

TRAVEL AND HOSPITALITY

## Crystal shares individual perspectives on luxury

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*Crystal Cruises is emphasizing guests' real travel experiences. Image credit: Crystal*

By SARAH RAMIREZ

Luxury cruise line Crystal is exploring the personal side of travel in a multichannel campaign that highlights how guests make each experience their own.

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As high-end hospitality brands continue to emphasize experiences over amenities, Crystal is wagering that focusing on both its travelers and crew will set it up apart from other cruise lines. Crystal also leverages user-generated content in the campaign for an added personal touch.

"Travel is extremely personal to those who crave exploration and meaningful moments, and global luxury travel has always been personal to Crystal," said Carmen Roig, senior vice president of marketing and sales at **Crystal**, Miami. "Our philosophy of luxury is rooted in the individuality of each of our guests the stories they've lived, what has brought them aboard, the memories they hope to create and our passion for meeting and exceeding their hopes and expectations."

### Personalized luxury

Crystal collaborated with marketing and technology firm MRM/McCann on its new campaign. The initiative covers all Crystal experiences and will be shared on digital media, as well as in print publications.

Travelers' personal images leisurely float across the screen, so viewers can see their adventures from other guests' perspectives. Users' Instagram and Facebook handles are included on the pictures, underscoring the images' authenticity.

[View this post on Instagram](#)

We're delighted to unveil our new campaign highlighting the heart of Crystal, "Where Luxury is Personal." Whatever luxury means to you, however world travel touches your life, Crystal is where you'll find yourself at home.

A post shared by Crystal Cruises (@crystalcruises) on Jan 8, 2019 at 11:52am PST

### *Crystal shared its new campaign on Instagram*

Captions add more context to the photographs, explaining what Crystal has learned from its own guests. The language uses "you" and "we," creating a sense of partnership between the cruise line and travelers.

Text accompanying a photo of a wine glass and a picturesque mountain view reads, "We discovered your wine preferences," and "You lost track of time" captions a traveler's photo of a clock on a cruise deck.

"You cruised with someone important to you," the text later reads. "And we cruised with someone important to us."

The corresponding images show a couple taking in the sights from a ship's deck, and another shot shows crew members posing with anti-apartheid activist Sam Nujoma.



*A mosaic of individual photos creates another personal memory. Image credit: Crystal Cruises*

As the film zooms out from the individual images, it becomes apparent that the photos are forming a mosaic. The mosaic comes into view and shows a father and son enjoying a special moment on the Great Wall of China.

The final tagline reads, "Where luxury is personal."

"The heart of Crystal is our people the Crystal Family, both our guests and crew and this new campaign will shine a spotlight on this family," Ms. Roig said. "We are honored to celebrate them with a campaign that is as unique and as individual as they are."

#### Crystal campaigns

Crystal is also hoping to make things easier for customers to discover and book its cruises with a freshly designed Web site.

All of Crystal's brand extensions including Crystal Cruises, Crystal River Cruises, Crystal Yacht & Expedition Cruises, Crystal AirCruises and Crystal Luxury Air will all see updates on their dedicated platforms. The experience is designed for an optimal omnichannel experience, available across all digital devices and platforms.

The new site debuts intuitive search in which users can browse by destination, embarkation date, duration, specific ship, theme programming and special offers ([see story](#)).

The cruise line is also furthering efforts to digitize and modernize the on-board experience.

Crystal is working with tech startup MCOMS to introduce the MCOMS HOTstream solution to its cruise passengers.

The solution is a digital interface that lets customers order food, view events and schedules and otherwise interact with the cruise ship from the comfort of their cabins. Crewmembers can also use the tool for help getting around the ship or communicating with other employees ([see story](#)).

"We understand that time is precious, and aboard Crystal our guests relish spending their time exactly as they wish," Ms. Roig said. "To travel exactly as one chooses, connecting with friends who share their interests and deeply exploring the world is a true luxury."