



Carnival Cruise Line Appoints Anomaly As Agency of Record

September 20, 2017

MIAMI (September 20, 2017) — Carnival Cruise Line has appointed New York-based Anomaly as its strategic and creative agency of record. Anomaly was awarded the business following a competitive national search.

Anomaly will develop and bring to market an integrated marketing plan and communications strategy designed to continue to take brand awareness to new heights, drive category distinction, and inspire brand love for Carnival Cruise Line in the United States.

"During the review process, we were looking for a digital-first agency that could create breakthrough creative work and inspire our loyal fan base to be a part of the marketing journey in a very competitive marketplace while staying true to the brand values that have made Carnival America's Cruise Line," said Kathy Mayor, senior vice president and chief marketing officer for Carnival Cruise Line. "Anomaly demonstrated a strong understanding of our brand and a new way of thinking for the category. We believe the agency is well qualified to bring big, bold ideas that swing for the fences and help us convey the essence of the Carnival Cruise Line brand to both our current guests and cruise rookies."

"This is a really great opportunity for us," said Franke Rodriguez, partner and CEO of Anomaly. "A fun brand, a clear business challenge, an ambitious client and an inspiring brief; the perfect combination. We really got a chance to flex both left-brain and right-brain thinking in order to develop a data-driven creative platform for Carnival that feels fresh and new while maintaining what's made the brand so strong, historically."

Carnival Cruise Line is the largest brand in the Carnival Corporation portfolio and has 25 ships designed to deliver fun and memorable vacation experiences at a great value. It is one of the largest cruise brands in the world carrying five million guests a year and catering to a wide consumer demographic, appealing to families, couples, singles and seniors. Carnival sails more children and military personnel than any other cruise line. In spring 2018, the 133,500-ton Carnival Horizon will debut as the 26th ship in the fleet.

Anomaly, recently named Advertising Age's Agency of the Year, was founded in 2004 with the goal of being at the cutting edge of a changed cultural, technological, media and marketing landscape. With seven offices around the globe, the agency boasts a fantastic client roster as well as several internationally awarded joint-ventures and IP projects.

To learn more about Carnival Cruise Line, visit Carnival.com. For reservations, contact any travel agent or call 1-800-CARNIVAL.

Carnival can also be found on: Facebook, Instagram, Twitter and YouTube. Journalists also can visit Carnival's media site, carnival-news.com or follow the line's PR department on Twitter at twitter.com/CarnivalPR.

About Carnival Cruise Line

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and an as-yet-unnamed vessel in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

About Anomaly

Founded just over 10 years ago, Anomaly is a difficult to define, but exciting to work at 'new model' agency. Driven by a passionate and entrepreneurial culture encompassing a diverse, elastic set of skills, Anomaly has offices in Los Angeles, New York, Toronto, London, Amsterdam, Berlin and Shanghai. Clients include: Anheuser-Busch InBev, Beats, The Campbell Soup Company, Carnival Cruises, Converse, Diageo, Electrolux, Google, Hershey's, Lego, MINI, Nike, Sally Hansen, The Coca-Cola Company and Vroom.com. Anomaly has been recognized for a very wide range of work and IP, covering both effectiveness and craft excellence including: Ad Age's 2017 Agency of the Year, Cannes Lions, Effies, Fast Company's Most Innovative, Jay Chiat, Digiday Awards and the Mashies – among the usual suspects. Anomaly has also been honored with a few less conventional accolades as well, such as being named one of Time Magazine's Best Inventions of 2016 for hmbldt, Toy of The Year for Mighty Jaxx, plus two Emmys for a television series, all of which the agency created and co-owns. www.anomaly.com