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Fred. Olsen Cruise Lines receives ‘Best Use of Social Media’ title at inaugural CovidComms Awards for innovative Virtual Cruising programme

Fred. Olsen Cruise Lines’ innovative Virtual Cruising programme saw the company scoop the ‘Best Use of Social Media’ title at the inaugural CovidComms Awards last night.

Organised by CorpComms Magazine, the awards were celebrated virtually at an event to recognise and celebrate the way companies have changed their communications approach to support their customers, employees and stakeholders and be a force for good during challenging times.

The awards were considered by a panel of judges, comprising those from agencies, suppliers, recruitment firms and in-house communications teams.

Ben Williams, Head of Digital at Fred. Olsen Cruise Lines, said:

“We are a cruise company but have no ships sailing, so when we paused our operations it was vital that we found a way to connect with our guests.

“Our Virtual Cruising programme has created a platform for our guests to interact with us and us with them, to bring the joy of cruising direct into their homes.

“It has allowed us to share information with them about their upcoming cruises. But most importantly to us, it has allowed us to bring comfort and companionship during what has been a challenging and scary time for us all.

“We are so pleased to have won this award – it really is testament to the team here, who continue to develop and evolve this programme until we can take to the seas once again next year.”

Helen Dunne, Editor of CorpsComms Magazine, said:

“The care that companies have demonstrated this year has been truly outstanding, and we needed to celebrate all the wonderful work that companies have done through the pandemic.

“Our judges praised Fred. Olsen Cruise Lines for the way they understood their audience, what they needed from the company and how best to reach them. If their customers couldn’t go cruising, Fred. Olsen were determined to bring the cruises to them, and so they did! The judges were particularly impressed with the speed at which they moved to get this up and running.

“The Virtual Cruising campaign has delivered impactful results to the business, and has also helped to generate revenue for them at a very difficult time for their sector. Well done to all!”

For further information on Fred. Olsen Cruise Lines’ Virtual Cruising programme, search for Fred. Olsen Cruise Lines on Facebook or visit www.fredolsencruises.com/the-bridge.

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

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