

Cunard's record season Down Under

EMBRACING A TRUE AUSSIE FLAIR

To celebrate luxury cruise line Cunard's record season Down Under, we partnered with four iconic Australian brands to give the British brand an Aussie touch.

We leveraged partnerships with R.M. Williams, Akubra, STARWARD Whisky and the Australian Dance Theatre to create PR and social moments.



EVENTS

We hosted a series of press conferences, media calls and events across five states to bring the partnerships to life and drive awareness. From influencer events on board the iconic Queen Elizabeth to a whisky masterclass, the events were key in driving TV, news and social coverage.



FAMILIS

We offered media a once-in-a-lifetime luxury cruising experience on board Cunard's Queen Elizabeth. A first for Australian media, top tier luxury travel journalists were invited to sail as Grill Suites guests, Cunard's highest level of comfort and service.



RESULTS

- **176** pieces of media coverage across news, lifestyle and travel publications
- **42m** earned media reach
- **93%** positive sentiment
- **50%** call to action
- **264** pieces of social coverage
- **5.7m** earned social reach

