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N2O SETS SAIL WITH P&O CRUISES EXPERIENTIAL ACCOUNT WIN

Multi-award-winning creative brand experience agency N2O has won a five-way pitch to be announced as the rostered experiential agency for P&O Cruises in 2024.

The agency will bring to life the brand's tagline, *Holiday Like Never Before*, through a series of immersive experiences from this month, focused on brand awareness and lead generation.

Speaking of the appointment, Clare James, Chief Operating Officer at N2O, said: "We're delighted to be chosen by P&O Cruises to deliver its brand experiences, and we've got some really exciting things coming up to broaden the horizons of UK holidaymakers, taking them on a journey to show the experiences that can be found on a P&O Cruises holiday."

Carnival UK & P&O Cruises President Paul Ludlow said: "Our new marketing strategy, *Holiday Like Never Before*, aims to drive awareness and consideration with guests who may have thought that cruising wasn't for them. Our pop-up stands in two of the UK's busiest retail destinations during the peak holiday booking period will support agents by helping potential guests to understand the exceptional value and varied experiences offered by a P&O Cruises holiday."

At the end of January, the '*maiden voyage*' pop-up experience from N2O will see consumers invited into a specially-created sensory lounge, sipping artisanal beverages, as the scent of the various destinations surrounds them – all to give the P&O Cruises onboard experience in an out-of-home setting. The experience starts on 27th January at Bluewater, where it runs for two weeks, before heading to Westfield on 19th February for two weeks.

ENDS

We win fans for brands wherever they are through creative brand experiences that engage the right consumers at the right time – at home, in-store, out-of-home or online.

We apply 20+ years of marketing experience to successfully deliver our clients' requirements across sectors including FMCG, health and beauty, luxury goods, retail, automotive and technology.

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