

TUI CRUISES ‘Mein Schiff 2’ naming ceremony – Setting course for discovery

Task

TUI Cruises added the new ship Mein Schiff 2 to its fleet in February 2019. An emotional event concept with a special motto that effectively showcased the cruise ship company’s brand values was to be developed for the naming ceremony. In addition to the live experience for the 2,800 guests on board, relevant content had to be delivered via the social media to the Mein Schiff online community.

Idea

A naming ceremony with a difference! The naming event was incorporated into the brand story as a journey of discovery that allowed people to experience the brand's unique character.

TUI Cruises is opening up new horizons in the cruise ship industry, and it is continuously expanding its fleet to provide a growing community of guests with insights into foreign cultures. The new build, Mein Schiff 2, is the next step in TUI Cruises’ successful journey: a new ship, new guests, and an invitation to guests and the online community to explore new horizons at a naming ceremony with the motto of ‘Setting course for discovery’. The ship naming event was the spectacular highlight of a special cruise that culminated in this big moment.

Implementation

Location. Lisbon is a city famous for great explorers who set out from there to discover the New World. The Ponte 25 de Abril suspension bridge, one of Lisbon’s notable landmarks, and the River Targus, added symbolic significance to the event and provided a unique and unforgettable backdrop.

Show. The specially developed naming ceremony show featured explorers from throughout the ages in a spectacular mix of dance, music and acrobatics incorporated into five acts, each representing one of the discovered continents. A mast fitted with LED lights, installed on the pool deck, transformed the modern cruise liner into a sailing boat.

Cruise. Cruise guests were treated to daily surprises with different mottos from the world of explorers. All the activities and excursions, the entertainment programme and the menus reflected the new horizons that guests discovered each day. A 10-strong team of bloggers, influencers and explorers were on board to entertain the online community with their posts and insights. The naming ceremony was also live streamed on Facebook for online viewers.

Result

The ship’s naming ceremony and maiden voyage were a complete success. The 12-day cruise was symbolic of the spirit of adventure and exploring new horizons. Both the cruise and the naming ceremony location effectively communicated the TUI Cruises brand values as part of an engaging guiding theme. In fact, the ‘Setting course for discovery’ theme featured throughout the entire cruise, much to the delight of the guests.

Relevant content was delivered to the Mein Schiff community across all channels, with the Facebook posts getting 945,600 views and a click through rate of approx. 10% (80,458). 60,000 fans followed the live stream. Cooperations with influencers and bloggers generated 434 posts in other social networks and the 169 print/online/TV contributions reached 38 million readers and viewers.

Christening voyage 3.2. – 15.2.2019

The new Mein Schiff 2 sailed from Bremerhaven to sunnier climes on 3 February 2019 on a 12-day christening cruise with the motto of 'Setting course for discovery'. After calling in to port at La Coruna/Spain and Leixoes/Portugal, she spent three days in Lisbon before heading to Las Palmas/Gran Canaria via Cadiz/Spain and Arrecife/Lanzarote. This cruise was the first-ever combination of maiden voyage and christening voyage. Another unique aspect was the presence of the 'Setting course for discovery' theme throughout the entire journey. The guests had the opportunity to 'discover the world', celebrating continents and cultures during their travels.



Abb.: Route

The naming ceremony location

Following in the footsteps of famous explorers: the 12-day voyage with naming ceremony in Lisbon, city of explorers, was symbolic of adventurous spirit and optimism. The naming ceremony location, with the famous Ponte 25 de Arbil bridge as its inspiring 'leitmotif', communicated curiosity to experience new things, a spirit of discovery and the courage to take new paths. It was also the very first ship naming ceremony to be held in front of this monumental piece of architecture!

Daily discoveries – a unique cruise agenda

Reflecting the fact that all the great explorers set out on their journeys of discovery from Lisbon, the most notable of them were featured in the show programme and the naming ceremony.

Portuguese explorer Ferdinand Magellan hosted the journey of discovery, inviting the cruise ship travellers to explore new horizons. During the voyage guests enjoyed a daily explorer-themed agenda that was full of surprises, such as Vasco da Gama presenting India. Different explorers could be found on different days in the 'Explorer Lounge', which had been set up in the TUI Bar. The restaurants served gourmet menus from the 'New World' and the excursions reflected the daily explorer theme.

Agenda

- 3.2.2019 | Day 1: Exploring Mein Schiff 2
- 4.2.2019 | Day 2: Christopher Columbus: Discovering America
- 5.2.2019 | Day 3: Vasco da Gama: The Fragrance of Curry
- 6.2.2019 | Day 4: Eric the Red: Following in the footsteps of the Norsemen (La Coruna excursion)
- 7.2.2019 | Day 5: James Cook: Great Britain meets Oceania (Leixoes excursion)
- 8.2.2019 | Day 6: Roald Amundsen: Arctic Beauty (Lisbon excursion)
- 9.2.2019 | Day 7: Ferdinand Magellan: In the City of Explorers - NAMING CEREMONY (Lisbon excursion)
- 10.2.2019 | Day 8: Ferdinand Magellan: Around the World (Lisbon excursion)
- 11.2.2019 | Day 9: Sir Francis Drake: Africa Adventure
- 12.2.2019 | Day 10: Alexander von Humboldt: A Caribbean Dream (Cadiz excursion)
- 13.2.2019 | Day 11: Amerigo Vespucci: Samba, Samba All Night Long
- 14.2.2019 | Day 12: Marco Polo: In the Middle Kingdom (Arrecife excursion)
- 15.2.2019 | Day 13: Disembarkation day