workflows, It may be helpful to understand the tech stack behind the AI industry. See below for some of the major companies at each layer – from chip developers supplying hardware that supports the massive computing power required to train LLMs to the end user applications that you engage with day-to-day.



Useful AI applications to consider



The AI-Powered Strategic Planner for Agencies

Your best strategic development. In moments.

ChatGPT-5 Output Examples

To help provide a frame of reference for your outputs, this section provides examples based on the prompts from the previous section. Remember, the key is to keep pushing further with iterative prompting to reveal deeper insight.

CHATGPT OUTPUT EXAMPLES

Category & Client Business Analysis

Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

1. Business Model Structures (Cruise Line Category)

Cruise lines operate a **hybrid leisure + hospitality + transportation model**. Their business structure is built on high fixed asset ownership (ships) and variable revenue per passenger.

Core Model: Capacity Utilization

- Sell as many berths (cabins) as possible at optimal pricing.
- Ships are high-cost, so revenue depends on occupancy and yield management.

Dual Revenue Streams:

- **Ticket Revenue (Base Fare):** Covers transportation, lodging, and basic dining.
- **Onboard Revenue (Ancillary):** Captures discretionary spend on experiences, services and retail.

Vertical Integration: Own and operate **private islands, ports, excursions**, and branded experiences to capture more of passenger spend.

Distribution Channels: Travel agents, direct-to-consumer booking platforms, loyalty programs, and increasingly **dynamic pricing / digital marketing**.

Strategic Partnerships: Credit cards, airlines, destination governments, entertainment companies.

2. Revenue Channels (How Cruise Lines Generate Revenue)

Cruise lines typically split revenue into two major buckets: **Passenger Ticket Revenue** and **Onboard Revenue**, with additional niche channels emerging.

Ticket Revenue (60–70% of total)

- Base cruise fares (cabin booking).
- Premium cabin upsells (suites, concierge class, balconies).
- Seasonal / destination pricing premiums (Alaska, Antarctica, Mediterranean).

Onboard & Ancillary Revenue (30–40%)

- Food & Beverage (Specialty Dining, Alcohol Packages).
- Casino & Gaming.
- Excursions & Tours (shore experiences, private guides).
- Retail & Duty-Free Shopping.
- Spa & Wellness.
- Wi-Fi / Internet Packages.
- Photos & Memories (photo ops, media packages).
- Events & Entertainment (concerts, comedy, theater).

Charters & Groups: Full-ship or partial ship buyouts (corporate, weddings, religious groups, affinity travel).

Real Estate & Destinations

- Exclusive **private islands / ports** (e.g., Royal Caribbean's "Perfect Day at CocoCay").
- Destination fees, branded resort partnerships.

Loyalty Programs & Partnerships

- Co-branded credit cards (royalty fees, interest, interchange).
- Partnerships with airlines, hotels, and tour operators.

Other Revenue

- Fuel surcharges, service fees, cancellation penalties.
- Sale of decommissioned ships.
- Sponsorships (entertainment, retail brands onboard).



Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

Here's a list of the **most important business KPIs for the Cruise Line category**, organized by category. These represent the most **impactful, widely used, and strategically important** measures that operators (and analysts) watch most closely.

Financial Performance

- **Total Revenue** – Overall topline measure (ticket + onboard).
- **Net Yield (Revenue per Available Passenger Cruise Day)** – Core profitability driver; captures ticket + onboard revenue per capacity unit.
- **Onboard Revenue per Passenger Day** – Key margin lever; measures discretionary guest spend.
- **EBITDA Margin** – Operational profitability benchmarked vs. peers.
- **Operating Cash Flow** – Liquidity strength to cover debt and reinvestment.
- **Return on Invested Capital (ROIC)** – Net operating profit after tax relative to invested capital.

Operational Efficiency

- **Occupancy Rate (Load Factor)** – % of available berths sold (can exceed 100% with triples/quads).
- **Available Passenger Cruise Days (APCDs)** – Total capacity offered (ships × berths × days).
- **Cost per Available Passenger Cruise Day (CAPCD)** – Efficiency metric for managing costs per capacity unit.
- **Average Net Per Diem** – Average daily onboard spend per guest (net of promotional discounts).
- **Booking Curve Health (Forward Bookings and Deposit Balance)** – Volume of future cruises booked and deposits held vs. prior years.
- **Fuel Cost per Passenger Day** – High volatility, major driver of cost structure.
- **Crew-to-Passenger Ratio** – Service quality + labor efficiency indicator.

Customer Experience

- **Net Promoter Score (NPS)** – Intent to recommend, proxy for brand loyalty.
- **Guest Satisfaction Index** – Aggregated survey scores across service touchpoints.
- **Excursion Participation Rate** – % of guests booking shore experiences (major ancillary revenue).
- **Loyalty Program Enrollment & Repeat Guest %** – Stickiness and customer lifetime value.

Marketing & Sales

- **Direct vs. Travel Agent Sales Mix** – Efficiency of distribution channels (lower CAC via direct).
- **Digital Booking Conversion Rate** – Online funnel health.
- **Customer Acquisition Cost (CAC)** – Efficiency of marketing spend in driving new guests.
- **Average Booking Value (ABV)** – Revenue per booking, including upsells.
- **Brand Differentiation Index (Relative Preference and Pricing Premium)** – Ability of each cruise Line brand to command pricing power vs. peers.

ESG & Safety

- **CO₂ Emissions per Passenger Day** – Sustainability and regulatory compliance measure.
- **ESG Readiness/Compliance Score** – % of fleet that meets or exceeds upcoming environmental requirements (LNG-ready, shore-power equipped, ETS compliance).
- **Safety Incidents per 1,000 Guests** – Critical to reputation, regulatory clearance, and risk management.

✅ Strategist Takeaway:

This set captures the **core drivers of business health** in the Cruise Line category:

Financials & Efficiency (yields, costs, occupancy) show short-term profitability.

Customer Experience & Marketing show long-term brand strength and demand generation.

ESG & Safety are now *license-to-operate* issues, especially in Europe.



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Cruise Line Category Briefing (2025–2028 Outlook)

Category Dynamics

High fixed-asset model (ships) → revenue depends on **capacity fill + onboard wallet capture**.
Record bookings, long booking curves, and rising onboard spend drive near-term growth.
Regulatory (EU ETS, FuelEU) and sustainability scrutiny will influence pricing, itinerary, and brand equity.

Top 5 Business Model & Revenue Trends

- **Private-Destination Expansion** – Owned islands with premium zones/cabanas; extends wallet capture.
- **Onboard Spend Intensification** – Bundled packages (Wi-Fi, F&B, spa); high-margin growth driver.
- **Capacity Growth with Yield Discipline** – New ships staggered; focus on occupancy + pricing power.
- **Digital Direct & Loyalty Monetization** – Direct bookings, co-branded credit cards, dynamic pricing.
- **Carbon Cost Pass-Through** – EU ETS & FuelEU increase opex; fuel surcharges, itinerary shifts.

Top 5 Product & Service Trends

- **Ultra-Luxury Yacht Cruising** – Hotel brands (Ritz, Aman, Four Seasons) expand high-yield segment.
- **Private-Island 2.0** – Adult-only zones, mega-pools, entertainment clubs = premium upsell paths.
- **Always-On Connectivity** – Starlink rollouts enable “work-from-sea” and higher Wi-Fi uptake.
- **Expedition/Adventure Growth** – Antarctica, Alaska, Svalbard = premium experiential demand.
- **Longer & Themed Itineraries** – World cruises & affinity charters drive early deposits + loyalty.

Top 5 Target-Audience Trends

- **Younger Demographic Influx** – Millennials/Gen-X first-timers; mobile-first, experience-driven.
- **Value-Conscious Upgraders** – Positioning cruises as “better value” than land vacations.
- **Asia Re-Acceleration** – China reopening + regional expansion drive fleet redeployment.
- **Connectivity-Native Expectations** – Fast Wi-Fi, app-based service, digital content on demand.
- **Sustainability-Aware Buyers** – Demand for transparent ESG commitments, especially EU markets.

KPI Targets to Watch

- **Revenue Drivers:** Net Yield, Onboard Revenue per Passenger Day, Average Booking Value.
- **Marketing Effectiveness:** Direct vs. Agent Mix, CAC, Digital Booking Conversion, Loyalty Retention.
- **Experience Metrics:** NPS, Excursion Participation, Wi-Fi Package Uptake, Private-Island Spend.
- **ESG Metrics:** CO₂ per Passenger Day, % Fleet LNG/Alt Fuel Ready, Shore-Power Calls.

Marketing Levers for Growth

- **Share-of-Wallet:** Promote premium cabanas, adult-only zones, curated excursions → higher ABV.
- **Digital First:** Optimize direct booking flows, personalization engines, and loyalty tiers.
- **Value Messaging:** Position bundles (“all-in luxury at better value”) to defend yield.
- **Content & Creators:** Showcase expedition travel, private-island experiences on social to convert first-timers.
- **Credible ESG Storytelling:** Communicate emissions reductions, green itineraries, and port-shore power use.



Bottom Line:

Marketing can directly influence **occupancy, onboard wallet capture, and loyalty conversion**.
The strongest ROI will come from campaigns that:
Push premium experiences at owned destinations,
Digitally target first-timers with value + sustainability messaging, and
Build repeat loyalty with personalized bundles + fintech tie-ins.



Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

Category Challenges (Holding Back Growth)

Current Challenges

- **Debt Burden & Interest Costs:** Cruise lines borrowed heavily during the pandemic → elevated debt-to-equity and higher interest expense still drag EPS and free cash flow.
- **Operational Cost Inflation:** Fuel volatility, labor wage pressures, and port fees have risen sharply, eroding margins.
- **Regulatory/Environmental Compliance:** EU ETS and FuelEU Maritime starting 2024–25 increase structural operating costs; shore power mandates add capex.
- **Geopolitical & Regional Risk:** Red Sea/Suez Canal disruptions, war in Ukraine impacting Baltic itineraries, and Asia-Pacific reopening delays create deployment volatility.
- **Recruitment & Retention of Crew:** Global labor shortages post-pandemic drive higher costs, training burdens, and service consistency risks.
- **Brand Perception & Overcrowding:** Sustainability backlash in some EU ports (e.g., Venice restrictions) and perception of “mass-market over-tourism” challenge category image.

Anticipated Challenges (Next 2 Years)

- **Capacity Overhang Risk:** ~75 new ships (>\$65B orderbook) coming online; if macro softens, risk of oversupply and yield erosion.
- **Macro Sensitivity of Discretionary Spend:** Cruising is a discretionary purchase; higher interest rates, cost-of-living crises, or recession could dampen demand.
- **Digital & CX Expectations:** As Wi-Fi improves, guests expect seamless streaming, work-from-sea, and app service recovery → any tech lag hurts NPS.
- **Climate-Driven Regulatory Pressure:** Beyond ETS/FuelEU, IMO could tighten global emissions standards; non-compliance risks bans in key ports.
- **Insurance & Risk Costs:** Rising costs for insuring vessels, cyber-risks, and security measures add to overhead.

Category Opportunities (Untapped Growth Areas)

Current Opportunities

- **Onboard Spend Growth (Share of Wallet Expansion):** Bundled premium packages (Wi-Fi, drinks, dining, spa) + private island upsells are high-margin, scalable levers.
- **Private-Destination Monetization:** Adult-only beaches, cabanas, entertainment clubs on owned islands → extend “theme park” economics at sea.
- **Premiumization & Cabin Mix Management:** Upgrading guests from inside cabins to balconies/suites significantly lifts yield without increasing headcount.
- **Direct-to-Consumer & Loyalty Ecosystem:** Mobile-first booking platforms + co-branded credit cards + loyalty tiers = lower CAC, higher LTV.
- **Expedition & Adventure Segment:** Antarctica, Alaska, and Arctic expeditions deliver ultra-high ADR and attract affluent segments.

Anticipated Opportunities (Next 2 Years)

- **Asia-Pacific & China Rebound:** Full resumption of international cruising in China; strong domestic demand expected to expand regional deployment.
- **Work-from-Sea / Long-Stay Cruising:** Cruises positioned as “floating resorts” for digital nomads/remote workers; supported by Starlink connectivity.
- **Luxury & Hotel-Branded Entrants:** Ritz-Carlton, Four Seasons, Aman yachts expand the ultra-luxury segment and draw new-to-cruise HNWIs.
- **Sustainability as Differentiator:** First-mover advantage for brands investing in LNG, methanol-ready, and shore power-enabled ships → marketing upside to eco-conscious travelers.
- **Experiential & Themed Cruises:** Growth in affinity (music, wellness, gaming) and world cruises (often sell out years in advance) that generate long-lead deposits and lock-in loyalty.

Strategist Takeaway:

The **core headwinds** are structural (debt, regulation, cost inflation), but marketing can't directly solve them — instead, it should focus on **capturing more spend per guest, strengthening loyalty ecosystems, and positioning sustainability credibly**. The **largest opportunities** are in **premiumization, private-island monetization, Asia rebound, and work-from-sea offerings** — areas where marketing programs can *differentiate brand positioning and drive conversion*.



SAMPLE CHATGPT-5 OUTPUT

Client Business Performance (Back to Prompt on page 11>)

Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

Summary Table: RCL vs. Category Benchmarks

KPI Category	Key Metric (RCL Q2 2025)	Category Expectation / Benchmark	Performance Summary
Revenue Growth	~10% YoY increase to \$4.5B	Cruise lines targeting high single-digit to double-digit growth	Strong performance
Net Yield Growth	+5.3% (as-reported) / +5.2% (constant currency)	Mid-single digit growth	On target or slightly above
Occupancy (Load Factor)	~110%	High load factors (>100% reflects premium pricing)	Exceptional demand, premium pricing leverage
Cost per APCD (Gross)	+0.8% YoY	Ideally flat to modest increase	Very strong cost control
Cost per APCD ex-Fuel (NCC)	+2.5% / +2.1% constant currency	Moderate cost increases expected	In line or slightly better
Adjusted EPS / Net Income	EPS up ~42% YoY; \$4.41 Q2	Market expects strong recovery	Outperformed expectations
Booking Demand	Strong, especially close-in	Booking acceleration desired	Exceeded guidance
Guest Satisfaction	High (no score disclosed)	NPS > industry average (~50–60 depending)	Positive but lacks published metric
Debt & Liquidity Position	Stable, good liquidity; debt reducing	Solid balance sheet preferred	Favorable
Forward Guidance	Raised EPS guidance; net yield guidance strong	Conservative upward revisions	Positive

Alignment Against Stated Goals & Market Expectations

- **Yield & Premiumization:** RCL is achieving robust net yield growth, driven by price increases and onboard spend—aligning tightly with its strategic premiumization objectives.
- **Cost Discipline:** Gross costs per APCD (Average Passenger Cruise Days) have grown modestly; net costs (ex-fuel) slightly higher but within control. Fuel hedging has helped cushion volatility, supporting margin targets.
- **Demand Recovery & Load Factor:** Demand is very strong; occupancy/utilization well above 100% shows both rate and booking volume recovery.
- **Financial Targets (Perfecta 2027, ROIC, EPS):** Adjusted EPS raised; management is reaffirming ROIC goals. Bookings, liquidity, and margin trends support these targets.
- **Operational Metrics (Guest Satisfaction, Onboard Spend, Loyalty):** Management indicates strength in onboard spend and guest satisfaction, though metrics like NPS or repeat guest rates are not disclosed in quantifiable detail in this release.
- **Forward Visibility:** Guidance raised, and strong close-in demand provides confidence in forward bookings, but near-term cost pressures (e.g., new ship costs) are flagged.

Conclusion: Royal Caribbean vs. Category KPIs

- Royal Caribbean in Q2 2025 is **performing strongly across key category KPIs**:
- **Revenue & Yield Growth:** Leading or in upper quartile of cruise industry performance.
- **Operational Efficiency:** Cost containment impressive given inflationary pressures.
- **Demand & Occupancy:** Outstanding load factors and bookings signal price elasticity and brand strength.
- **Financial Health:** Strong liquidity, earnings growth, and improved margin profile.
- **Strategic Alignment:** On track toward stated goals (Perfecta/ROIC); new build pipeline and loyalty expansions support medium-term innovation.

Watch Areas Going Forward:

- Continued control of cost per APCD, especially as more new ships come online.
- Maintaining yield growth if capacity ramps faster than demand.
- Communicating quantitative guest satisfaction/loyalty metrics to reinforce brand strength.
- Managing debt maturities and capex while balancing shareholder returns.
- Navigating macroeconomic and regulatory cost headwinds.



Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

Stock Analysts

- **Debt Load & Interest Costs:** Analysts worry that despite strong recovery, RCL still carries ~\$17B in long-term debt. High interest payments eat into earnings, and refinancing risk remains if rates stay elevated.
- **Yield Sustainability:** RCL has delivered impressive net yield growth, but analysts question whether pricing power will hold as new ships enter service and industry capacity grows. Oversupply could pressure margins.
- **Regulatory & Carbon Costs:** New rules like the EU Emissions Trading System (ETS) and FuelEU Maritime are expected to significantly raise operating costs. Analysts are tracking whether RCL can pass these costs on to customers without dampening demand.
- **Target Credibility:** RCL's "Perfecta 2027" plan sets ambitious return on invested capital (ROIC) and EPS goals. Analysts view it as achievable if demand stays strong, but vulnerable if macro or fuel pressures worsen.

Shareholders

- **Dividends & Buybacks:** Investors want clarity on when RCL will resume consistent capital returns. For now, debt repayment takes priority, which some shareholders view as necessary but others see as limiting upside.
- **Earnings Volatility:** Cruises are discretionary purchases. A downturn, geopolitical disruption, or health scare could quickly reduce bookings. Shareholders worry about exposure to consumer cycles.
- **Brand Differentiation:** Shareholders see competitive advantage in RCL's premium positioning — Oasis- and Icon-class ships, exclusive private islands, and luxury brands. They want proof these assets protect pricing power vs. Carnival and Norwegian.
- **ESG & Reputational Risk:** Investors, especially institutional ones, are cautious about companies with weak environmental track records. ESG underperformance could limit access to "green" capital and dampen valuation multiples.

Customers

- **Value vs. Affordability:** Families and multigenerational travelers face rising cruise fares and onboard package costs. They want reassurance that a cruise still offers better value than a land-based vacation.
- **Fairness Across Ages:** Parents and grandparents want every generation — from toddlers to teens to seniors — to feel included and entertained. If one group feels left out, satisfaction drops.
- **Overcrowding Concerns:** Occupancy is running above 100% (triple/quad cabins). While good for yields, customers worry about crowded pools, dining, and excursions.
- **Itinerary Stability:** Cancellations or changes due to wars (Baltic, Red Sea) or regulations (Venice bans) create trust issues. Families want assurance that marketed destinations are delivered.
- **Modern Expectations:** Guests now demand seamless Wi-Fi, app-based service, and sustainability transparency. Connectivity and eco-friendliness are no longer extras — they're expected.

Media

- **Environmental Impact:** Media regularly highlight cruising as polluting — carbon, fuel, overtourism, and waste management are recurring narratives. This reinforces regulatory and customer scrutiny.
- **Labor & Working Conditions:** Crew wages, long contracts, and working conditions are frequent investigative storylines, putting pressure on brand reputation.
- **Safety & Health Risks:** Even small incidents (accidents, outbreaks) attract disproportionate coverage due to the visibility of cruising. This amplifies customer anxieties.
- **Economic Optics:** Journalists sometimes contrast record cruise profits with cost-of-living pressures, framing the industry as benefiting while consumers struggle.
- **Community Pushback:** Cities like Venice, Barcelona, and Amsterdam restricting ships get heavy coverage, often casting the industry as a driver of overtourism and cultural disruption.

Takeaway:

Analysts & Shareholders: Concerned with **financial strength, yield sustainability, and ESG costs.**

Customers: Focused on **value, fairness across ages, and safety.**

Media: Amplifies **ESG, safety, and social issues**, shaping perception for both consumers and investors. RCL must continually demonstrate that it can balance **growth with responsibility** to keep all four groups aligned.



Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

Here are the **top 5 most important takeaways** for a **marketing strategist** working with Royal Caribbean, derived from the most recent Q2 2025 earnings report and earnings call. These insights reflect where marketing can most effectively drive business performance given RCL's own stated trends and data.

1. Close-In Bookings & Demand Are Accelerating

- **Key Point:** Bookings, especially for sailings near departure ("close-in"), have **accelerated since the last earnings call across all key products and markets**.
- **Quote:** "Net Yield growth exceeded the company's guidance mainly due to stronger close-in demand across all key products."
- **Takeaway for Marketing:**
 - Invest in dynamic, high-impact campaigns targeting **last-minute planners**, with urgency-driven messaging.
 - Consider **remarketing tactics**, flash sales, countdown promos, and cross-channel retargeting to capture this surge.
 - Emphasize **availability scarcity** and value to nudge decision-making for late bookers.

2. Onboard & Pre-Cruise Spend Is Increasing (and Pre-Cruise Purchases Are High Margin)

- **Key Point:** Onboard spending and pre-cruise purchases continue to exceed prior years. Half of onboard spend now booked **prior to sailing**, with pre-cruise buyers spending ~2.5× more.
- **Quote:** "In the second quarter, approximately half of our onboard spend was booked before the sailing ... pre-cruise buyers spend about 2.5 times more than others."
- **Takeaway for Marketing:**
 - Boost **pre-sale of onboard packages**, spas, excursions, and premium services via digital channels.
 - Use **bundling strategies**, early-bird discounts, and personalization to upsell before departure.
 - Leverage data to segment high propensity buyers (e.g., loyalty tiers), upselling higher yield options.

3. Digital Channels & Loyalty Are Major Drivers

- **Key Point:** Digital channels are performing "exceptionally well" for both bookings and pre-cruise purchases. Loyalty members comprise ~40% of bookings and spend ~25% more per trip.
- **Quote:** "Repeat bookings are meaningfully rising and cross-brand loyalty is accelerating, with nearly 40% of all bookings coming from our loyalty members, who spend 25% more per trip."
- **Takeaway for Marketing:**
 - Continue investing in **digital experiences**: seamless mobile app and website UX, predictive personalization, retargeting.
 - **Strengthen loyalty communications**: targeted offers, tier-based exclusives, cross-brand promotions.
 - Use **data-driven tactics** to optimize the digital funnel—email, retention journeys, app notifications—driving higher conversion and spend.

4. New Ships, Private Destinations & Portfolio Expansion Fuel Premium Positioning

- **Key Point:** RCL plans seven new ships through 2028, expansion in river cruising, new private destinations, and "destination-led experiences" like Royal Beach Club Paradise Island. Early demand for these is described as "incredibly strong."
- **Quote:** "Our spectacular new ships continue to generate strong quality demand. ... early demand has been incredibly strong [for Royal Beach Club Paradise Island], reinforcing our strategy of delivering exclusive destination-led experiences."
- **Takeaway for Marketing:**
 - Build **high-impact launch campaigns** around new ships and private destinations—with experiential storytelling, VR/AR previews, influencer trips, and immersive media.
 - Leverage **brand halo** from these flagship experiences to elevate the overall portfolio's premium perception.
 - Align messaging around **exclusivity, innovation, and differentiated value**.

5. Raising Guidance & Perfecta Plan Signal Strong Momentum—but Marketing Must Safeguard Brand Positioning Against Macro Headwinds

- **Key Point:** RCL raised full-year Adjusted EPS guidance to \$15.41–\$15.55 (31% YoY growth). Net yields forecast at +3.5–4% (constant currency). The "Perfecta by 2027" financial plan remains front-and-center.
- **Quote:** "Demand for our portfolio of brands and our industry-leading experiences continues to accelerate... We are well on our way to achieving our Perfecta financial targets by the end of 2027."
- **Takeaway for Marketing:**
 - Market must deliver **consistent yield improvements** while protecting margin—i.e., balance promotions with revenue integrity.
 - Be ready to **pivot messaging** if macroeconomic or cost pressures emerge (e.g., emphasize "best value" vs. pure "luxury" framing).
 - Use marketing to reinforce **brand resilience and premium value**, especially as cost-of-living pressures might shift consumer sentiment.



Strategic Development Prompt Output

Note: this is only a sample first output. It's important to keep pushing further with iterative prompting to reveal more that will be new and insightful. Also, leverage the suggested follow-up prompts from the LLM.

Top Near-Term Growth (1–3 Years)

These groups are actively driving bookings and spending now, aligning with industry recovery trends.

- **Families with Children (“Fun & Convenience Seekers”)**
Why: Family travel demand is surging; cruises offer strong value vs. land resorts. Kids' clubs, all-in-one pricing, and multi-gen celebrations are highly attractive.
Growth Lever: “Stress-free family fun” campaigns; kids-sail-free promotions.
- **Multigenerational Families (blend of #1 + grandparents)**
Why: CLIA reports show 30–31% of cruises now include multiple generations. Grandparents often pay, making them high-value bookings.
Growth Lever: Messaging around fairness across ages, legacy, and milestone celebrations.
- **Young Adults & Millennials (“Experience Collectors”)**
Why: New-to-cruise younger travelers are fueling demand for short, social, affordable itineraries. This segment expands the funnel for long-term loyalty.
Growth Lever: Promote themed cruises, nightlife, “Instagrammable” moments.
- **Affluent Luxury Travelers (“Ultra-Luxury & Expedition Seekers”)**
Why: High spenders fueling growth in luxury/expedition categories; new entrants (Four Seasons, Ritz-Carlton) validate market.
Growth Lever: Target with exclusivity, sustainability, and “once-in-a-lifetime” positioning.

Long-Term Opportunity (3–7 Years)

These groups will shape future demand but are currently less mature segments.

- **International Growth Markets (China, India, Latin America)**
Why: Huge upside as emerging middle/upper classes embrace cruises; China reopening already boosting supply.
Growth Lever: Partnerships with local OTAs, culturally adapted itineraries, aspirational branding.
- **Adventure & Expedition Enthusiasts (“Explorers at Heart”)**
Why: Niche but growing rapidly; smaller ships, sustainability, and bucket-list destinations appeal to affluent explorers.
Growth Lever: Highlight immersive, eco-conscious journeys with expert-led enrichment.
- **Gen X Professionals (“Work-Hard, Play-Hard Travelers”)**
Why: Mid-career professionals have money but limited time; appeal will grow as “work-from-sea” connectivity expands.
Growth Lever: Sell restorative escapes, wellness, and productivity-at-sea.
- **Retired / Empty Nest Couples (“Classic Cruisers”)**
Why: Still a strong base but slower-growing compared to families and younger markets; aging population presents accessibility needs.
Growth Lever: Comfort, service quality, ease of travel, loyalty perks.

✔ Strategist Takeaway

- **Immediate Focus:** Families (with kids + multigenerational), Millennials, and Luxury → these groups combine scale and yield.
- **Future Bet:** International markets + Expedition → smaller today, but will unlock major revenue growth in the next wave.
- **Anchor Base:** Retirees + Gen X → provide stability but less explosive growth.



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Unmet Emotional Needs – Multigenerational Families

1. Belonging Across Generations

"I want this trip to feel like it was made for all of us — kids, teens, parents, grandparents. Too often, vacations split us into separate activities. I need to see that everyone will share moments together without someone feeling excluded."

2. Legacy and Continuity

"I'm not just booking a trip — I'm creating stories my family will carry forward. I want to be remembered as the one who gave us these memories, something that connects us long after the cruise ends."

3. Relief From Planning Stress

"Managing meals, activities, and travel for three generations is exhausting. I don't want to be the event planner the whole time. I want a cruise line to take that weight off so I can enjoy being part of the family, not just the organizer."

4. Status Through Caregiving

"When I choose a vacation, I want my family to see me as the one who gave them something amazing. But if it goes wrong, it's on me. I need confidence the cruise line will make me look like the hero, not the one who made a bad choice."

5. Fairness Across Ages

"I can't stand the thought of one group — teens, kids, or grandparents — feeling neglected. I want everyone to feel the trip was designed with them in mind. That sense of fairness means harmony, not complaints."

6. Freedom With Connection

"We don't always want to be together, but I want it to be easy to come back together. The right cruise makes it natural for everyone to enjoy their independence, then reunite for meals, shows, or excursions without stress."

7. Justifiable Indulgence

"I want to give my family something bigger than everyday life. I'm willing to splurge, but I need to feel the value is real — that the joy it brings to everyone makes the cost worth it."

8. Escape From Everyday Roles

"At home, I'm the caretaker and the planner. On this trip, I want someone else — the cruise line — to take over. I want to be able to relax and enjoy time with my family without being the one responsible for every detail."

9. Confidence in Safety & Care

"I need to know my parents will be looked after if they struggle, and my kids will be safe if they wander. Only then can I truly relax and enjoy myself."

10. Celebration of Togetherness

"This isn't just another vacation. It's a milestone for us as a family. I want it to feel special, with moments that celebrate who we are together."

 **Takeaway:** For multigenerational families, cruise line choice is less about ships or itineraries and more about who promises **fairness, safety, stress relief, and meaningful family milestones.**



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From prompt output on previous page, leveraging follow-up prompt on page 24 - go deeper into one unmet emotional need.

Why Parents & Grandparents Desire “Fairness Across Ages” (unmet emotional need)

“I can’t stand the thought of one group — teens, kids, or grandparents — feeling neglected. I want everyone to feel the trip was designed with them in mind. That sense of fairness means harmony, not complaints.”

Why This Matters to Them

- They see themselves as **family connectors** — responsible for holding the group together.
- Vacations are a **rare opportunity** where everyone is present; they want to ensure no one feels excluded.
- For grandparents especially, it's about **leaving a legacy of harmony**; for parents, it's about **not being blamed if things go wrong**.
- Fairness becomes a **symbol of love** — making sure every family member feels valued and remembered.

Most Significant Emotions They Experience

- **Pride:** “I created something where everyone felt included.”
- **Anxiety:** “What if the teens complain or grandma feels left behind?”
- **Relief:** “Everyone’s happy, no fights — I can finally relax.”
- **Validation:** “They see me as the one who made this trip possible.”
- **Joy:** “Seeing three generations laughing together makes it worth every penny.”

Unmet Emotional Needs Being Fulfilled

- **Harmony:** A family moment where all voices matter, free from everyday conflict.
- **Recognition:** A need to be acknowledged for orchestrating something special for all.
- **Control Without Burden:** Trust that the cruise line has already solved multi-age needs so they don't have to.
- **Equality as Love:** By ensuring fairness, they affirm love for all family members equally.

Fears They Are Addressing

- **Fear of Regret:** “What if I spend all this money and someone hates it?”
- **Fear of Conflict:** “What if complaints or arguments ruin the mood?”
- **Fear of Blame:** “If the trip disappoints, they’ll say it was my fault.”
- **Fear of Exclusion:** “What if one age group feels ignored and memories become negative?”
- **Fear of Missed Moments:** “If we don’t get it right, this chance for bonding could slip away.”

Strategist Insight:

For multigenerational families, **fairness is not just logistics — it’s emotional insurance**. It protects against regret, conflict, and blame, while fulfilling deeper needs for harmony, legacy, and recognition. Cruise lines that clearly demonstrate how they balance experiences across ages can *directly unlock confidence to book*.



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Target Audience Persona: Multigenerational Family Travelers

Demographics

- Ages: Parents 30–50, grandparents 60–75+, kids from toddlers to teens.
- Group size: 6–12 travelers, 3+ generations.
- Middle to upper-middle income; grandparents often fund or subsidize.
- Primary markets: U.S., Canada, U.K., Europe; rising in Asia.

Psychographics

- See themselves as *family connectors and memory makers*.
- Value bonding, inclusivity, and safety.
- Motivated by milestone celebrations, worry-free planning, and leaving a legacy.

Emotional Needs

- Fairness across ages → no one left out.
- Relief from planning stress.
- Pride in providing meaningful experiences.
- Confidence in safety and accessibility.
- Togetherness plus flexibility for independence.

Pain Points

- Complex planning and budgeting across ages.
- Fear of disappointment for one generation (e.g., bored teens, tired grandparents).
- Cost vs. premium experience balance.
- Accessibility and mobility concerns.

Decision-Making Criteria

- Amenities for all ages (kids' clubs, adult retreats, accessible excursions).
- Flexible cabins and dining.
- Transparent package pricing ("kids sail free," Wi-Fi, excursions).
- Strong reviews and family testimonials.
- Clear brand positioning (Disney = kids, Royal = variety, Carnival = affordability, Celebrity = premium).

Preferred Media Channels

- Facebook (parents, grandparents), Instagram/TikTok (teens, younger parents).
- YouTube for ship tours and reviews.
- Travel review sites, blogs, and trusted travel agents.

Interests & Lifestyle

- Family traditions, celebrations, shared dining, cultural experiences.
- Parents = practical planners; grandparents = joy providers.

Growth Opportunities

- Celebration/milestone packages.
- Digital group-planning tools.
- Sustainability reassurances for younger generations.
- Inclusive marketing showing *all ages enjoying together*.



In essence: Multigenerational Family Travelers choose cruises to **reduce stress, maximize fairness, and create lasting family memories.**



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Multigenerational Family Cruise Journey (with Emotional Needs)

1. Milestone Spark

- **Action:** A family event or realization sparks desire for a shared trip.
- **Emotional Need: Legacy & Belonging** – “I want to create memories that live on.”

2. Family Council

- **Action:** Parents, grandparents, kids discuss feasibility.
- **Emotional Need: Relief from Planning Stress** – “Can this be done without me managing everything?”

3. Vacation Format Debate

- **Action:** Cruise vs. resort vs. villa.
- **Emotional Need: Fairness Across Ages** – “It has to work for everyone.”
- **Secondary Need: Simplicity** – “One decision should cover it all.”

4. Cruise Exploration

- **Action:** Researching ships, itineraries, reviews.
- **Emotional Need: Confidence in Safety & Care** – “Show me it's safe and accessible.”
- **Secondary Need: Trust & Validation** – “I want proof families like mine enjoyed it.”

5. Shortlist & Social Proof

- **Action:** Narrow choices to 2–3 brands; seek reviews, agent advice.
- **Emotional Need: Validation & Reassurance** – “I want confidence this won't be a mistake.”

6. Group Negotiation & Alignment

- **Action:** Align on cabins, excursions, budgets.
- **Emotional Need: Fairness & Harmony** – “No one should feel neglected.”
- **Secondary Need: Status Through Caregiving** – “I want to be remembered for making this possible.”

7. Commitment & Booking

- **Action:** Book cruise, secure cabins, purchase add-ons.
- **Emotional Need: Relief & Pride** – “It's locked in, and I'm proud.”
- **Secondary Need: Justifiable Indulgence** – “The cost feels worth it.”

8. Pre-Cruise Anticipation

- **Action:** Families plan, countdown, share excitement.
- **Emotional Need: Celebration of Togetherness** – “We're already bonding.”
- **Secondary Need: Freedom with Connection** – “We'll be together but also have independence.”

9. Onboard Experience (The Trip Itself)

- **Action:** Families sail, explore, dine, and participate in activities.
- **Emotional Need: Shared Joy & Discovery** – “We're making memories in real time.”
- **Secondary Need: Escape from Everyday Roles** – “The cruise line is taking care of us, so I can simply enjoy being with my family.”

10. Post-Trip Evaluation

- **Action:** Families reflect, share photos, tell stories, and consider booking again.
- **Emotional Need: Validation & Legacy Fulfilled** – “It was worth it — everyone had their moment.”
- **Secondary Need: Loyalty & Pride** – “We found a brand that understands our family, and we'll return.”

Strategist Takeaway:

The **post-trip evaluation** stage is as critical as the planning phase: it shapes **word-of-mouth, repeat bookings, and loyalty program engagement**. Cruise lines that make families feel **validated, cared for, and celebrated** not only win the trip — they win long-term advocacy.



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