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## **FRED. OLSEN LAUNCHES FIRST NATIONAL ADVERTISING CAMPAIGN WITH NEW AGENCY, FOX KALOMASKI**

The comprehensive campaign will encompass national daily and Sunday newspapers, direct marketing, and travel trade communications, based around the central Fred. Olsen philosophy: “It’s all about the people.”

The new campaign will be targeting both the existing customer-base, of 50+ ABC1s, as well as seeking to reach a broader audience, and help to raise yield.

Gary Jacobs, CEO of Fox Kalomaski, said: ‘The new campaign communicates the unique attributes of the Fred. Olsen experience, in a way that has massive stand-out in a very crowded and busy media environment, with individual advertisements making the specific points that differentiate the much-loved brand from its competitors.’

Nigel Lingard, Marketing Director of Fred. Olsen Cruise Lines, said: ‘The cruise market has doubled over the last decade, and we are confident that our new strategy, which is a product of Fox Kalomaski’s considerable experience in the travel market, will achieve our business objectives.’

The new campaign will break on 23rd January and will run throughout the year.

Find out more about all Fred. Olsen cruises, by visiting [www.fredolsencruises.com](http://www.fredolsencruises.com)

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

## Contacts



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