



## **P&O Cruises takes top Christmas Day ad spot and reveals sponsorship of Channel 4's Adventures on 4**

December 23, 2021

The next episode in the series of P&O Cruises "moments that matter" advertising campaign will air in the hero spot in Coronation Street on Christmas Day and will then run alongside the company's new sponsorship of Channel 4's 'Adventures on 4' programming strand starting in 2022.

In a brand-first, P&O Cruises sponsorship of Adventures on 4 will begin on January 1, 2022 and run for 12 months. It will include idents and sponsorship of All 4 on demand programming. The deal will see P&O Cruises sponsor some of the channel's most popular programmes including Hunted, Celebrity Hunted for Stand Up To Cancer, Guy Martin programmes and Sue Perkins' Big American Roadtrip.

The new TV ad, featuring a father and daughter on holiday in the Caribbean, is the next instalment of the current brand campaign for P&O Cruises, capturing the collection of small, personal memories that make holidays meaningful and memorable. Each episode in the campaign features real-life hero relationships, so the affection between father and daughter is authentic and heartfelt.

Shot in the Caribbean, 'The Big Kid' features a daughter lovingly recounting a day with her father exploring the island of Barbados and snorkelling with a turtle. It is told through first person snapshots and the moments that make holidays live on in the memory.

P&O Cruises president Paul Ludlow said: "A holiday with P&O Cruises can be the ultimate adventure including a foodie exploration of different cultures or an active and thrilling journey through different countries. This Adventures on 4 sponsorship aligns us with some of the UK's most watched shows and will whet the appetite for adventures at sea as it reaches a new audience for us.

"We are also delighted to see the second ad in this year's campaign which brings to life more holiday moments that matter and encapsulates precious memories."

The ad was created by creative agency SNAP LDN, alongside production company Some Such, and is the second of the series following from the first ad, which saw a couple re-connecting on a night on board a P&O Cruises ship. Following the premiere of the new 40" ad the longer 60" version will be screened in UK cinemas in January. Media planning and buying was handled by Wavemaker. Filming for future episodes in the campaign is underway.

The new TV ad can be viewed here <https://vimeo.com/656587739/ba8faf9bf9>

Stills may be downloaded from here : [http://xfer.freefolk.com/\\_1s4JlnMoxJkdqR](http://xfer.freefolk.com/_1s4JlnMoxJkdqR)

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### **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. P&O Cruises' fleet of premium ships combine genuine service, a sense of occasion and attention to detail.

In May 2021, P&O Cruises launched Iona, its first Excel class ship. The new LNG-powered ship, with 5,200-guest capacity, is the largest ship built to serve the UK market. Iona features enhancements to already successful brand signature venues from the existing fleet, as well as features newly developed for Iona.

P&O Cruises' second LNG-powered Excel class ship Arvia, which is sister ship to Iona, will join the fleet in December 2022. Arvia, meaning 'from the sea shore' is the latest evolution in the P&O Cruises experience, embodying the newest trends in travel, dining and entertainment, and will be the epitome of a sunshine resort sailing year-round to the warmest climates.

The 185,000 tons ship, 345m in length, with 16 guest decks will feature Altitude Skywalk a unique high ropes experience, a swim-up bar and stunning infinity pool, a new restaurant Green & Co featuring Mizuhana serving a plant and fish-led menu, Ocean Studios cinema, 1,300sqm of shopping and the Oasis Spa and Health Club.

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.

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

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