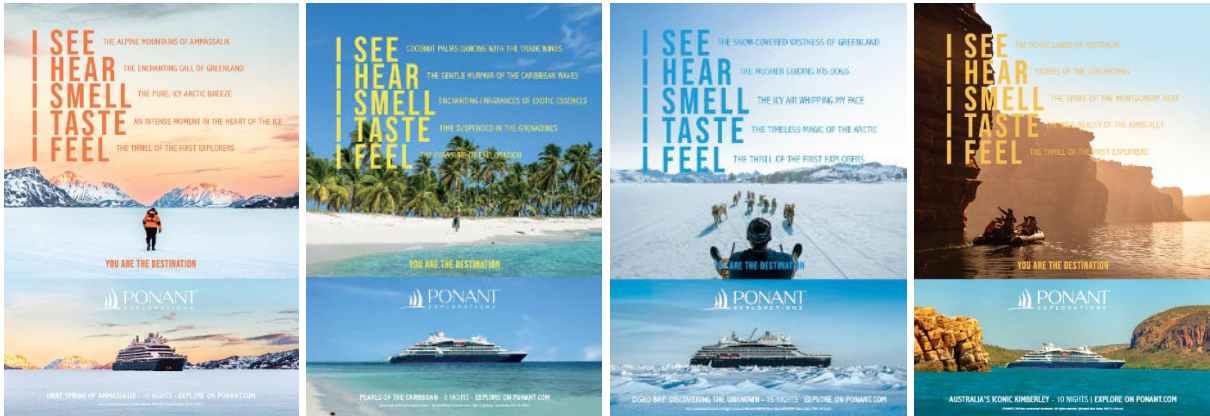




## PONANT Launches New Advertising Campaign “You Are the Destination”



8 July 2024 | Launched on 8 July, PONANT’S new multi-media campaign is being rolled out on TV channels, magazines and digital platforms. Placing the guest at the very heart of the destination, the creative concept highlights the intimate nature of PONANT's journeys, a true awakening of the senses, and a personal connection with nature.

*“This new voice conveys precisely what makes PONANT voyages truly unique. Beyond the luxury hotel offering and exclusive ports of call, what we offer our guests is an intimate immersive experience in the destination,”* explains Alexandra Olivari, Communications Director. *“We are reasserting what sets us apart with this campaign that aims to distinguish PONANT from its competitors while placing the guest at the heart of the destination. We are making significant investments to raise awareness of PONANT and to support our sales teams and partner networks around the world”.*

Created by the Fred and Farid agency, the creative concept takes on an embodied approach focused on the guest and their experience. It highlights the richness of the destination as PONANT brings it to life, associating each detail with a sensation, an awakened sense. Sensory and immersive, it presents the journey as a transformative experience. *“You are the destination”* showcases this personal, almost intimate, approach.

The multi-channel and international campaign will run throughout the summer on TV, in magazines and on digital platforms, first in France, Belgium, the United States and APAC, then Switzerland, the UK and Germany from August to September. Two TV adverts in 15-and-30-second formats promote polar and tropical destinations. Printed, display and social media materials will be deployed at the same time to maximise impact and visibility.

Discover the TV adverts:

- Polar advert



- Tropical advert



## ABOUT PONANT

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*Explore to Inspire:* explore to better understand, learn, share and protect. PONANT has been committed to more responsible tourism, and purposeful voyages of exploration for 35 years. Aboard a fleet of 14 French-flagged small ships, fitted with the latest environmental technologies, the journey of exploration is always elegant, authentic and inspiring. For more information [www.ponant.com](http://www.ponant.com)

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