



Top model Franziska Knuppe is the new AIDA brand ambassador for AIDA's Sat.1 weather sponsorship

December 1, 2015

The successful top model Franziska Knuppe inaugurated the cruise ship AIDAluna in 2009. Now she's back on board with Germany's leading cruise line, this time as a testimonial for AIDA's weather sponsorship on Sat.1.

In short prime-time commercials, she will charmingly explain why a vacation with AIDA is the best alternative to the nasty weather in Germany.

The TV commercials will appear starting from December 1, 2015, every day at 8:11 p.m. on Sat.1. In ten different commercials, the top model will inspire viewers to take cruises to AIDA winter destinations such as the Canary Islands, Dubai, Asia, or the Caribbean. She knows these voyages well. Since 2010, she has regularly taken cruises with family and friends on the state-of-the-art ships in AIDA's fleet.

From December 2015 to February 2016, these and more commercials can also be viewed on the AIDA social media sites AIDA Facebook and AIDA YouTube, and at

www.aida.de.

More information and reservations at travel agencies, online at www.aida.de, and with the AIDA Customer Center at +49 (0) 381 / 20 27 07 07.

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