

CLIENT Holland America Line

PROJECT Direct mail

OBJECTIVE

Generate bookings for exclusive around-the-world cruise.

STRATEGY

Send personal letter from the ship's captain via the Netherlands.

BACKGROUND

Holland America's World Cruise is its longest and most expensive, with fares as much as \$100,000 per couple for the 99-day passage.

Because the cruise caters to an elite audience of experienced cruisers, this mailing focuses more on exclusivity than on destinations.

PROJECT OVERVIEW

This package centers around a letter from the Captain of the ss Rotterdam, who positions the cruise as an exclusive event not to be missed. The letter, with the RSVP piece, captures the grandeur of the world cruise experience.

To assure that customers noticed the envelope, the mailing was sent from the Netherlands, an excellent tie-in to the company's Dutch tradition. The international look, plus the foreign postage stamp, added enough intrigue to make this an extremely successful package despite the high cost of international postage.



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See below for larger views of this mailing.

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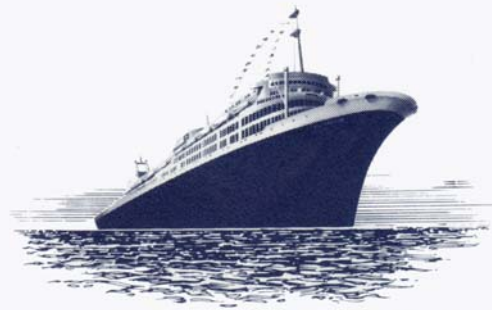
Envelope



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Letter / front



s. s. ROTTERDAM

CAPTAIN C. MENKE
MASTER

Mr. Frederick Williamson
80 Address Way
Stamford, CT 06902
USA

Dear Mr. Williamson:

As captain of Holland America Line's *ss Rotterdam*, I am pleased to inform you that you have been selected to receive this invitation to one of the most significant and noteworthy world-class events in many years.

I send you this letter from the Netherlands, Mr. Williamson, as arrangements are now being completed for what I know will be one of the grandest cruises ever to sail ... the Holland America Line World Cruise aboard the famed *ss Rotterdam* next January.

You have been contacted because I believe a discriminating traveler such as yourself will wish to act as early as possible to reserve passage on this extraordinary cruise.

A complimentary World Cruise information package that describes this 99-day historic voyage in complete detail has been reserved in your name. Please RSVP the World Cruise Office at our Seattle headquarters so that we may make arrangements to forward it to you.

As the passenger roster is being updated, I note that many prominent experts in the arts and sciences plan to be on board to share their insights on regional history, art, and culture as we explore the world together in exquisite luxury.

In addition, special World Cruise tours are now being arranged to provide unparalleled access to events and meetings with eminent leaders not generally available to passengers on shorter cruises. Indeed, this will be an event destined to be forever remembered and cherished by those fortunate enough to secure a place on board.

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Letter / back

If I may be frank, this is not a voyage that is suitable for all. As a privileged gathering for distinguished travelers, our World Cruise is best enjoyed by those with a refined taste and sophisticated appreciation for the truly rare and exceptional.

And exceptional it shall be! No other ship ever to sail so suits world-class cruising as the legendary *ss Rotterdam*. Chandeliered ballrooms, priceless antiques, and rich murals all await your pleasure. As her captain, I know firsthand how her fabled splendor and time-honored tradition of matchless luxury never fails to enchant those who come aboard.

We shall sail the Seven Seas together ... circumnavigating the globe in 99 days. Calling at 25 ports on six continents, you shall be enriched, delighted, and amazed whether in port or at sea.

This is the consummate cruise experience that's unrivaled by any other – for these are the voyages that weave the legacy of Holland America Line and truly embody the Tradition of Excellence we hold, where service transcends perfection and where your every whim and desire is anticipated.

Please take the first step to assuring your passage by requesting the special briefing information we are now holding for you. It includes all the details and particulars of this exceptional opportunity.

I shall be at sea over the next few weeks, but I hope that upon my return I will learn that our World Cruise Office in Seattle has heard from you.

As I close, Mr. Williamson, allow me to once again assure you that this is a voyage which will exemplify Grand Cruising at its best. And I shall look forward to greeting you as you step aboard the *ss Rotterdam* this January. For now I remain,

Very truly yours,



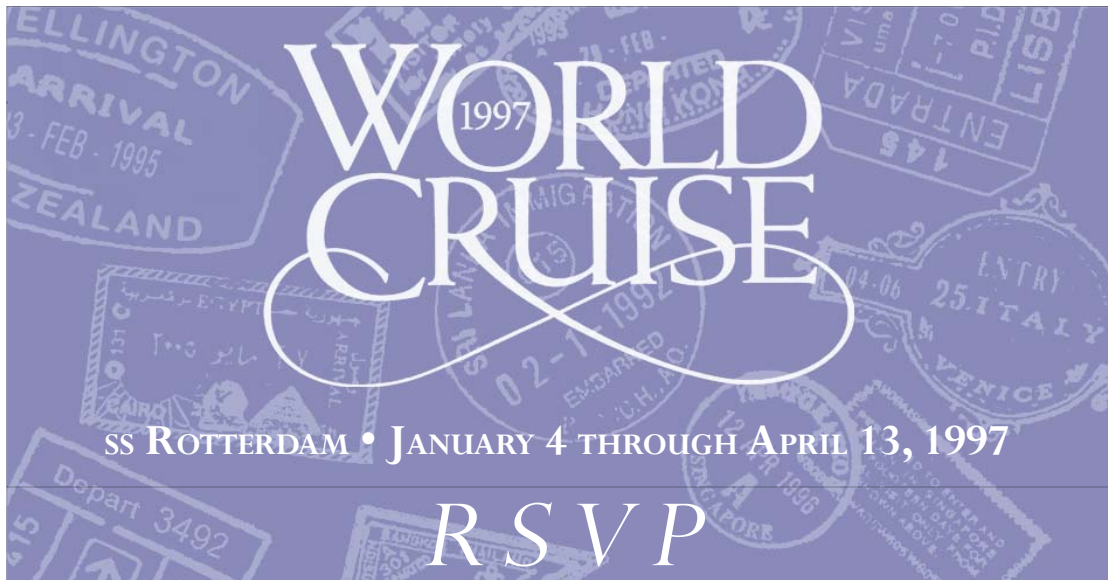
Captain C. Menke
Master, *ss Rotterdam*

P.S. Be advised that choice staterooms are always in high demand. Should you have a specific request, I suggest you contact us without delay.

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RSVP cover



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PROJECT Direct mail

RSVP inside

A LEGENDARY JOURNEY AWAITS FOR THE FORTUNATE FEW...



Extraordinary. Unforgettable. Inspirational. Each day brings something new from beyond the horizon. Fascinating cultures. Stimulating discussions. New friends. And all best enjoyed in the refined ambiance of timeless luxury and splendor on our gracious flagship, the *ss Rotterdam*. Please join us for an exceptional world-class special event – the 99-day Holland America World Cruise. To reserve your preferred stateroom, please RSVP without delay.

To: Holland America Line
World Cruise Office

From: Mr. Frederick Williamson
80 Address Way
Stamford, CT 06902 USA

Please make any necessary changes to the information above and mail this RSVP to the address below. Or, if you prefer, forward this RSVP to your travel agent.

Holland America Line
World Cruise Office
P.O. Box 0000
Seattle, WA 98124

YES, please send me a full briefing on the upcoming Holland America Line World Cruise with all the details I will need to book my passage.

I regret that I will be unable to join the World Cruise, but may consider one or both of these Holland America Line Grand Cruises later in the year:

GRAND MEDITERRANEAN CRUISE (56 days)
March 12 through May 17, 1997

GRAND ASIA AND AUSTRALIA CRUISE (65 days)
September 19 through November 23, 1997

 Holland America Line

RSVP