



# Oceania Cruises® Marketing Portal Travel Agent User Guide



# ENDLESS *Adventures*



choose one:

- FREE - Shore Excursions
- FREE - Beverage Package
- FREE - Shipboard Credit

plus:

- FREE - Unlimited Internet

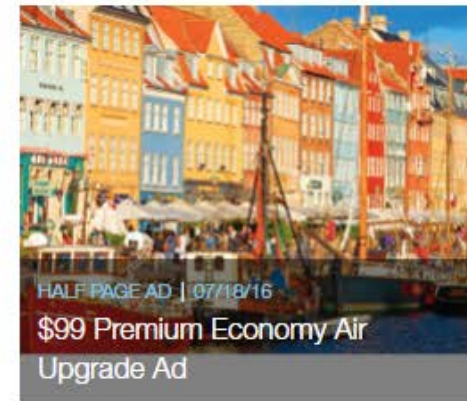
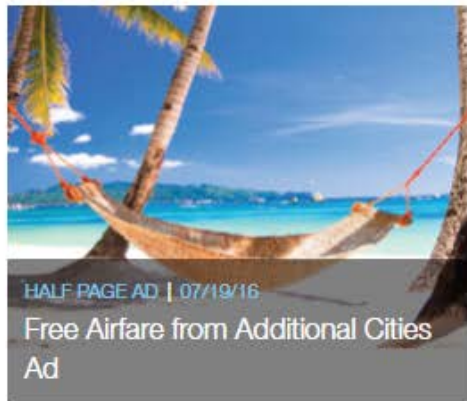


Find and customize your own marketing materials

The Marketing Portal offers you the ability to customize Oceania Cruises® brand approved marketing materials, with your own contact information and logo.

# LATEST MARKETING MATERIALS

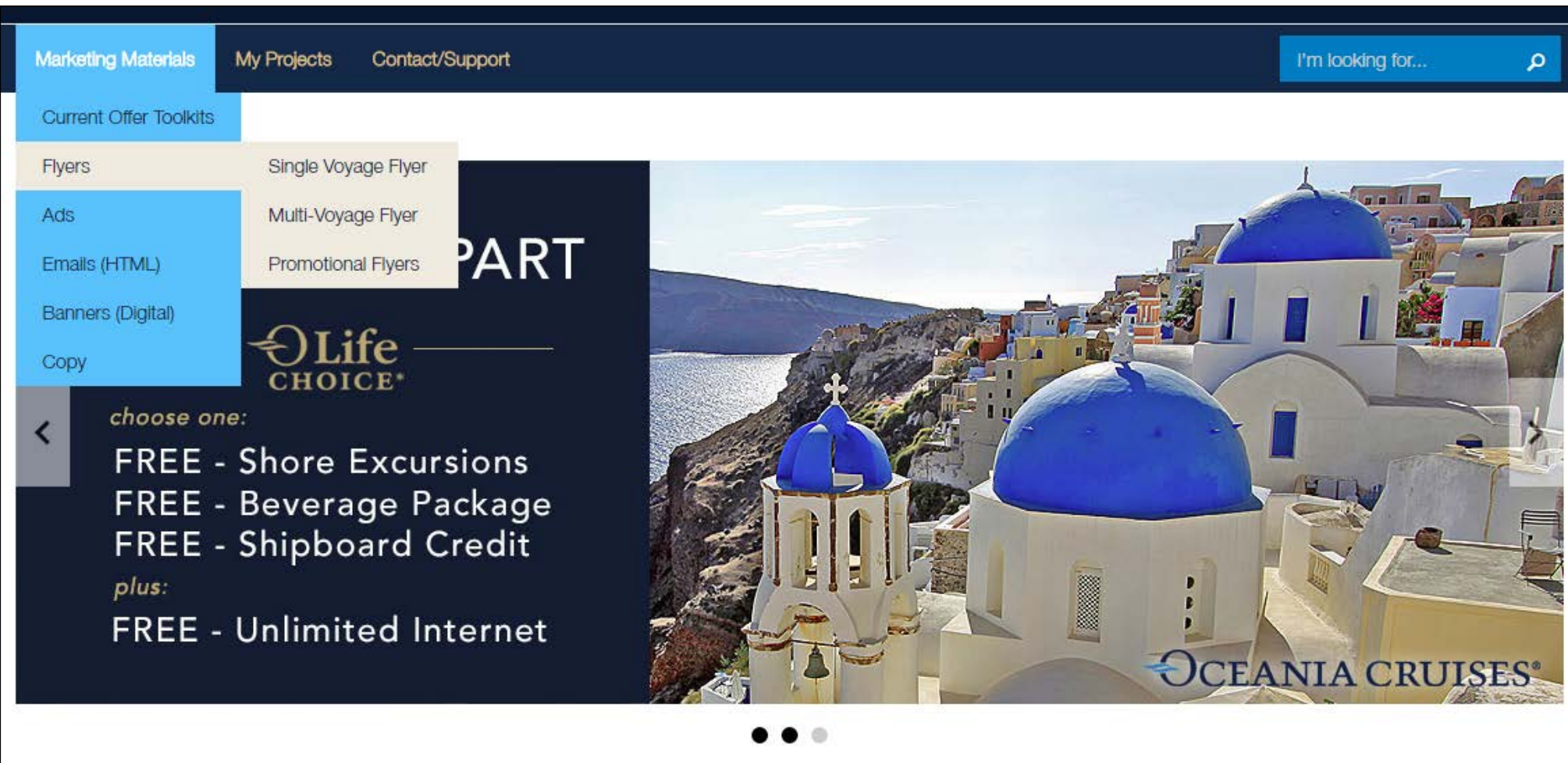
Check out the latest promotions, campaigns, social posts and more below. [See All Marketing Materials](#)



[SEE ALL MARKETING MATERIALS](#)

Quickly view and access the newest marketing materials right from the home page of the Marketing Portal. Simply click on any of the image tiles on the home page to begin customizing.

# SITE NAVIGATION



Find an

Or use the expandable Marketing Materials navigation menu. View broad categories by clicking links in the main navigation, such as 'Flyers' (as shown) or hover over 'Flyers' to find more specific categories. Or click Marketing Materials to view a list of all categories and subcategories on one screen.

# SITE NAVIGATION

## FLYERS

Latest Popular A-Z

### Marketing Materials ^

Single Voyage Flyer

Multi-Voyage Flyer

Promotional Flyers

APPLY

FLYER | 07/11/16  
Single Supplement Flyer

FLYER | 07/07/16  
Single Voyage Flyer O-Class

### Content Types ^

Flyer

Email



Full Page Ad

Half Page Ad

Quarter Page Ad

APPLY

FLYER | 07/07/16  
Multi-Voyage Flyer

filters | 11 Results |  

FLYER | 07/08/16  
Summer 2017 - Winter 2017 & 2018 Launch Flyer with CAD Pricing

FLYER | 07/08/16  
Summer 2017 - Winter 2017 & 2018 Launch Flyer

FLYER | 07/07/16  
Canadian Dollar Announcement Flyer

FLYER | 07/07/16  
Free Land Tours Flyer

Within each category and sub-category you can also filter the materials using the Marketing Materials selections, the Content Type selections or both (you may click multiple filters at the same time, then click apply to filter your search.) This way you can quickly find the Flyer, Email or Ad you're looking for.

## FLYERS


Latest Popular A-Z

### Marketing Materials

11 Results

☆ Add to favorites

Single Voyage Flyer for Regatta, Insignia, Nautica and Sirena.  
[View More](#)



FLYER | 07/11/16  
Single Supplement Flyer

FLYER | 07/08/16  
Single Voyage Flyer R-Class  
**CUSTOMIZE NOW**

FLYER | 07/08/16  
Summer 2017 - Winter 2017 & 2018 Launch Flyer with CAD Pricing

FLYER | 07/08/16  
Summer 2017 - Winter 2017 & 2018 Launch Flyer

Hovering over an image tile will show a pop-up containing more details about the marketing material. You can continue on to the customization process by either clicking on the 'View More' link or clicking on 'Customize Now'

# SINGLE VOYAGE FLYER R-CLASS



Single Voyage Flyer for Regatta, Insignia, Nautica and Sirena.

**CUSTOMIZE & ADD TO CART**

Start by selecting the way you'd like to have this item delivered.

Free Customize & Download

Print and Ship

**\$0.51 EACH**  
+ shipping

Once you have decided to customize an asset, you can select from ways you would like it to be delivered.


- Free Customize & Download (Print ready files to use on your desktop printer or a vendor of your choice)
- Print and Ship (Professionally printed copies delivered to the location of your choice)

Once you click the button for the option that you want you will be taken to the customization screen.

\*Note - if there is only one option for delivery you will be taken directly to the customization screen.

# CUSTOMIZING MARKETING MATERIALS

Customize Deliver Single Voyage Flyer R-Class



2 for 1 CRUISE FARES plus FREE AIRFARE\*  
with a hotel stay



**Life CHOICE**

- FREE - Shore Excursions
- FREE - Beverage Package
- FREE - Shipboard Credit
- plus FREE - Unlimited Internet

DESCRIPTION	UNIT PRICE	QUANTITY	TOTAL PRICE
CRUISE FARE			
01 Cruise Fare	\$	2	\$
02 Airfare	\$	2	\$
03 Hotel	\$	2	\$
04 Insurance	\$	2	\$
05 Taxes	\$	2	\$
06 Port Fees	\$	2	\$
07 Gratuities	\$	2	\$
08 Beverage Package	\$	2	\$
09 Shipboard Credit	\$	2	\$
10 Unlimited Internet	\$	2	\$
11 Shore Excursions	\$	2	\$
12 Shipboard Credit	\$	2	\$
13 Unlimited Internet	\$	2	\$
14 Airfare	\$	2	\$
15 Hotel	\$	2	\$
16 Insurance	\$	2	\$
17 Taxes	\$	2	\$
18 Port Fees	\$	2	\$
19 Gratuities	\$	2	\$
20 Beverage Package	\$	2	\$
21 Shipboard Credit	\$	2	\$
22 Unlimited Internet	\$	2	\$

SAVOR THE WORLD WITH THE FINEST CUISINE AT SEA®

OCEANIA CRUISES  
Your World Your Way

[change item name](#)

### Agent Information

Agent Name

Agent Email Address

Agent Phone Number

Agent Company Logo  [edit](#)

---

### Offer Information

Call to Action

Term & Conditions  Standard Terms  
To download a PDF of Terms and Conditions for review, [Click Here](#).


Single Supplement, \$99 Air Upgrade and Free Secondary Gateway Air Terms

last saved at 12:30

Simply fill in the open text areas – some fields may be pre-populated for you but you are still able to edit the information. You can also select from provided text, and chose the itinerary for your sailing. If a field is required you will not be able to continue, and the customization field will be highlighted. The image on the left hand side of the screen is a live preview and will update with each change made to the customizations. You can also preview your PDF from this screen by clicking on the PDF icon below the image. (noted with an arrow).

# CUSTOMIZING MARKETING MATERIALS

Customize Deliver Single Voyage Flyer R-Class



2 for 1 CRUISE FARES plus FREE AIRFARE\*  
and for a limited time

**Life CHOICE**

also includes: FREE - Shore Excursions  
FREE - Beverage Package  
FREE - Shipboard Credit  
also: FREE - Unlimited Internet

-- select one --

- ALASKA PASSAGES, 8/4/2016, SEATTLE - SEATTLE
- WINERIES & WATERWAYS, 8/7/2016, LISBON - PARIS (LE HAVRE)
- OPULENCE OF CULTURE, 8/9/2016, STOCKHOLM - LONDON (DOVER)
- COASTAL ALASKA, 8/11/2016, SEATTLE - SEATTLE
- BALTIC BRILLIANCE, 8/18/2016, LONDON (SOUTHAMPTON) - STOCKHOLM
- CASTLES & CHATEAUX, 8/19/2016, PARIS (LE HAVRE) - BARCELONA**
- GLACIERS & GARDENS, 8/21/2016, SEATTLE - VANCOUVER
- ARTISANS & EXPLORERS, 8/28/2016, LONDON (DOVER) - ROME (CIVITAVECCHIA)
- SCANDINAVIAN TREASURES, 8/28/2016, STOCKHOLM - COPENHAGEN
- SAINTS & STARS, 8/29/2016, BARCELONA - ROME (CIVITAVECCHIA)
- ALASKAN GRANDEUR, 8/31/2016, VANCOUVER - SAN FRANCISCO
- ADRIATIC SPLENDORS, 9/8/2016, ROME (CIVITAVECCHIA) - VENICE
- SPLENDID SCANDINAVIA, 9/9/2016, COPENHAGEN - LONDON (SOUTHAMPTON)
- ANCIENT PANORAMAS, 9/12/2016, ROME (CIVITAVECCHIA) - VALLETTA
- PANAMA CANAL PASSAGE, 9/18/2016, SAN FRANCISCO - NEW YORK
- CANALS & COASTLINES, 9/20/2016, VENICE - BARCELONA
- BRITISH ISLES TAPESTRY, 9/21/2016, LONDON (SOUTHAMPTON) - LONDON (SOUTHAMPTON)
- PASSAGE TO PARADISE, 9/29/2016, VALLETTA - MIAMI
- ACCENT ON AUTUMN, 9/30/2016, NEW YORK - MONTREAL

Cruise Details

Itinerary

last saved at 12:37 PM

SAVOR THE WORLD WITH THE FINEST CUISINE AT SEA®

OCEANIA CRUISES  
Sea. Share. Live. Play.

change item name

You can also select the ship and itinerary for the sailing that you are interested in.

# FINALIZING DELIVERY AND ORDER


Quantity

Date To Ship

Shipping Address

Shipping Method

## SHOPPING CART

Item	Quantity	Price
 <b>SINGLE VOYAGE FLYER R-CLASS</b> Download <small>After checkout this will be available for download in the "Completed Orders" section on the Home Page</small>	-	\$0.00

## CHECKOUT

### PAYMENT DETAILS

The order total is **\$0.00**.

I have fully reviewed my order and agree to the terms and conditions.

Clicking on the **"Finalize Order"** button creates your order.

Depending on the delivery you chose, you may see different screens during the final steps of the process. If you selected to have your asset printed, you will be prompted to enter in the quantity and the shipping details. Or you may be taken directly to the cart to finalize your order, or you may skip the cart entirely and be taken to an order confirmation screen.

# DOWNLOADING YOUR ORDER

## REPORTS

### YOUR REPORTS

[Your Order History](#)

## ORDER HISTORY

[< back to reports](#)

Order #	Order Date
101053	Jul 20, 2016 12:50 PM

### YOUR ORDER #101053



[view](#)

You will receive a confirmation email that your order has been placed, as well as when it is ready to be downloaded.

You can also access any order and/or download orders by following these steps:

1. Click on My Projects
2. Click on Your Order History
3. Click on View for the order you want to view/download

# ORDERING A COMPREHENSIVE MARKETING TOOLKIT

The screenshot shows a website interface for Oceania Cruises. At the top, there is a dark blue navigation bar with the following menu items: "Marketing Materials", "My Projects", "Images", "Videos", and "Contact/Support". On the right side of this bar is a search bar with the placeholder text "I'm looking for..." and a magnifying glass icon.

Below the navigation bar, there is a dropdown menu under "Marketing Materials" with the following options: "Current Offer Toolkits", "Flyers", "Ads", "Emails (HTML)", "Banners (Digital)", and "Copy". The "Current Offer Toolkits" option is expanded, showing a list of toolkits: "Olife Choice Toolkit", "Canadian Pricing Toolkit", "Free Airfare from Additional Cities Toolkit", "Free Airfare from Additional Canadian Cities Toolkit", and "Single Supplement Toolkit".


The main content area features a large promotional banner. On the left side of the banner, there is a dark blue box with white text that reads: "choose one: FREE - Shore Excursions", "FREE - Beverage Package", "FREE - Shipboard Credit", "plus: FREE - Unlimited Internet". The "Olife CHOICE" logo is visible above this text. The background of the banner is a scenic view of a cruise ship at sea, with a yellow patio umbrella and a white railing in the foreground.

Oceania Cruises® has also put together comprehensive marketing toolkits that are for specific promotions.

Toolkits contain all of the available assets (ex: flyers, ads, emails) for the promotion for you to use.

To get started select the Toolkit from Current Offer Toolkits under Marketing Materials.

# CUSTOMIZING A COMPREHENSIVE MARKETING TOOLKIT

 Customizations	CUSTOMIZE	
<input checked="" type="checkbox"/> Review	2. Agent Name	<input type="text"/>
	3. Agent Email Address	<input type="text"/>
	4. Agent Phone Number	<input type="text"/>
	5. Agent Company Logo	<input type="text"/> <a href="#">EDIT</a>
	7. Call to Action	<input type="text"/>
	8. Term & Conditions	<input checked="" type="radio"/> Standard Terms <input type="radio"/> Single Supplement, \$99 Air Upgrade and Free Secondary Gateway Air Terms
		<a href="#">CONTINUE &gt;</a>

Simply fill in the open text areas - some fields may be pre-populated for you but you are still able to edit the information. You may also be able to select from provided text, and chose the itinerary for your sailing. If a field is required you will not be able to continue, and the customization field will be highlighted, as well as a number in the right hand navigation next to 'Customizations'.

Then simply click the blue 'Continue' button.

# FINALIZING A COMPREHENSIVE MARKETING TOOLKIT

Customizations


Review

## REVIEW

Review each item before adding.

[Uncheck All](#)

Olife Choice Flyer



[Preview](#)

[Add to Order](#)

All of the materials in your toolkit will be customized with the details you have entered. So, you may not need to preview all of the items, but the previews\* are there for your convenience.

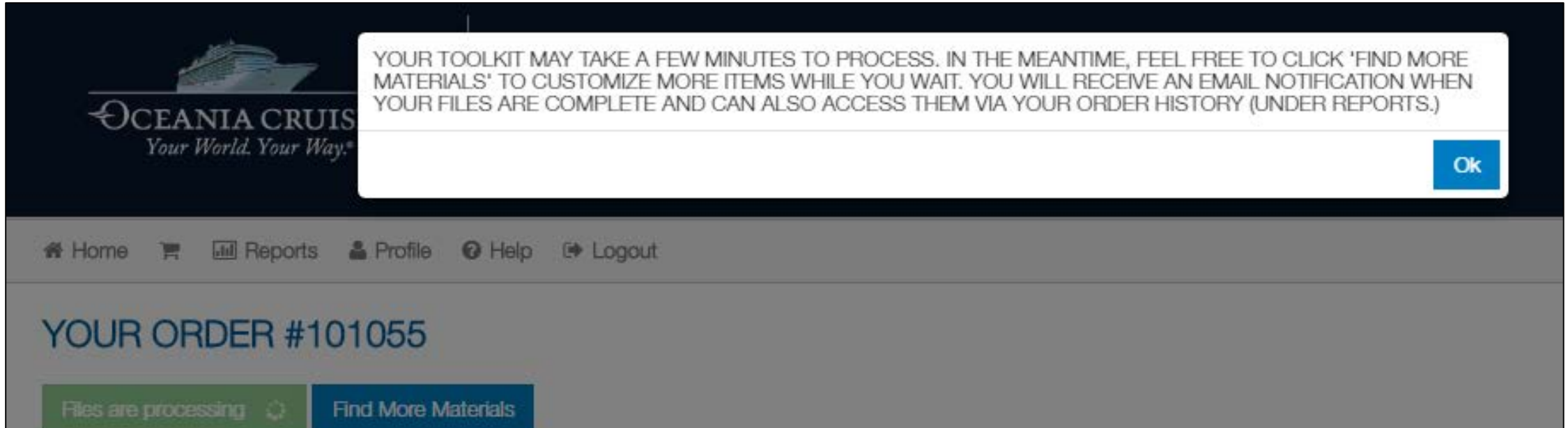
If you wish to see your items, click on the preview button or the thumbnails, note it may take a few seconds for the previews to generate.

If you need to make changes, click the Customizations tab on the left hand navigation, where you can make edits to your entries and click continue and review again.

Ensure the items you wish to include are checked, and uncheck the items you don't, and then click the green 'Add to Order' button.

\*Items that do not contain any custom information do not have previews, as nothing has been modified.

## DOWNLOADING A COMPREHENSIVE MARKETING TOOLKIT



Your materials will automatically begin to download. If you do not know where your browser downloads to, check these places for the zip folder:

Click the Start Menu > Choose Documents > Click the Downloads Folder and look for your toolkit zip file.

Using Google Chrome - check the bottom bar of the browser window OR Click the icon farthest to the right (looks like 3 lines) and scroll to Downloads. Your file will be the first in the list.

Using Mozilla Firefox, click the download arrow button in the upper right hand corner, your most recent downloads will be listed there.

Using Internet Explorer, you should receive a pop up message prompting you to save your file to a location, if you did not, check your downloads folder (See bullet number 1.)

# DOWNLOADING A COMPREHENSIVE MARKETING TOOLKIT

Marketing Materials My Projects Images Videos Contact/Support

## REPORTS

### YOUR REPORTS

[Your Order History](#)

## ORDER HISTORY

[< back to reports](#)

Recent

Order #	Order Date
101053	Jul 20, 2016 12:50 PM

### YOUR ORDER #101053



You will also receive an email notification when your toolkit has finished processing. You can also access your zip file anytime through your completed orders.

Click the URL in the email notification, then click Download Toolkit on the screen. Your zip file will download to the location your browser specifies.

Click Completed Orders, from the right hand side bar navigation. Click on the order in question, click Download Toolkit to access your zip file.

[view](#)



As you use Marketing Portal it is helpful to use the navigation to maneuver through the site.

**Marketing Materials** - Menu of Libraries and Categories of assets.

**My Projects** - History of Orders placed on the Marketing Portal

**Images** - Links to <https://media.oceaniacruises.com/>

**Videos** - Links to <https://www.youtube.com/user/OceaniaCruises>






**Contact/Support** - Links to a form field that when complete sends and email to the Marketing Portal Support Team, which can also be reached at 866-535-5307.

**\*\*Clicking on the logo in the upper left hand corner of the screen will also bring you back to the home page no matter where you are on the site.\*\***

## NAVIGATION



The upper right hand shows your user information.

-  Your username and the Logout/Return to the Travel Agent Center link.
-  Any messages that are site wide.
-  The number of items that you have favorited
-  The number of items that are in your shopping cart
-  The number of items that have been started but not finalized.

You can easily access those pages by clicking on the appropriate icon.

# CUSTOMER SUPPORT

Hours: Monday – Friday (except business holidays) 8:00am-5:00pm

Call 1.866.535.5307 or email [support@marketingbridge.com](mailto:support@marketingbridge.com) for assistance.