



Fred. Olsen Cruise Lines

# BLACK FRIDAY 2024 TOOLKIT

EMBARGO UNTIL 21<sup>ST</sup> NOVEMBER 2024

# CONTENTS

## KEY INFORMATION

Key Info	4
Terms and Conditions	5
Included Sailings	6 - 9

## MARKETING MATERIALS

Copy	11
Assets and Imagery	12
The Olsen Way Promise	13



# KEY INFORMATION



## KEY OFFER DETAILS AND DATES

---

### THE DETAILS

<b>Embargo</b>	All activity and information contained within this document is under <b>embargo until 21<sup>st</sup> November 2024.</b>
<b>Campaign dates</b>	Thursday 21 <sup>st</sup> November – Monday 2 <sup>nd</sup> December 2024
<b>The offer</b>	SAVE up to £300 per person on a fantastic selection of 2024 & 2025 sailings Plus, additional savings on selected Suites and Single Cabins on selected sailings
<b>The sailings</b>	Included sailings and savings can be found on pages 6 – 9

## OFFER TERMS & CONDITIONS





---

These Terms and Conditions are in addition to Fred. Olsen Cruise Lines' (FOCL) standard Terms and Conditions which are available online and on request. Both must be read before booking. All offers may be withdrawn or amended at any time without prior notice, cannot be combined, are subject to availability and cannot be applied retrospectively.

Black Friday savings on selected 2024 & 2025 cruises: offer applicable on selected December 2024 to June 2025 sailings, for new bookings made from 21/11/24 to 02/12/24, inclusive. The Black Friday savings vary per cruise, with savings from £100 per person up to £300 per person, based on up to two guests per cabin. The prices shown include the Black Friday savings discount and are based on Saver Fare terms & conditions. Black Friday offers may be withdrawn or amended at any time without prior notice, cannot be combined, are subject to availability and cannot be applied retrospectively. Bookings made via Tour Operators are excluded from all promotional offers.

E&OE.





## SAVING £300PP

Cruise	Code					Prices from
Christmas Lights and Northern Lights	L2437	22 <sup>nd</sup> Dec 2024	14	Southampton	<i>Balmoral</i>	£1,499pp <sup>^</sup>
Discovering Spain and North Africa	L2501	5 <sup>th</sup> Jan 2025	13	Southampton	<i>Balmoral</i>	£899pp <sup>^</sup>
In Search of the Northern Lights	L2503A	18 <sup>th</sup> Jan 2025	15	Southampton	<i>Balmoral</i>	£999pp <sup>^*</sup>
In Search of the Northern Lights	S2502	1 <sup>st</sup> Feb 2025	14	Portsmouth	<i>Borealis</i>	£999pp <sup>^*</sup>
Rainforests and Ruins of Central America	L2504A	15 <sup>th</sup> Feb 2025	45	Southampton	<i>Balmoral</i>	£2,999pp <sup>^*</sup>
Sunkissed Islands of the Canaries and Caribbean	L2504AL1	15 <sup>th</sup> Feb 2025	22	Southampton	<i>Balmoral</i>	£1,599pp <sup>^*</sup>
Easter Escape to Portugal's Unspoilt Islands	L2505	10 <sup>th</sup> Apr 2025	14	Southampton	<i>Balmoral</i>	£1,399pp
Glaciers, Geysers & Waterfalls of Iceland	T2513	13 <sup>th</sup> Jun 2025	10	Liverpool	<i>Bolette</i>	£1,199pp <sup>^</sup>

## SAVING £200PP





Cruise	Code					Prices from
Canaries & Carnivals	S2504	27 <sup>th</sup> Feb 2025	14	Portsmouth	<i>Borealis</i>	£1,099pp <sup>^</sup>
Springtime Norwegian Fjords & the Faroes	T2507	24 <sup>th</sup> Apr 2025	8	Liverpool	<i>Bolette</i>	£999pp <sup>^</sup>
The South Coast of Britain in Five Nights	L2507	1 <sup>st</sup> May 2025	5	Southampton	<i>Balmoral</i>	£549pp
Dutch Waterways & Works of Art	S2511	2 <sup>nd</sup> May 2025	5	Newcastle	<i>Borealis</i>	£499pp <sup>^*</sup>
Scenic Scottish Isles in Five Nights	T2508	2 <sup>nd</sup> May 2025	5	Liverpool	<i>Bolette</i>	£549pp <sup>^</sup>
Exploring Iceland in Eight Nights	S2513	14 <sup>th</sup> May 2025	8	Newcastle	<i>Borealis</i>	£999pp <sup>^</sup>

## SAVING £150PP

Cruise	Code					Prices from
Festive Spanish Break	T2428	12 <sup>th</sup> Dec 2024	9	Liverpool	<i>Bolette</i>	£599pp <sup>^*</sup>
Two-night Mini Cruise	T2501	4 <sup>th</sup> Jan 2025	2	Liverpool	<i>Bolette</i>	£149pp <sup>^*</sup> Based on Ocean View
Two-night Mini Cruise	T2506	22 <sup>nd</sup> Apr 2025	2	Southampton	<i>Bolette</i>	£149pp <sup>^*</sup> Based on Ocean View



## SAVING £100PP

Cruise	Code					Prices from
In Search of the Northern Lights	S2427	7 <sup>th</sup> Dec 2024	14	Portsmouth	<i>Borealis</i>	£799pp <sup>^*</sup> Based on IS
European River Cities & Christmas Markets	L2436	16 <sup>th</sup> Dec 2024	6	Southampton	<i>Balmoral</i>	£499pp

# MARKETING MATERIALS

CREATIVE, COPY & IMAGERY

Fred.Olsen Cruise Lines

# BLACKFRIDAY

CHRISTMAS MARKETS • CARIBBEAN • CANARIES • CENTRAL AMERICA  
NORTHERN LIGHTS • ICELAND • NORWAY • UK • SPAIN

**SAVE** up to **£300pp**  
on a fantastic selection of sailings

OFFER  
ENDS  
Monday 2<sup>nd</sup>  
December

## USEFUL COPY

---

 PERFECT FOR: SOCIAL MEDIA AND EMAIL

SAVE up to £300 per person on a fantastic selection of 2024 & 2025 sailings

With Fred. Olsen Cruise Lines' Black Friday offer, available from 21<sup>st</sup> November to 2<sup>nd</sup> December, you can make great savings on a choice of tempting sailings departing this year or next on board their fleet of smaller ships.

From a magical Christmas cruise in search of the Northern Lights, to an unforgettable journey to the wildlife-rich rainforests and Mayan monuments of Central America, or perhaps a shorter escape to the scenic Scottish Isles, there's lots to capture your imagination.

# ASSETS & IMAGES

You can find a variety of assets here which can be used in activity set to go live from 21<sup>st</sup> November.

These assets can be used to help with promotions for these offers. We've included a range of different creatives which you can use across social media, websites, email and print.

Assets



# OUR PROMISE TO OUR GUESTS

---



We know that trying a new cruise line can sometimes feel a little risky for guests, especially if they have enjoyed sailing with others. We are so confident they will enjoy the way we cruise, that we make them a promise. If after a couple of days on board, they find that it is not right for them, we will fly them home at our expense from the next available port and their cruise fare will be refunded in full.

**Terms & conditions:** The Olsen Way Promise excludes Party Nights and cruises for 4 or less nights. The promise only applies to bookings made for departures more than 12 weeks ahead. The Olsen Way Promise only applies to Passengers who have contracted with FOCL and excludes cruises on vessels operated by FOCL but booked through third Party operators. Should you wish to invoke the Olsen Way Promise, you will need to inform Guest Relations within 48 hours of the Vessel's departure from the original port of embarkation at the latest. FOCL will arrange and pay for a flight and/or transport back to the UK. FOCL will refund the cruise cost only but will not refund other costs.

# WE ARE HERE TO HELP

---

## OUR TRAVEL AGENT CENTRE

**Our Travel Agent Centre (TAC) provides a central hub full of information to help you sell Fred. Olsen Cruise Lines. From online bookings and information on the latest campaigns, through to training resources, you'll find everything you need in one place.**

### CAMPAIGNS

To help you to keep up to date, you can find the information on our latest promotions and offers in our Campaigns section – so you can find the best deals for your customers.

### MARKETING SUPPORT

Within the Marketing support area of our TAC, you can find everything you need for your own marketing – from our image and video library through to point of sale resources to order.

### TRAINING

Within our training section, you'll find all you need to equip yourself with the knowledge you need on our brand, ships and itineraries – plus there is information on opportunities to get on board with our scheduled Ship Visits.

### ARTWORK BUILDER

Our handy online Artwork Builder has been designed to help you create your own Fred. Olsen campaigns in just a few simple clicks. Here you can produce posters, maps and social media assets for your promotions with ease.

### TRADE MARKETING

---

Our Trade Marketing Team are here to help you with tools and support including copy, imagery, video and social media assets.

Get in touch:  
[trade.marketing@fredolsen.co.uk](mailto:trade.marketing@fredolsen.co.uk)

### SALES TEAM

---

Our Account Managers and Sales Support team are here to help you to promote and sell our cruises.

Call us on: **01473 746164**

[cruise.sales@fredolsen.co.uk](mailto:cruise.sales@fredolsen.co.uk)

Register & access our TAC [here](#)

