

ADVERTISING

## Silversea Cruises emphasizes heritage in new brand identity

December 15, 2015



*Silversea's Silver Muse cruise ship*

By FORREST CARDAMENIS

Monacan-Italian cruise line Silversea Cruises is rebranding itself as an option for consumers to "adventure with style."

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With the help of brand consultancy The Partners, the cruise liner has created a wittier, more unified brand identity to stand out in a competitive field. With luxury cruising on the rise, pivoting to a unique voice and emphasizing personality could help Silversea resonate with patrons looking for their first luxury cruise.

"In recent times the brand has come up against more and more competition in the luxury cruising sector as more and more luxury cruise lines begin to offer adventurous cruises," said Stuart Radford, creative director at **The Partners**, the brand consultancy firm who oversaw the rebranding project. "We also conducted a comprehensive audit of the sector and discovered that many brands were portraying the experience in very similar ways to Silversea Expeditions with staged colour photography of moments on-board/off-board. A combination of these factors made it increasingly difficult for Silversea Expeditions to differentiate its experience."

Adventure with style

Silversea Cruises was founded and is still owned by the Roman Lefebvre family. Every ship in its fleet consists entirely of suites and it sails to more than 800 locations across every continent, including Antarctica.



*Silversea new brand identity posters*

The new voice focuses on "adventure with style," making use of photography and straightforward copy. The photography is inspired by Italian photography of the 1960s, providing a link to the cruise liner's heritage. It is the cornerstone of a yearlong effort to reposition Silversea amidst a crowding luxury cruise sector.

To acquaint consumers with its new voice, Silverseas has released brochures and other marketing materials and updated its Web site, cabin interiors and merchandise, along with creating both a coffee table book and a navigation app.

The "2015 Voyage Collection" brochure encourages its readers to "live the story they want to tell" and contrasts black-and-white photography with a bold red font. Posters, meanwhile, highlight vastly different environments and locations but join them together with same red-font/black-and-white photography aesthetic.

Also emphasizing heritage, the new identity updates without abandoning the previous identity, adding blue and red accent colors. The color and cinematography, along with the "elegant" Italian serif font, suggests a "bold and playful" experience that reflects the individual moments Silversea aims to capture.



*Silversea navigation app*

In addition, the new identity incorporates humor into its marketing materials. One advertisement tells consumers, "Your Carriage Awaits," showing a picture of a sleigh and huskies.

Many luxury brands across all sectors are relying on humor and personality to stand out. The strategy is also likely to appeal to younger consumers, setting Silversea up for sustained success.

"The witty tone of voice was employed in a subtle way, and often the wit was created by the interaction of copy and an image," Mr. Radford said. "For example Dine with the Emperor', accompanied a picture of the Emperor penguin.

"Overall, we wanted to create a tone of voice that would be unique to Silversea Expeditions, one that would compliment the more discerning traveller, with wit, charm, intelligence and warmth."

#### Staying current

The new brand identity could help build further hype for Silversea's next ship.

Monaco-based cruise line Silversea Cruises is prioritizing the journey over the destination with its latest ship.

The "Silver Muse" will take its maiden journey in early 2017, but those interested can take a virtual tour of its exteriors, restaurants, public areas, suites and more on a new Web site while awaiting future updates. The launch of a separate Web site to promote a new ship, complete with tours and video, presents it as a major event and could build anticipation and create early sales ([see story](#)).

The travel and hospitality industry has seen other leaders take on a new voice before falling behind.

For example, in September The Ritz-Carlton Hotel Company began rebranding itself with a newly designed logo and voice to be implemented across all its properties within a year.

The organization, founded in Boston in 1983, is the parent of not just the Ritz-Carlton hotel brand but also golf clubs, high-end spas and meeting centers, a leadership center, residences and the Community Footprints charity, which focuses on relieving poverty and hunger and protecting the environment. The new logo and color, the first changes in the brand's history, aim to "clarify, simplify and amplify" the brand's identity for global consumers ([see story](#)).

Although rebranding can help unify a consistent identity, there is always the worry of alienating loyal consumers.

"There were some small initial concerns over this," Mr. Radford said. "But as we developed the new brand identity

we ensured that the combined visual assets and tone of voice worked together to strike the right balance between modern and traditional giving it a more timeless look and feel."

Final Take

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