

TRAVEL AND HOSPITALITY

Cunard takes cinematic approach for latest global campaign

June 17, 2025



The initiative is now live in the United Kingdom, with launches around the world planned for the coming weeks. Image credit: Cunard

By ZACH JAMES

British cruise line Cunard is uplifting its sophisticated image with its latest global, multi-channel marketing endeavor.

Titled, "Why Cruise When You Can Cunard," the campaign reimagines the company's signature, refined high-end British hospitality through a cinematic lens. The film features the voice of a celebrated Hollywood talent, spotlighting the many luxuries aboard the business's vessels as it celebrates its 185th year of operation.

"Cunard is more than a cruise it's a rare opportunity to pause, reflect, celebrate and view the world from a different perspective," said Katie McAlister, president of Cunard, in a statement.

"As we celebrate our 185th anniversary this year, our luxury heritage and the spirit of what makes a Cunard voyage so special is brought to life with bold storytelling and cinematic beauty in this campaign, Ms. McAlister said. "We're incredibly proud of the result and are looking forward to seeing how audiences across the world connect with it."

Aspirational intent

Directed by Swedish filmmaker Christian Larson, the film follows a strong female lead as she enjoys the many amenities available on a Cunard cruise.

Shot in black and white, the imagery looks to evoke a sense of grandeur, from each ship's cocktail bar to its grand lobby. Its closing frames display the skyline of New York City, referencing the brand's signature transatlantic crossing route.

The cruise line presents Why Cruise When You Can Cunard

An orchestral soundtrack accompanies the visuals, as well as a voiceover featuring Academy Award-nominated actor Richard E. Grant. The acclaimed thespian reads an excerpt from a poem by Canadian writer Bianca Sparacino; the words speak on the importance of blazing your own path to find happiness through discovery.

Through this messaging, the brand looks to position itself as more than a cruise line and instead as a "statement of intent for those who dare to break from the crowd and embrace the extraordinary."

The campaign, created by leading United Kingdom advertising agency The7stars' Supernova production studio, simultaneously looks to uplift Cunard's overall notoriety within the luxury space, both among core clientele and aspirational audiences.



Imagery, while mostly captured in monochromatic tones, also features flashes of color video to create a contrast. Image credit: Cunard

“Cunard deserves to take its place amongst the great luxury brands of the world,” said Barnaby Girling, executive creative director of Supernova, in a statement.

“There really is nothing else that matches the attention they pay to heightening every facet of ocean travel,” Mr. Girling said. “We set out to create a campaign to celebrate their iconic status while at the same time expressing a style and sense of liberation reserved exclusively for those who choose To Cunard.”

Why Cruise When You Can Cunard was released on June 16 in the U.K., appearing on television in front of popular programs on ITV, as well as in print, on social media and in other digital placements. The initiative will launch in the United States and the rest of the world next month, running through Sept. 21, 2025.

Redefining class

Over the past several months, Cunard has set its sights on revamping the onboard experience through new programming, limited-time activations and anniversary celebrations.

In January, the brand’s newest ship, the *Queen Anne*, made its maiden transatlantic voyage while also introducing a suite of wellness amenities created in collaboration with lifestyle magazine *Harper’s Bazaar* (see story).

[View this post on Instagram](#)

A post shared by Cunard (@cunardline)

A few months later, Cunard announced the completed refurbishment of the *Queen Elizabeth* vessel, upgrading its interiors and exteriors in various ways, from furniture to fixtures ([see story](#)). Later this year, the ship will receive a new musical activation created in collaboration with famed recording studio Abbey Road Studios ([see story](#)).

In recent weeks, the company introduced “Sea of Glamour,” an anniversary photography exhibition at England’s Royal Liver Building, spotlighting the label’s high-end hospitality over the past 185 years through archival images ([see story](#)).

The global multi-channel campaign serves as the latest entry in Cunard’s push to appeal to the trend of experiential, slow luxury sweeping the travel landscape.

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