



P&O Cruises' Pacific Explorer has "Something for Everyone" in New Campaign Starring TV Personality Dave Hughes

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P&O Cruises has revealed Pacific Explorer's hottest onboard activities in a new campaign featuring much-loved Australian comedian Dave Hughes.

The popular larrikin appears in a surprising twist at the end of P&O's new television commercial which features cruise holiday-goers sampling the ship's many features.

The commercial gives viewers a glimpse of Pacific Explorer's traditional Neopolitan pizzeria 400 Gradi, signature P&OEdge Adventure Park, stand-out burlesque show Love Riot and the longest and wildest waterslides at sea.

Australian comedian and radio personality Dave Hughes said he was a big fan of cruise holidays after performing stand-up comedy on a P&O cruise ship last year.

"I had a fantastic experience performing on a P&O Comedy Cruise in December and brought my family onboard for the occasion. It was probably the easiest holiday we've ever had," Mr Hughes said

"Family holidays can require a lot of effort and planning but on a cruise holiday the hard work is all done for you. You get to pick the destination then just unpack once and relax. All you need to worry about is what activities and tours you might like to try that day."

P&O Cruises' Vice President of Sales and Marketing Ryan Taibel said the new marketing campaign showed Pacific Explorer's wide range of onboard activities in a fun and fresh way.

"Pacific Explorer is the latest ship in the P&O fleet and the only ship to be homeported in Sydney all year round. We know Australians are interested in booking a cruise holiday on the latest product so we decided to build on that interest with a fun and engaging campaign," Mr Taibel said.

"We wanted to show our audience a sample of Pacific Explorer's 60 onboard activities to show that the ship really does have something for everyone.

"Dave Hughes is a class act who also loves cruise holidays and makes for a humorous finishing touch to the commercial. We're sure he'll get people talking," Mr Taibel said.

P&O Cruises' Pacific Explorer 'Something for Everyone' campaign includes a 30" TVC and 45" cinema spot that will run until October 14, 2017.

A series of 11 15" content pieces will run across digital channels nationwide and on P&O Cruises' owned social media channels.

Pacific Explorer's cruises include a 3-night Food and Wine cruise departing Sydney on November 10, 2017. Fares start from \$399* per person quad share.

For more information visit pocruises.com.au, call 13 24 94 or see a licensed travel agent.

***subject to availability, conditions apply**

Credits:

Creative agency: Bashful

Creative director: Tim Chenery

Production agency: Photoplay

Director: Scott Otto Anderson

Media agency: Mediacom

PR agency: FleishmanHillard

Media information, please contact:

Zoe Finlayson

FleishmanHillard

M: 0434 279 709

E: zoe.finlayson@fleishman.com.au

Lyndsey Gordon

P&O Cruises

M: 0466 170 047

E: lyndsey.gordon@pocruises.com.au