

M. Silver Associates / Queen Mary 2 - The Making of a Legend

Challenge

Based on years of experience in launching high-profile travel products, M. Silver Associates was selected by Cunard Line to launch its \$800 million Queen Mary 2 ocean liner in 2004. The objective of the agency's campaign was to create the highest possible profile for the ship, while also restoring Cunard's once famed reputation.

Strategy and Action

MSA produced a campaign inundated with high-profile activities including product and event tie-ins, publicity, promotions and special events. M. Silver secured large feature editorials, cover stories and photo spreads and negotiated a schedule of exclusive national broadcast features for the christening and launch. MSA also secured Katie Couric's NCCRA star-studded and charity event aboard the QM2 in NYC. Overall, M. Silver Associates showcased the vessel to more than 400 media worldwide.

Results

The launch of Queen Mary 2 was considered by many to be one of the biggest "good news" stories of 2004. From international coverage to star-studded ship events, MSA helped achieve global publicity for QM2. Noteworthy results included multiple live broadcasts of *The Today Show* (NBC); *Good Morning America* (ABC); *The Early Show* (CBS); and *Entertainment Tonight*. Broadcast coverage of QM2 for the Fort Lauderdale, Florida and the New York City arrivals included 2904 hits resulting in nearly **250 million impressions** across the country which led to a sold-out first season and provided a major boost to the entire cruising industry. Several Wall Street analysts referred to it as "The QM2 Effect."

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