



Carnival Cruise Line Wants You To Choose Fun

January 8, 2018

New Brand Campaign Encourages Vacationers to Experience all the FUN That Waits Aboard a Carnival Cruise

MIAMI, Jan. 8, 2018 /PRNewswire/ -- [Carnival Cruise Line](#) and its newly appointed ad agency of record Anomaly, are launching a new brand campaign called "Choose Fun."

After robust research on Carnival guests, Anomaly discovered that the Carnival brand, guests and crew all share the common belief that fun is a choice and whether on board or ashore, those vacationing with Carnival choose to be their truest self, embrace positivity and have fun with others.

With guests possessing their own definitions of fun, and Carnival offering an array of onboard attractions and experiences, Anomaly, created a campaign to connect the same activities that vacationers enjoy on land with those offered on board on a one-to-one personalized level. Driven by these consumer insights, Choose Fun is designed to attract those who have never cruised, but share the same values and passions.

"As America's Cruise Line, Carnival has always delivered on our brand promise of fun, memorable vacations at a great value," said Carnival's President Christine Duffy. "This new campaign promises to be an irresistible invitation for prospects to rethink their beliefs about cruising and consider Carnival as their next vacation."

The Choose Fun campaign launches with two distinctly different sets of advertising. First, longer-length testimonials depict first-time cruisers who were initially reluctant to set sail but were liberated on a Carnival cruise, making the vacation more fun and memorable for everyone. These testimonials are viewed in unexpected situations such as sliding down a water slide, posing for photos and even conversing with family members under water. The three testimonials include: "[Excursions](#)", "[Stacy Tracy](#)" and "[Insta-worthy](#)".

Additionally, six-second video snippets will be customized to match content on various websites and viewer preferences delivering the ultimate one-to-one marketing. Each pod showcases a fun activity aboard a Carnival ship including biking in the sky on [SkyRide](#), getting a massage at the [Cloud 9 Spa](#), performing at [Lip Sync Battle](#), enjoying the [Punchliner Comedy Club](#) and feasting on burgers by Food Network star and Carnival partner Guy Fieri as well as fun activities ashore.

Added Carnival's Senior Vice President and Chief Marketing Officer Kathy Mayor, "We believe Choose Fun is a bumper sticker Carnival guests would proudly identify with – a rallying cry that inspires those who have never cruised to give it a try. After all, when given a choice between more fun or less fun, who wouldn't choose more fun?"

Choose Fun will come to life in digital display, paid social and modular online videos on platforms such as Amazon Video, Hulu, Roku and Vevo. The new advertising will also air on television in the Atlanta, Houston, Dallas and LA markets during high profile events like the GRAMMY's Red Carpet and NFL Playoff Games.

In these key regional markets, large and disruptive out of home placements will also showcase Carnival's signature bold visual identity and uncommon text-only communications to break through the sea of sameness in the category.

"We couldn't be prouder of this work and new partnership," said Franke Rodriguez, Partner and CEO of Anomaly. "With Choose Fun, Carnival is poised to disrupt the cruise category, launch an innovative go-to-market model, and connect with a new wave of cruisers who share the values of this amazing brand."

About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and Carnival Panorama in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

About Anomaly

Anomaly, recently named Advertising Age's Agency of the Year, was founded in 2004 with the goal of being at the cutting edge of a changed cultural, technological, media and marketing landscape. With seven offices around the globe, the agency boasts a fantastic client roster as well as several internationally awarded joint-ventures and IP projects.

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