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## Cunard cruise line encourages old-world luxury with Feel Famous campaign

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By KAYLA HUTZLER

Global cruise line Cunard is using its old-world elegance and formal experience to entice new consumers to its ocean liners this year.

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**Luxury Daily**

Cunard's new campaign, "Feel Famous. Sail Cunard," emphasizes the brand's rich history and the show-stopping nature and old-world elegance of its formal cruise ships. The new campaign is being pushed through direct mail, print advertising and digital video.

"First and foremost, it was our trademark tagline," said Brian O'Connor, director of marketing and public relations for **Cunard**, Valencia, CA. "We have had 'The most famous social liners in the world' trademarked for quite some time.

"Wherever the ships sail around the world, they attract a considerable amount of attention," he said. "The idea of feeling famous when you sail with us is the way we strive to make each and every guest feel.

"We felt that would play well and people would understand the campaign."

Royal treatment

The Feel Famous campaign is based on the cruise line's exotic history, which includes being named by the British Royal family and hosting guests such as Elizabeth Hurley.

Cunard feels that its dedication to maintaining the luxury and elegance associated with its cruise ships is the brand's best asset.

While many cruise lines are now letting travellers dress more casually and eat whenever they would like, Cunard has continued to enforce as many as five formal nights on a week-long cruise and has set dining hours.

"In a competitive cruise world, travel is becoming more and more casual," Mr. O'Connor said. "But we have decided to remain true to our rich legacy and history and celebrate the legacy of dressing up.

"We think it is fun to do," he said.

The campaign is based on a survey conducted by Cunard earlier this year in which 60 percent of respondents said they would like more opportunities to dress up.

The survey, which was answered by 1,500 American consumers in Cunard's affluent target market, found that more than half of respondents enjoy dressing up five times or more each year.

A main portion of the campaign is a video that gives consumers a glimpse into the elegant world among a Cunard cruise line, including activities such as themed balls, black-tie dining and Royal Court theater.

The video is set to a rich, classical soundtrack.

[Please click here to view the video](#)

"We think video is one of the most powerful marketing tools that we can use," Mr. O'Connor said. "It portrays the elegance, glamour, verve and excitement of what it is to vacation with us.

"The video does the best job at giving people a taste of this lifestyle," he said.



Crossing channels

The campaign also involves a sweepstakes program, in which winners will receive a complimentary cruise on Cunard's Queen Mary II ocean liner.

Cunard is hoping to attract new and perhaps younger consumers through the contest.

In addition, Cunard is requiring guests to register their address, email address and phone number to enter the sweepstakes, thereby gathering consumer information.

The brand plans to use this information to send direct offerings to interested consumers.

Direct mail has long been an important tool for Cunard.

"We do a lot of direct mail, which helps to drive business to our travel-agent partners," Mr. O'Connor said.

"Eighty percent of our bookings come from travel agents," he said. "Most other categories do not use travel-agents any longer, but the cruise industry still does."

In addition to direct mail, Cunard will be promoting the Feel Famous campaign via newspaper advertisements, digital banner ads on [BBC America](#) and [Sherman Travel's](#) Web site as well as [weather.com](#).

The video is also being promoted through Cunard's social media accounts and branded homepage.

The Feel Famous campaign includes Feel Famous fare packages for the Queen Victoria and Queen Mary II ships, which start at around \$1,000 per person.

"Cruising is, we believe, the best way to travel," Mr. O'Connor said. "And while a lot of the lines are about anytime dining and relaxation, for us it's about the opportunity to come aboard and experience what we consider the new golden age of travel.

"We celebrate that and we realize this does not appeal to everyone," he said. "But we are confident there is an audience out there."

Final Take

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