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Fred. Olsen Cruise Lines launches competition for blue sky thinkers

Fred. Olsen Cruise Lines is launching a competition for those with their head in the clouds.

It challenges people to find three countries hidden in the skies of a website version of its new television advert outlining how it uses its 175 years of experience to make every single day special for guests.

The countries are carefully hidden in the clouds thanks to the talents of its award-winning creative team.

And the prize is a cabin for two on the 'Idyllic Islands and Captivating

Cultures of Asia' cruise – which is your first clue.

More clues will be provided throughout the next six weeks.

Peter Deer, Managing Director of Fred. Olsen Cruise Lines, said:

“Our target audience are those who love to cruise on smaller ships, experiencing and seeing the world and all it has to offer and are intelligent, curious and want to keep learning and exploring.

“This is a competition that is right up their street and ties into our adventurous spirit and our guests desire to look up and embrace the amazing world around them.

“What’s more, this is one of our biggest competition prizes to date and we know it’s likely to attract a lot of interest.”

The Asia cruise, which sets sail on *Balmoral* from Southampton on 18th January 2025 for an incredible 82 nights, offers guests a once-in-a-lifetime opportunity to explore ancient civilisations and discover the abundance of glorious islands throughout this magical continent.

The cruise includes calls to idyllic islands of Weh Island in Indonesia, Phuket in Thailand, Palawan in the Philippines, and Borneo in Malaysia.

What’s more, *Balmoral’s* call into Mumbai has been timed to coincide with the Holi Festival, a colourful Hindu celebration that sees India transform into a real-life canvas.

The cloud spotter competition was devised following the success of the Fred. Olsen Cruise Lines advert outlining how the brand uses all its 175 years of experience sailing and discovering the world into making every single day special for our guests.

It was created to showcase four key strands that make its experiences unique – its smaller ships, hand-crafted itineraries, on its emphasis on the joy of the journey and its people who are at the heart of everything.

The competition runs for six weeks, launching on 9th January and closing for entries on 27th February at 5pm.

To take part in our competition, visit our competition page on the website where you can view the Blue Sky Thinking version of the advert and go cloud spotting. You will be asked to name all three countries and the time frame they appear in our advert. Visit www.fredolsencruises.com/competition

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com

Book online, call Reservations on 0800 0355 242 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent.

Contacts



Ellis Orchard

Press Contact

Public Relations Manager

Public Relations

ellis.orchard@fredolsen.co.uk

07557672265



Georgina May

Press Contact

Public Relations Executive

Public Relations

georgina.may@fredolsen.co.uk