


- £69 -  
ALL INCLUSIVE



 **FREDOLSENCRUISES.COM**

£69 price based on two sharing an  
Inside Cabin on 15 cruises.

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## **Fred. Olsen Cruise Lines launches TV advertising campaign to support Summer Cruises**

Fred. Olsen Cruise Lines recently launched a dedicated brochure detailing some great offers on cruises for summer 2013 to destinations worldwide.

Now, the cruise line is supporting these special offer cruises with a comprehensive advertising campaign across a selection of TV channels carefully chosen to reach Fred. Olsen's target audience. The advertisements will run from 10<sup>th</sup> to 30<sup>th</sup> June 2013 inclusive.

The 30 second commercial utilises the quirky brand identity with the characterful animation that has become synonymous with Fred. Olsen,

underscoring the personal and friendly style of cruising. The key message is the great value for money offered by the cruises - 'discover the world from £69 per person, per night, all inclusive.'

Justin Stanton, Head of Marketing for Fred. Olsen Cruise Lines, said: 'This campaign highlights the great value for money offered by our summer cruises with all meals, choice of drinks, leisure facilities and evening shows, all included in the price. Anyone who has yet to book a summer holiday can bag a real bargain. The unique brand identity is instantly recognisable and really reflects the friendly, relaxed style we are known for at Fred. Olsen.'

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Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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