



## **Carnival Introduces ‘The Fun Ones,’ New Marketing Campaign That Celebrates The Playful Way Its Guests Choose Fun**

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MIAMI (Jan. 6, 2020) – Carnival Cruise Line has launched a new marketing campaign, “The Fun Ones,” that celebrates the playful spirit of Carnival’s guests, how they choose fun, and the unique bond they have with their fellow cruisers who are “shamelessly true to themselves.”

An evolution of the brand’s Choose Fun campaign that launched in 2018 and introduced Shaquille O’Neal as the company’s [Chief Fun Officer](#), the Fun Ones, created in tandem with advertising agency of record Anomaly, showcases those guests who embrace life by being their most fun-selves on board.

Combining vibrant imagery with tag lines like “The Fun Ones Plan for No Plans” and “Choose a Vacation as Fun as You,” the campaign conveys the everyone-is-welcome atmosphere that attracts nearly 6 million guests annually and how they make vacations more fun, while reminding viewers that when guests board a Carnival ship, they’re not sailing with strangers – they’re among friends. This message is delivered in out-of-home elements along with 15-, 30- and 60-second commercials airing in key markets such as Los Angeles, Dallas, Atlanta, Tampa, Houston and Orlando on television and radio, as well as national digital properties including YouTube and Hulu. To view one of the spots, click [here](#).

In one spot, a guest goes “full flamingo” and dons a pink flamingo-shaped inner tube as he shamelessly struts along the Lido Deck much to the delight of his fellow shipmates, while a bride playfully takes a plunge into the pool instead of tossing her bouquet to the crowd.

“We all have a ‘Fun One’ in our lives – someone we love to be around or want to be like and this campaign showcases the exuberant spirit of our guests who truly make a Carnival cruise a vacation like no other,” said Pete Callaro, senior vice president of brand and product marketing for Carnival Cruise Line. “When consumers see the new spots, they will recognize the ‘Fun One’ in their lives and be inspired to have that fun together on a Carnival cruise.”

To learn more about Carnival Cruise Line, [visit Carnival.com](#). 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 27 ships operating two- to 24-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Australia, New Zealand, and the Pacific Islands. The line currently has two new ships scheduled for delivery – *Mardi Gras* in 2020 and an as-yet-unnamed ship in 2022. Carnival Cruise Line is certified as a [Great Place to Work](#).