

Fred. Olsen Cruise Lines enters into month-long sponsorship of ITV Encore in June 2015

4th June 2015

Fred. Olsen Cruise Lines is sponsoring digital TV channel ITV Encore for the month of June 2015, in a promotional campaign designed to build awareness of the brand and stimulate bookings during this key sales period. This is the first time that Fred. Olsen has worked with the channel.

ITV Encore launched a year ago on digital TV (Sky Channel 123), and shows a mix of repeats of current and classic ITV shows. Its more mature audience is closely aligned with Fred. Olsen's own customer base.

ITV Encore is airing a selection of three different ten-second 'bumper' commercials for Fred. Olsen, appearing at the start and end of every advertisement break daily during June.

The 'bumpers' include footage from Fred. Olsen's recent photo shoots on board its fleet of four smaller, more intimate ships – *Balmoral*, *Braemar*, *Boudicca* and *Black Watch* – and communicate the cruise line's key message of 'Bringing the world *closer to you*', in a visual manner, with a voice-over of 'Unmissable Experiences. ITV Encore is sponsored by Fred. Olsen Cruise Lines'.

In 2016/17, Fred. Olsen will be visiting no fewer than 253 destinations in 84 countries around the globe – more than ever before – from a total of ten convenient, regional UK departure ports: Southampton, Dover, Harwich, Tilbury, Falmouth – a new addition – Liverpool, Newcastle, Rosyth (for Edinburgh), Greenock (for Glasgow) and Belfast.

To view Fred. Olsen's new ITV Encore commercials, [click here](#)

For further information on all Fred. Olsen's cruises and ITV Encore, visit

www.fredolsencruises.com

<http://www.itv.com/encore>

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