



## Seabourn Launches New Visually-Driven Brand Campaign: The "Extraordinary Worlds" Of Seabourn

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**SEATTLE, August 4, 2016** - The world's finest ultra-luxury cruise line **Seabourn** is tempting travelers to discover its "[Extraordinary Worlds](#)" with a new visually-driven brand campaign that breaks traditional category conventions and strives to overcome "non-cruiser" consumer barriers. With the newest fleet in its category to sail the high seas, Seabourn is now looking to chart an extraordinary course with Figliulo & Partners through a new and exciting inaugural campaign launch.

"The 'Extraordinary Worlds' campaign is all-encompassing: telling the story of Seabourn by showcasing the range of our once-in-a-lifetime destinations along with our highly personalized service, impeccable cuisine, and distinctive all-inclusive environment," said Richard Meadows, president of Seabourn. "As the pioneer of ultra-luxury, small-ship cruising, we are grateful for our strong following of loyal guests. This campaign will certainly inspire them as well as enticing new travelers who crave authentic and luxurious travel experiences to become Seabourn loyalists as well."

After consulting luxury experts across multiple industries - including fashion, design, travel, and hospitality - the goal of the campaign is to further position Seabourn as a top luxury lifestyle brand. "Extraordinary Worlds" opts to concentrate on the exquisite details of Seabourn's exotic destinations and luxurious onboard guest amenities, helping the campaign deliver the emotions of travel and luxury.

"We wanted to inject a very high level of emotion, taking it beyond talking about ships and communicating how it feels to sail the world at the highest level of luxury," said Mark Figliulo, founder and CEO of Figliulo & Partners. "So our new campaign is as luxurious as a Seabourn cruise. It's beautiful, spacious and crafted with an amazing attention to detail. It's unlike anything else in the category."

"Extraordinary Worlds" embraces a visually-driven approach to branding. The dual-screen visual formula created for the campaign is a powerful yet playful way for Seabourn to show how its onboard amenities and on-shore experiences combine to create an unmatched luxury experience. Visual onboard and on-shore examples include a hot stone massage vs. New Zealand's Moeraki Boulders, and champagne delivered by a dedicated sommelier vs. the waters of Skogafoss in Iceland.\*

The "Extraordinary Worlds" campaign will also target an audience of highly affluent travelers, including those who have never cruised before. The integrated campaign will feature video, premiere print, mobile, digital display and social in the world's most prestigious publications, including *Condé Nast Traveler*, *Travel + Leisure*, *The Wall Street Journal* and *The New York Times*, top trade publications, and with social media platforms including Instagram and Facebook.

For more information or reservations on voyages, contact a professional travel advisor, call Seabourn at 1-800-929-9391 or visit [www.seabourn.com](http://www.seabourn.com).

\*Editor's Note: Photos are available upon request.

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### Notes to Editors:

**Seabourn** is consistently ranked among the world's top travel choices by professional critics and the discerning readers of prestigious travel publications such as *Departures*, *Travel + Leisure* and *Condé Nast Traveler*. Its stylish, distinctive cruising vacations are renowned for:

- Intimate ships with no more than 300 suites
- Unique itineraries visiting must-see cities and hidden gems where larger ships cannot follow
- Intuitive, gracious service provided by a staff passionate about pleasing our guests
- Spacious all-suite accommodations with sweeping ocean views - many with verandas
- Gourmet dining experiences as fine as the best restaurants anywhere
- Open bars throughout the ship and fine wines poured with lunch and dinner

Seabourn is a proud member of World's Leading Cruise Lines. The exclusive alliance also includes Carnival Cruise Lines, Holland America Line, Princess Cruises, Cunard Line, Costa Cruises, AIDA, P&O Cruises UK and P&O Cruises Australia. Seabourn is a brand of Carnival Corporation and plc (NYSE/LSE: CCL and NYSE: CUK). It has formed a partnership with United Nations Educational, Scientific and Cultural Organization (UNESCO) to help protect World Heritage, and also supports the Ocean Conservation & Tourism Alliance, dedicated to education and promotion of best practices for protecting the marine environment.