

## **The Nation of Why Not launched by Royal Caribbean**

*By Royal Caribbean*

*Dated: Jun 26, 2009*

*With the launch of the new brand concept - Nation of Why Not, the statement from Royal Caribbean is 'anything is possible'. The new brand poses questions such as why not climb mountains at sea, ice-skate on the Equator or sunbathe past glaciers?*

Described as a floating nation where you are free to do whatever you want, Royal Caribbean (<http://www.royalcaribbean.co.uk/>) has pushed the boundaries of imagination and innovation with this latest campaign. The campaign is launched with TV, press, direct mail and email and will promote the release of the new 2010/11 Europe and The Med, Worldwide and Winter Sun brochures.

With the announcement of Independence of the Seas to be based year-round from the UK – sailing directly from Southampton to the Mediterranean, plus the arrival of Oasis of the Seas sailing the Caribbean in December 2009 and her sister ship Allure of the Seas in 2010, there is certainly a lot to talk about.

Jo Briody, Head of Marketing – UK & Ireland, stated “In 2009/10, we have a lot of incredible things happening at Royal Caribbean. The arrival of Oasis of the Seas will take cruising to a whole new level and this new brand really encompasses this message. Anything and everything is possible. We want people to experience things that they wouldn't normally consider doing such as climbing a rockwall at sea or trying an onboard surf park or even just relaxing at the spa. They are free to do as little or as much as they choose”.

Royal Caribbean is one of the leading cruise companies in the UK and is renowned for having the largest and most innovative ships out there. With over 250 destinations around the world and amazing onboard innovations people can be guaranteed to experience a cruise holiday like no other.

Category	Travel, Family, Lifestyle
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