

► **PORTFOLIO**
Richard Bloch

Client:
Holland America Line

Media:
Direct mail

Objective:
Generate bookings for exclusive around-the-world cruise

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

Not only must a prospect be affluent enough to pay the fare, they must also have the time to cruise for more than 3 months.

A package concept was tested that highlighted the exclusivity of the cruises and treated the cruise more as an "event" than as a vacation.

To be sure the mailing received attention, it was printed in the United States, shipped to the Netherlands (to tie in with Holland America Line's Dutch tradition) and mailed back into the U.S. via airmail.

This unique mailbox presentation – an airmail envelope with a Netherlands stamp received the attention it deserved. After all, even the most jaded person pays extra attention to international mail.



COPY

(Letter)

Dear (Name):

As captain of Holland America Line's s.s. Rotterdam, I am pleased to inform you that you have been selected to receive a most intriguing and exciting invitation for a significant world-class event.

I send you this letter from the Netherlands, Mr. Koncevich, as arrangements are being completed for what may be one of the grandest of cruises ever to sail...Holland America Line's World Cruise aboard the famed s.s. Rotterdam this January.

You have been contacted because I do believe a discriminating traveler such as yourself will wish to act to assure your passage on this distinguished cruise...

A complimentary World Cruise brochure – describing this historic voyage – has been reserved in your

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name. RSVP the World Cruise Office at our Seattle headquarters so that we may make arrangements to forward it to you.

As captain of the ship, I feel a special responsibility to assure all stands ready to serve a roster of the most notable and prominent of travelers. For example, on the Panama Canal segment of the cruise, you will sail with esteemed individuals such as Fortune Magazine Managing Editor Marshall Loeb and CNN correspondent Peter Arnett during our onboard State of the World Global Conference.

A journey such as this one – which promises to be such a premier event – is not often repeated. In fact, not since 1987 has Holland America Line or the Rotterdam staff had the pleasure of hosting a World Cruise. Indeed, it is destined to be forever remembered and cherished by those fortunate enough to secure a place on board.

If I may be frank, this is not a voyage suitable for all. Be advised this will be a privileged gathering for the most eminent and distinguished of travelers. It is appropriate only for those who possess the 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, rich murals...all await your pleasure. As her captain, I know 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, unrivaled by any other – for these are the voyages that weave the legacy of Holland America Line and embody the Tradition of Excellence we hold. It is a Tradition where service transcends perfection and where your every whim and desire is anticipated.

Please take the first step toward assuring your passage by sending for the materials we are holding for you.

The complimentary information you will receive contains all of the details and particulars of this most exceptional of travel opportunities.

I shall be at sea over the next few weeks, but I hope I can count on you to forward your RSVP and consider joining us.

As I close, Mr. Koncevich, allow me to once again assure you that this is a voyage which will exemplify Grand Cruising at its best. I am sure you will not wish to miss a privileged gathering such as this one.

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I shall look forward to greeting you as you step aboard the ss Rotterdam for its next World Cruise. I remain,

Very truly yours,

Captain C. Menke
Master, S.s. Rotterdam

P.S. Because a World Cruise is such a rare event, I expect that choice staterooms will be in high demand. Should you wish to consider my invitation, I suggest that you send for these materials without delay.