



Fred.Olsen Cruise Lines



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Fred. Olsen Cruise Lines launches new TV advertising campaign

Fred. Olsen Cruise Lines has launched a new TV campaign which will run through February 2013. The combination of 30 second and 10 seconds commercials utilises the quirky brand identity, with the characterful animation and 'daub' font that has become synonymous with Fred. Olsen, underscoring the personal and friendly style of cruising. The 30 second commercial focuses on the choice of nine UK departure ports around the UK, with cruises sailing to over 200 destinations worldwide, with a call to action to request a brochure; it is backed up by the 10 second commercial that focuses on the current cruise sale, with savings of up to 25% for bookings before the end of February.

The TV campaign runs from 4th to 21st February 2013, with slots on channels popular with Fred. Olsen guests, including ITV3, Channel 5, Gold, Watch, the Travel Channel and the Holiday and Cruise Channel.

Justin Stanton, Head of Marketing for Fred. Olsen Cruise Lines, said: 'This campaign highlights the many great offers in our cruise sale, and to remind our guests and potential guests about the huge choice of cruises on offer, sailing from so many convenient ports around the UK. The unique brand identity is instantly recognisable and really reflects the friendly, relaxed style we are known for at Fred. Olsen.'

Find out more about all Fred. Olsen's cruises and see the new TV commercials at www.fredolsencruises.com

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

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