



## Costa Cruises "Costa App" Wins a Host of Awards

June 17, 2019

*The Costa Cruises app, created to make the on-board experience even more user-friendly, has won the Mediastars Prize. This is the fifth award received in just a few months.*

Genoa, June 17, 2019 – The Costa Cruises "**Costa App**" has won the "[Mediastars Prize](#)", the Advertising Technical Award, in the App category. This is the fifth prize won in just a few months by the Italian company's app which was first launched around a year ago, demonstrating the great success achieved by this new digital tool that is making the on-board experience increasingly user-friendly.

As part of the Advertising Technical Awards, the "Costa App" also won the "Special Star" prize awarded to Costa Cruises and Triplesense Reply for creative direction. It previously gained first place at the [Interaktive Key Awards](#), in the Mobile Communication category, and won both the "Silver in UX, Interface and navigation 2019" and "Silver in Apps 2019" prizes at the [Indigo Awards](#).

The "Costa App", which can be downloaded free of charge from the App Store and Google Play Store, provides a range of information about the actual cruise, both before boarding and during the trip: ports of call, times of arrival and departure of the ship, shore excursions available at every call, with full screen photos and videos that help illustrate the various offers as effectively as possible. Once guests are on board, it also allows them to view the schedule of activities planned for the cruise, book a table directly at the on-board pay restaurants, use the weather widget, chat function and even the budget controller. Finally, by signing in to their CostaClub profile, guests can check the points they have earned and benefits available to them on board and on land, and plan their future cruises. Use of the Costa Cruises App on board is free, so no payment is required for the connection needed to browse the various sections.

The "Costa App" was created for Costa Cruises by Reply Spa, with the creative direction of Triplesense Reply and strategic direction of the Costa Cruises digital team.

For further information:

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