

TUI Cruises Naming Ceremony for “Mein Schiff 1”

INITIAL SITUATION

The new edition “Mein Schiff 1” represents a genuine upgrade of the first and longest-serving ship in Hamburg-based cruise line TUI Cruises’ fleet. This new addition to the fleet boasts new and modern design standards that set it apart from its predecessor, with a special focus on sport and wellness.

TASK

To organise a naming ceremony marking the entry to the fleet of the 2018 generation cruise ship. The event was to be an incomparable and unforgettable experience for the 2500 guests on board, the 500 TUI Cruises employees and the media. The two core tasks were to create a one-of-a-kind PR image and to stage a top-class show to accompany the naming ceremony.

IDEA

The new “Mein Schiff 1” represents a new generation of ships at TUI Cruises. More space, more comfort, more sports is the motto of the majestic new number 1, which offers premium comfort and much more to passengers.

We took this aspiration to excellence as the basis for the development of our central idea. Instead of a christening, we decided to stage a coronation because this cruise liner deserves more.

We crowned the flagship as the "new number one".

The crown atop the ocean giant looked absolutely resplendent against an impressive backdrop – creating a unique PR image of the cruise liner that was circulated around the globe.

We turned a traditional ceremony with established rituals and processes into a unique, high-reach and premium-class naming event.

By shifting the ceremonial emphasis from christening to coronation!

IMPLEMENTATION

Premium location

To make our coronation idea work we needed an innovative location. And we found it in Europe’s largest transhipment point, the HHLA Container Terminal at Burchardkai. It’s both a spectacular industrial backdrop and it represents the essence of Hamburg. No cruise ship has ever been named here before. The crane jibs provide the perfect framework for a one-of-a-kind show and the gantry crane ensemble effectively sets the scene for the giant cruise ship.

Premium entertainment

The mesmerising, acrobatic and expressive on-board diving show with dance compositions spirited the audience away into a mystical water world. LEDs over the 25-metre-long pool deck transformed it into a virtual ocean cosmos with premium show acts.

Giant crane jibs over the deck became the showcase for breathtakingly spectacular aerial acts at dizzying heights. The aerial acrobatics performance by the "Sky Angels" duo ended in the presentation of a golden sceptre to the ships "godmothers".

Perfect match

The international number one team in beach volleyball, Kira Walkenhorst and Laura Ludwig, named the new number 1 sport and wellness ship. After the traditional speech the two Olympic gold medal winners pressed a button on the sceptre to release a fountain of sparks and the mechanism that swung the Champagne bottle on to the ship's hull – marking the climax of the ceremony.

Coronation

The new “My Schiff 1” was crowned by a fascinating combination of light effects and fireworks display. The fan-like arrangement of the crane jibs, generously dimensioned light projections and pyrotechnics formed a majestic crown above the ship. Further light effects and pyrotechnics turned the surface of the river Elbe into a shimmering, incandescent carpet of light encasing the ship. A crown of fireworks and laser beams formed the grand finale.

It was a monumental image and an unforgettable moment for guests on board and the TUI Cruises staff watching from their informal get-together with a first-class view on the opposite riverbank.

IMPACT / SUCCESS

It was a crowning achievement: a ceremony just as ambitious and spectacular as the main protagonist.

The unique image of the light and fireworks crown went viral generating maximum publicity.

Perfect timing ensured that the ceremony taking place on the outskirts of the world’s biggest port festival generated maximum attention. Hundreds of thousands of visitors to the port anniversary event were able to watch the extravaganza from the land and from the water.

The Facebook livestream had 103,795 views, 680 shares and more than 3,679 comments, generating additional social buzz and allowing the online community to watch the inspiring coronation event unfold.

Wybcke Meier, CEO TUI Cruises: “This premium event gave our flagship the crown it deserves – a powerful and highly memorable symbol - and the perfect start for our new number one.”