

TRAVEL AND HOSPITALITY

Cunard goes to television, debuting with homogenous series

February 2, 2017



Cunard's television spot

By BRIELLE JAEKEL

Luxury cruise line Cunard is expanding its advertising to television, with a new spot that promises its cruises will exceed guests' expectations for its North American commercial debut.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

ABC will feature Cunard's first-ever appearance on television that pairs its brand of cruise lines with a fitting series. The commercial appeals to consumers looking for a luxury cruise by showing off the various opulent activities with the tagline at the end saying, "Everything you wanted, nothing you expected."

"Cunard created its first TV commercial to be shown during two upcoming TV broadcast programs which highlight the Cunard ocean travel experience," "Ocean Treks with Jeff Corwin, and 'Vacation Creation,'" said Josh Leibowitz, senior vice president at Cunard North America. "These shows highlight cruising and why it is the best way to see and learn about the world.

"With our first TV commercial, the company is excited to expand our brand awareness and showcase the line's luxury ocean travel experience," he said. "Cunard is known for its rich heritage and tradition, which we are very proud of, but we also wanted to highlight the variety of our on board offerings and experience: the elegance, glamour, world class cuisine and entertainment, and enjoyment of a Cunard voyage.

"With so much available, guests truly tailor and create their own unique voyage and experience."

Cunard campaigning

Cunard is making its North American television debut during the weekend of Super Bowl LI to capitalize on the frenzy surrounded advertising, but without the expense. The cruise line has chosen a more fitting show to air its spot, Ocean Treks with Jeff Corwin.

Fitting in with a maritime theme, Cunard's ad will run during commercial breaks for the show in which Mr. Corwin explores various activities by sailing on cruise ships. The series showcases a wide range of adventures that can be had on the ocean, making the show a perfect fit for Cunard.

The "Everything You Wanted" spot opens with a large luxury cruise liner, the Queen Mary II, sailing the ocean leaving

behind a cityscape in the background with the sun rising on the horizon. An upbeat song begins to play singing, "Please reveal the sunshine of life."



Image courtesy of Cunard

A woman is shown in a bathing suit and sunglasses walking up the stairs in the sunlight, while a man jogs around the ship deck. A couple is then shown embracing on the deck watching the sunset, before the video cuts to shots of the dining room, then a caf, a night club and a show.

Another couple is shown starting their morning in bed while staring out the window of their cruise liner. A final shot shows the back of the ship as it powers along the beautiful bright blue waters.



Cunard's ad for within Ocean Treks

Cunard's logo appears, and the shot fades to black as the phrase, "Everything you wanted, nothing you expected. Contact your travel agent or visit cunard.com" appears.

Cunard's video

Cruising campaigns

The luxury cruise line's television campaign is an offshoot of its recent campaign to encourage 2017 bookings through a stylish film capturing its "Everything you wanted, nothing you expected" mantra.

Cunard's previous film of the same name takes viewers through the experiences they may have while onboard its cruise ships. Broken down into three key themes, the film highlights time, space and a life less ordinary to underscore the experience had while cruising with Cunard ([see more](#)).

The cruise liner also infused the cocktail experience had on board with the legacies of its noteworthy commodores.

Cunard Commodores directed the cruise liner's ships across the world's oceans for nearly two centuries and Cunard counts more knighthoods among its captains than any other cruise liner. Fittingly, the seven captains to be honored with knighthood will be personified in a libation served at the Commodore Club on each of the Cunard Queens ([see more](#)).

"The commercial also speaks to our storied relationship with New York City, our US homeport, always a much anticipated highlight of every Cunard Transatlantic Crossing. Whether guests recall their ancestors coming into this country on a Cunard liner, or they simply wish to take in the magic of sailing in and out New York harbor, it's a not to be missed experience that continues to fascinate and inspire," Mr. Leibowitz said.