



December 12, 2023

P&O Cruises launches new 'Holiday Like Never Before' campaign

P&O Cruises will launch a new creative campaign in preparation for its peak booking period entitled 'Holiday Like Never Before'.

Launching from December 18, 2023, the campaign will highlight unique benefits of a cruise holiday, as well as sharing the precise moment a guest realises why a P&O Cruises holiday is so incredible.

The campaign will be supported by P&O Cruises largest ever investment in media, including an extensive TV, print, audio and digital schedule. It will also be supported with strategic out of home placements, as well as in cinemas, from January 2024.

The first of a series of new TV adverts will premiere on Christmas Day and will then feature across national broadcasting channels. The TV ad features a wide range of guests enjoying their holiday in the Caribbean and on board P&O Cruises newest ship, Arvia. It was filmed in 'bullet time', a disruptive filming technique using sophisticated time-slice camera technology which captures guests caught in a specific moment in time, moving seamlessly from shore to ship in one single shot.

P&O Cruises VP brand, marketing and sales, Robert Scott said: 'We wanted our latest campaign to reach beyond the cruise category and really stand out from the travel pack, both in content and execution.'

"The unique experiences you can only have on a P&O Cruises holiday are central to the Holiday Like Never Before campaign and we're so excited to share these with an audience who may never have thought about travelling on a ship before."

For more information or to book, call P&O Cruises on 03453 555 111, visit www.pocruises.com or visit a travel agent.

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. Each of the seven ships has its own appeal from family friendly or exclusively for adults. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike.

Arvia joined the P&O Cruises fleet in December 2022 as the second LNG-powered, Excel-class ship embodying the newest trends in travel, dining and entertainment. Arvia offers a Caribbean/winter season of fly-cruise holidays from homeport Barbados and Mediterranean holidays from Southampton during the summer.

P&O Cruises works with the best of the best including Gary Barlow who is music director of The 710 Club on Arvia and Iona and has delivered a number of unique musical moments on board. Crafted to Gary's creative vision, The 710 Club showcases an eclectic range of performances and offers an opportunity for up-and-coming musicians to get their break. Gary also joins guests for exclusive performances on Arvia and Iona holidays. Multi award-winning performer Nicole Scherzinger will be the creative force behind contemporary and breath-taking late night shows to be performed in SkyDome on board Iona and Arvia and P&O Cruises Food Heroes include chefs Marco Pierre White, Jose Pizarro, Shivi Ramoutar and Kjartan Skjelde who has created Norwegian speciality dishes, as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

British Travel Awards Winner 21/22 – Best Cruise Line for Family Holidays.

Cruise Critic Editors' Picks Awards Winner 2022 – Best for Families.

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).

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