



**Media Contacts:**

Katherine Hill

305.539.6127

[katherinehill@rccl.com](mailto:katherinehill@rccl.com)

Stephanie Holder

305.982.2959

[sholder@rccl.com](mailto:sholder@rccl.com)

**Celebrity Cruises Unveils Powerful New Global Campaign with  
"Modern Luxury Lives Here"**

***Distinctive approach to telling brand story reflects Celebrity's unique modern luxury style***

**MIAMI – Jan. 11, 2016** – From the cruise line that brought the world the stunningly designed Solstice Class ships, which introduced a boutique-hotel feel that has evolved into a fully integrated modern luxury experience, comes a new, global brand campaign that acts as a beacon to discerning travelers who love exceptional cuisine, fine wine, luxurious accommodations, and rich destination experiences. Debuting today, [Celebrity Cruises'](#) bold new "Modern Luxury Lives Here" campaign leverages the iconic "X" in the Celebrity logo, and showcases what makes Celebrity truly unique. The fully integrated campaign will be visible across all channels, most noticeably on TV, digital and social media.

The cruise line's new 30- and 60-second TV spots, named "Marco Polo," offer a modern interpretation of the well-known game of call and response from childhood days gone by. The spot transcends the simplicity of the game when Celebrity Cruises staff members beckon like-minded travelers to answer the call of modern luxury. The spot targets those who would appreciate the experience that Celebrity delivers, just as Marco Polo was an explorer of the world who loved to discover and travel the globe. This creative will be complemented by three additional 30-second TV spots, which will debut later this month, and show what makes Celebrity so special. Two of these additional spots will also have a special 15-second version. The campaign marks the first public manifestation of Celebrity's collaboration with its new global creative agency, Venables Bell & Partners (VB&P).

"We are excited about the way 'Modern Luxury Lives Here' shows just how unique Celebrity is, and I love how our crew members and staff appear in our 'Marco Polo' spot," Lutoff-Perlo said. "The entire campaign brings to life, through storytelling and beautiful cinematography, some of our most important values, such as curiosity, discernment and experiences over possessions. No one delivers modern luxury more comprehensively than Celebrity, and this campaign clearly communicates that message."

"This is a recruitment drive," said Paul Venables, Chairman of VB&P. "We are calling out to not just those who cruise but to all modern luxury travelers. The fact is, Celebrity offers a superior modern luxury experience, and we have to break the usual category conventions to serve that up to discerning vacationers."

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## **Celebrity Cruises Unveils New Global Campaign “Modern Luxury Lives Here” 2/2**

Socially, consumers will be invited to share their vacation stories on Facebook, Instagram, Twitter and Pinterest using #celebritycruises. Best-in-class social media experiences will feature engaging and innovative content by way of both paid and organic media as well as static mosaics and carousels on Instagram, promoted tweets on Twitter, and dynamic product ads on Facebook.

The campaign builds on a series of creatively presented hallmarks of a Celebrity vacation including award-winning dining, extraordinary accommodations and service, rich destination experiences, plus more, while traveling to all seven continents in modern luxury style.

### **About Celebrity Cruises:**

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 10 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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