



Fred.Olsen Cruise Lines



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Watch: Fred. Olsen makes waves with campaign pouring 175 Years in Every Single Day

Fred. Olsen Cruise Lines has launched a new campaign outlining how their 175 years of experience in sailing goes into making every single day count.

With new guest bookings rising significantly, the brand has now tapped into the talents of a multi-award-winning documentary maker and creative team to deliver “175 Years in Every Single Day”.

Along with a television advert, the campaign includes marketing materials and an extensive social media presence giving prospective and returning guests a unique perspective into what makes the brand stand out in a crowded marketplace.

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

“On a Fred. Olsen cruise, every single thing we’ve learned over 175 years, goes into every single day of sailing with us.

“This dynamic advert celebrates everything that makes sailing with us special and unique – our smaller ships, our hand-crafted itineraries, an on board experience which is designed to enhance each journey and of course, our people.

“Our smaller ships allow our guests to travel into the furthest reaches of Norway’s lesser-known fjords, through narrow waterways and canals and to the very heart of some of the world’s most beautiful cities.

“The team who deliver our hand-crafted itineraries take us to the world’s most wonderful destinations at the very best possible times to experience them and our emphasis on the joy of the journey ensures every single day on board is as stimulating and enjoyable as possible.

“As for our people – they are at the heart of everything we do, and this comes across in this new campaign which shows our pride in the special way we work.”

[Watch: 175 Years in Every Single Day](#)

To create the advert, the marketing team at Fred. Olsen Cruise Lines employed support from Nick Bell and Walter Campbell, two of the most awarded advertising creatives of the last 30 years who have created campaigns in the past for famous brands like *Guinness* and *Cadbury*.

The TV advert was directed by Kit Lynch-Robinson who has worked on *The Grand Tour*, *Top Gear* and *Clarkson’s Farm* and was Series 8 Director for

the Chris Hemsworth hit TV show *Limitless*. The advert is set to an orchestral, Cinematic Pop version of Sail! by AWOL Nation.

Throughout 2021 and 2022, Fred. Olsen refined their strategy for 2023 and beyond. With two new ships, they identified their target guests, added new cruises and on board experiences and have also reinvented their brand identity to appeal more to this target audience.

Jackie Martin, Marketing and Sales Director from Fred. Olsen Cruise Lines, said:

“After a tough few years for everyone in the travel industry, we are delighted to have a very clear view of how we will continue to build on this year’s successes.

“This bold campaign marks a significant step forward for a brand with such a proud maritime heritage.

“We have really enjoyed the slightly unconventional creative approach we took, working directly with Nick, Walter and Kit which delivered a campaign we are all very proud of.

“It is now time to showcase all that our experience has to offer.”

The company has won numerous awards and most recently has been shortlisted for Customers at the Heart of Everything, Best Customer-Centric Culture and Best Customer Service at the UK Customer Experience Awards 2023 and for Best Ocean Cruise Line, Best Specialist Cruise Line, Best for Solo Travellers, Best for Excursions and Best for Cuisine in the Wave Awards 2023. This year, Fred. Olsen was also awarded a silver Investors in People accreditation.

For more information about Fred. Olsen Cruise Lines, please visit www.fredolsencruises.com, call Reservations on 0800 0355 242 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your local ABTA travel agent.

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