

**Company:** Virgin Voyages, Miami, FL

**Company Description:** Virgin Voyages is an adults-exclusive luxury cruise line redefining ocean travel with its modern fleet of Lady Ships. Founded by Richard Branson in 2014, the company launched its first voyage in 2021. With award-winning dining, shows, and fitness—included without traditional cruise surcharges (aka no surprise fees)—sail to the Caribbean, Mediterranean, and Alaska in style. No kids, no kidding.

**Nomination Category:** Social Media Categories

**Nomination Sub Category:** Most Innovative Instagram Feed

**Nomination Title:** Virgin Voyages "Road to 1 Million"EGC Instagram Campaign

1. If you are providing a written submission, provide here an essay of up to 625 words describing the innovations expressed through the nominated use of Instagram since 1 January 2023:

**Total 532 words used.**

At Virgin Voyages, we're all about making waves—not following them. That's exactly what our "Road to 1M" campaign did when we decided to flip the script on traditional social media growth strategies.

This past November 2024, we invited our Sailors (that's what we call our amazing fans) to join our scrappy internal Social Media Team on a cheeky mission: hitting 1 million Instagram followers in 30 days! Did we think we'd actually get there? Not a chance! But that was part of the fun—we even had a hilarious, self-deprecating finale post ready to go.

Instead of polished, corporate content, we embraced the EGC (employee-generated content) trend that's taking social by storm. Our team members became the stars, showing off their personalities while giving followers authentic, behind-the-seas peeks at corporate office life. No filters, no scripts—just real people sharing their genuine passion for what makes Virgin Voyages unlike any other cruise experience (or employer).

The results? Absolutely smashing! We watched our Instagram following surge by 26K new followers—a whopping 50.8% increase from the previous month. But the numbers only tell part of the story. What really made this campaign special was the quality of engagement and the meaningful connections we built.

Our engagement team personally interacted with over 2,500 reels, posts, and conversations across Instagram and sister-channel Threads—bringing that signature Virgin charm to every comment and message. Each team member infused their unique EGC personality into responses while maintaining our distinctively cheeky brand voice. This wasn't your typical corporate social media management—it was authentic human connection that had our Sailors coming back for more.

What we're most proud of is how this campaign helped us reach beyond traditional cruise audiences. With 71.6% of our 11.5M Instagram views coming from non-followers, we introduced Virgin Voyages to thousands of potential new Sailors who might never have considered a cruise vacation before. Our fastest-growing demographic? Adults aged 25-34, who made up 31.3% of our new followers—proving that our fresh approach to cruising resonates with younger travelers seeking unique experiences.

We didn't just talk at our audience—we celebrated them. 50 lucky Sailors received surprise merchandise, turning digital connections into tangible joy. We even ran a sweepstakes that sent some fortunate followers on an actual Virgin Voyages cruise in a Sea Terrace balcony stateroom (because nothing beats experiencing our Michelin-inspired dining and ridiculously amazing entertainment firsthand).

The "Road to 1M" campaign transcended Instagram, driving growth across all our platforms. Facebook followers increased by 5.4K (30.6% up from the prior month), TikTok profile views jumped by 84%, and we claimed the #1 spot for YouTube Engagement Rate among our competitors.

So, why should we win Most Innovative Instagram Feed? Because we did what Virgin has always done best—we challenged conventions, took risks, and created something that feels genuinely human in an increasingly polished digital landscape. We didn't just chase followers; we built a community that's actively engaged, fiercely loyal, and growing faster than ever.

The campaign might have been called "Road to 1M," but the destination was never really the point. It was about enjoying the journey together—and what a brilliant journey it's been. Now that's worth celebrating, don't you think?

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the innovations in your nominated use of Instagram since 1 January 2023, OR a written essay of up to 625 words? (Choose one):

A video of up to five (5) minutes

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Please see video attachment.

## Attachments/Videos/Links:

[Virgin Voyages "Road to 1 Million"EGC Instagram Campaign](#)



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