

# THE PACIFIC *awaits*

## CAMPAIGN TOOLKIT

Use this Toolkit for quick access to promotion details and support resources like flyers, digital assets and social media content to help book your clients.

### THE PACIFIC *awaits*

#### AT A GLANCE

<b>Promotional Period</b>	1 August - 14 September 2017
<b>Applicable Ships</b>	All Australia, New Zealand, South Pacific, Trans-Pacific, Asia Repositioning, Asia and Caribbean voyages departing after August 1, 2017.
<b>Combinable With</b>	Crown & Anchor discounts and Next Cruise offers. Individual and non-contracted group bookings (group to book at prevailing rate).



#### TRADE FLYERS

Excite your clients with a taste of our summer cruise savings and itineraries on offer.



#### DIGITAL ASSETS

Bring the blissful blues of the South Pacific to your website or straight to your client's inbox with our collection of digital assets. These assets are designed for use on web-pages and in email campaigns.



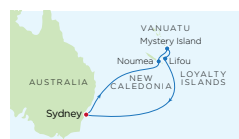
#### SOCIAL MEDIA TOOLS

Want to stand out in your client's News Feed? Nothing beats an alluring destination image or video to kick-start the holiday dreaming. Here's a collection of content and suggested post copy to help you share Royal Caribbean's cruise offers.

#### A0 POSTER



#### MAPS FOR LOCAL SAILINGS



#### DECK PLANS



#### LOGOS



Please visit [Cruising Power](#) for promotional updates or contact your District Sales Manager for further support.

Note: Any co-branded advertising or marketing material created using Royal Caribbean assets must be submitted to your District Sales Manager or Key Accounts Manager for approval before use.