



October 13, 2022

P&O Cruises new TV ad to feature Sam Fender track, his first to feature on a major UK brand advertisement

The fourth and final episode in the P&O Cruises 'memories' advertising campaign will air from October 13, 2022, entitled 'Family and the Fjords'. The ad will feature 'Getting Started' by Sam Fender and is the first time one of his tracks has been used in a major UK advertising campaign.

'Family and the Fjords' will feature a mum recounting her experiences of a multi-generational holiday with her husband, two sons and her parents. It is told through first person snapshots and the moments that make holidays live on in the memory. Production took place in August 2022 with filming taking place on board P&O Cruises newest ship, Iona and on location in Stavanger and Olden, Norway.

This will be the final TV ad in the 'Holidays As Varied As You' series, with previous ads including 'A Night at Sea', 'The Big Kid' and 'Old Friends, New Places'. The campaign was created to demonstrate the collection of small, personal memories that make holidays meaningful and memorable. All four ads cast real life relationships including a married couple, parent and child, and two friends. The cast were involved throughout the production and creative process in order to tell a genuinely authentic and credible story.

P&O Cruises president Paul Ludlow said: "We're delighted that through Sam's music we can tell the story of how a P&O Cruises holiday offers guests exceptional experiences to share with their loved ones. In this particular ad, the family can be seen enjoying once in a lifetime shore experiences set against the stunning fjords landscape - a far cry from the traditional beach and sunbed adverts we have been used to at this time of year.

"At a time when money must work even harder, a P&O Cruises holiday continues to offer excellent value for every member of the family, with accommodation, full board meals, theatre shows, live bands and supervised round-the-clock complimentary children's clubs, all included. Guests can also rest assured that they can pay for everything on board with the Great British pound, making their holiday money go even further."

The ad was created by creative agency Snap, alongside production company Some Such. Media planning and buying was handled by Wavemaker.

The new TV ad can be viewed [here](#)

Stills may be downloaded from [here](#)

For more information or to book call P&O Cruises on 0344 338 8003, visit www.pocruises.com or contact a travel agent.

Ends

About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. The fleet of seven ships each have their own appeal from family friendly or exclusively for adults.

With over 200 destinations worldwide, P&O Cruises Itineraries are carefully curated to inspire discovery, and are varied to suit newcomers and experienced guests alike. With a wide choice of holidays from two days to three months there is something for everyone.

Iona joined the P&O Cruises fleet in May 2021 as the next generation of ship. Iona, the first British cruise ship to be powered by liquefied natural gas, sets a new standard for cruise travel featuring enhancements to already successful brand signature venues from across P&O Cruises existing fleet, as well as many new "firsts" such as the first gin distillery at sea and The 710 Club, with music director Gary Barlow.

Sister ship to Iona, Arvia will join the P&O Cruises fleet in December 2022 as its second LNG-powered, Excel-class ship offering a Caribbean maiden season of fly-cruise holidays from homeport Barbados.

Arvia, meaning "from the seashore," is an innovative and future-focused ship and the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment to offer varied and contemporary holidays. The ship boasts a unique SkyDome with a retractable glass roof and 16 guest decks, and will feature the first Altitude Skywalk high ropes experience, the tropical-themed Altitude Minigolf, the Altitude Splash Valley aquazone, an outdoor Sports Arena, swim-up bar and infinity pool. It will also offer guests several new dining options such as Green & Co feat. Mizuhana, Ocean Studios cinema, extensive shopping, and the Oasis Spa and Health Club.

The company is part of Carnival Corporation & PLC (NYSE/LSE: CCL; NYSE:CUK).

For further press information please contact:

Michele Andjel, michele.andjel@carnivalukgroup.com 07730 732 072

Jenny Michalczuk, jenny.michalczuk@pocruises.com 07881 315 402