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Coming to a TV near you Fred. Olsen Cruise Lines launches major advertising campaign

Fred. Olsen Cruise Lines will be launching its first TV advertising campaign since 2009, using the distinctive, hand-drawn style and strong brand values of its recent highly-successful print campaign. The 30-second advertisements – highlighting the exceptional customer service on Fred. Olsen cruises and access to hundreds of destinations worldwide on smaller ships from UK ports – will appear on a range of daytime terrestrial and digital TV channels from 28th December 2011 to mid-February 2012, falling within the all-important post-Christmas holiday booking period.

The TV campaign will be supported by direct marketing activity and inserts in national and regional newspapers, encouraging early booking for 2012/13 Fred. Olsen cruises. Guests can take advantage of amazing cruise deals with savings of up to £400 per cabin on over 70 cruise holidays by booking before the end of February 2012, via the dedicated Fred. Olsen Reservations telephone number 0800 980 6510, their ABTA travel agent, or the Fred. Olsen Cruise Lines website www.fredolsencruises.com

Nathan Philpot, Fred. Olsen Cruise Lines' Sales and Marketing Director, said: "From my previous experience, TV has created huge demand and driven customers onto the 'phone and into agents' shops. We hope that all our retail partners will benefit from this investment.

"The distinctive style of our recent print advertising has brought us extremely valuable stand-out in a crowded marketplace, and has been very well-received. We want to build on this success by bringing our message to TV, reinforcing Fred. Olsen Cruise Lines' traditional values of outstanding customer service, intimate, smaller ships and the ability to cruise to the heart

of hundreds of destinations worldwide from a number of convenient, regional UK ports.”

The TV campaign – created by London agency Fox Kalomaski Crossing – will appear on key channels, including Channel 5, ITV3, More 4, Discovery Channel, National Geographic, G.O.L.D., Alibi, Blighty, Yesterday and Dave, with up to a maximum of 34 spots per day.

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

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