

TRAVEL AND HOSPITALITY

## Crystal courts informed audience by leveraging election buzz

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Still from Crystal Cruises' advertisement

By SARAH JONES

Hospitality service provider Crystal is looking to maximize awareness for its expanded portfolio of experiences by running television advertisements surrounding the U.S. presidential election.

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The brand is placing spots on Fox News and CNN leading up to and after Nov. 8, marking the first time in more than a decade that it has run ads on TV. With reports of this race closely followed, Crystal's impressions will likely benefit from high viewership on these 24-hour news stations.

"Crystal is in the midst of the largest expansion in luxury cruise history, making it the perfect time to re-enter the broadcast advertising sector," said Edie Rodriguez, CEO/president of Crystal.

"With the launch of our newest vessels, a 62-guest luxury yacht Crystal Esprit, the luxurious river ship Crystal Mozart and the excitement surrounding our future vessels for river, expedition yachts and ocean, we want to create brand awareness among a new audience," she said.

Back on the air waves

For its return to TV, Crystal created two 60-second spots, both of which center on its new branding "All Exclusive," a play on the hospitality term "all-inclusive."

Launched earlier this year, All Exclusive points to both the amenities included in a trip with Crystal as well as its exclusively curated experiences.

One ad focuses on Crystal Cruises as a whole, spotlighting its Crystal Symphony and Crystal Serenity ships. As aerial shots of global destinations are shown, Ms. Rodriguez begins to narrate, noting the brand's accolades and awards in voiceover.

Backing up the point that the cruise line is not a "one-hit wonder," footage of on-board entertainment, dining, spas and accommodations. Butlers, whose services are included with suite bookings, are seen interacting with guests.

*Crystal Cruises Ultra-Luxury Travel*

The commercial also speaks to the variety in experience, making a point to mention the range in length of journey from five nights to 128 nights. Ms. Rodriguez appears at the end, prompting viewers to, "Take [their] next journey with Crystal Cruises."

A second spot centers on Crystal River Cruises, a recently launched extension for the brand that began taking bookings this summer. Featuring the Crystal Mozart river yacht, this ad is also narrated by Ms. Rodriguez, who details the "travel experience that's in a class by itself."

Aside from showing the vessel's rooftop pop-up bar and other amenities, this commercial hones in on the cities and sights that can be seen as the tours make their way through Europe. At the end, Ms. Rodriguez invites viewers to book on "the world's only luxury river cruise line."



*Still from Crystal River Cruises ad*

Both ads end with calls to action to contact a travel agent or Crystal directly to book, providing a phone number and the brand's Web site.

Crystal has plans to expand its fleet of ships and its brand, taking this opportunity to reach out to new travelers ahead of this growth. Aside from its increased options on the water, including residential suites atop a new ultra-luxury vessel, Crystal is launching AirCruises in a specially outfitted plane ([see story](#)).

#### Tuning in

Other luxury marketers have sought attention amid a presidential race that dominates news cycles.

Ahead of the first U.S. presidential debate on Sept. 26, Audi USA added to the political chatter with a satirical commercial.

"Duel" told the story of a brawl between two valets in reverse, leaving the viewer unsure of the root of their animosity until the end. With the race to the White House heating up, this comical take on the battle between two headstrong candidates was poised to make an impression ([see story](#)).

The audience that tunes into news channels has provided a platform for marketers to reach affluent consumers.

French jeweler Cartier was the primary sponsor of CNN's new "Ones to Watch" feature series, which profiles up-and-coming artists.

Cartier's integrated advertising campaign includes TV spots on CNN International, CNN U.S., CNN en Español and CNNArabic.com, vignettes and digital placement. The jewelry house selected CNN to be associated with its high-quality content, as well as benefit from CNN's reach among a global affluent audience, especially male luxury consumers ([see story](#)).

"We strategically selected these outlets as they are receiving high engagement due to election season," Ms. Rodriguez said. "Both audiences are made of Crystal's target demographic which includes affluent individuals with an aspiration for luxury and adventure travel.

"We are bullish in our timing strategy and expect it will deliver the brand awareness and ROI we are seeking."