

Press Release



The AIDA Feeling: New AIDA Cruises Marketing Campaign Creates Appetite for Cruises

The cruise company AIDA Cruises is heading into the fall by launching a new marketing campaign.

One of the campaign's key components is an enhanced logo. In future AIDA will focus on its two trademark symbols: the red puckered lips on the ship's bow and the four bright letters AIDA. The noted Rostock painter Feliks Büttner painted the oceans' most popular smile for the first time on the bow of an AIDA ship in 1996. Since then it has become one of the best-known trademarks in the tourism industry. The "club ship" as a logo add-on will be dropped. The new slogan - "Unique. Time after time." - evokes that AIDA feeling and describes what guests perceive after an AIDA cruise - an AIDA vacation is beyond comparison and is addictive in the best sense of the word.

"The campaign emphasizes our claim to offer quality right down to the smallest detail and thus provide our guests with a unique vacation. To this end we have systematically updated our trademarks and our logo. Our objective is to convey that sense of premium quality and individuality that an AIDA cruise offers, especially to new customers," says Robert Styppa, Vice President Marketing at AIDA Cruises.

Michael Samak, CEO of Saatchi & Saatchi Germany and Switzerland, adds: "The new brand strategy and marketing campaign focuses on positive feelings and emotional imagery." This is Saatchi & Saatchi's and market leader AIDA's first joint campaign. Saatchi & Saatchi has been AIDA's lead marketing campaign agency since November 2012.

Effective immediately, the new advertising motifs in nationwide daily newspapers and magazines will create an appetite for cruises on board AIDA ships. From the end of September on, TV commercials can also be viewed on virtually all German channels.

Rostock, September 3, 2013

Publisher:
AIDA Cruises
Am Strande 3d | 18055 Rostock
Tel.: +49 (0) 381 / 444-0
Fax: + 49 (0) 381 / 444-88 88
www.aida.de

Communication:
Hansjörg Kunze
Vice President PR & Communication
Tel.: +49 (0) 381 / 444-80 20
Fax: + 49 (0) 381 / 444-80 25
presse@aida.de