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PROJECT TRIDENT
O•C•E•A•N™ MESSAGING PLAYBOOK

UPDATED: MAY 5, 2017

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WELCOME TO THE O•C•E•A•N MESSAGING PLAYBOOK

This playbook **should be used to craft communications** about project Trident and its key components:

- O•C•E•A•N
- Ocean Medallion
- Ocean Medallion Class
- Ocean Compass

This messaging content provides a **consistent starting point** for building communications. Using **this specific wording** to define key concepts will help preserve the integrity of the O•C•E•A•N strategy and reinforce the most important points about the project.

O•C•E•A•N POSITIONING – HOW WE DEFINE IT WHEN WE TALK ABOUT IT *INTERNALLY* – IS FOUNDATIONAL TO THE CONTENT OF THIS PLAYBOOK

Essence

Discover your amazing

Purpose

Inspire guests to engage in amazing experiences that connect people, places and cultures across the world by setting a new standard for leisure travel that transforms conceptions of cruising and strengthens Carnival Corp.'s position as the industry leader.

Differentiators

Personalized

Experiences are personal and unique, catering to guests' individual needs and offering even more ways to enjoy.

Simple

Interactions are effortless, so guests have more time and energy to do what they love and explore new possibilities.

Personality

Inspiring

Motivating you to connect with the world's people, places and cultures

Welcoming

Bringing a warm, friendly demeanor that makes you feel at home

Thoughtful

Anticipating your needs and offering helpful, tailored suggestions

Brilliant

Delivering ingenious, original experiences that you can't even imagine

THE FUNCTIONAL MESSAGING CONTENT IN THIS PLAYBOOK LIVES ALONGSIDE THE EMOTIONAL MEDALLION STORY

We should strike a balance between portraying emotional customer benefits and relaying functional details:

Emotional — *Medallion story*

Functional — *Messaging playbook*

Draw inspiration from **myth and history** to craft a bigger story…

Apply **emotive language** to connect the Medallion to a guest benefit…

Focus on **1-2 key historical themes** or myths…

…but always **connect messaging back** to the guest

…without losing track of **critical details**

…but **don't overwhelm audiences** with too much information

THE MEDALLION STORY HAS BEEN INFORMED BY THE ROLE OF MEDALLION IN HISTORY

Implications

1

A form of **payment**, reserved for the most important transactions

Elevate the role of the Medallion in the experience

2

A means of **artistic expression**

Apply expressive language and design to communicate the benefit of Medallion Class

3

A powerful tool for leaders to **disseminate information**

Use the Medallion as a way to dispel the myths that exist today about cruising

HERE IS AN EXAMPLE MEDALLION STORY

WELCOME TO MEDALLION CLASS

Opens with an inviting message to make the guest feel welcome

THOUSANDS OF YEARS AGO THE SEA-FARING ISLAND AEGINA, NAMED AFTER THE MYTHICAL GODDESS WHO CAPTIVATED ZEUS, WAS THE BIRTHPLACE OF THE FIRST MEDALLIONS.

Combines history and mythology to tell a story

AEGEAN SAILORS USED THESE COINS TO SHARE STORIES AND AS A CURRENCY TO CREATE A FLOURISHING EMPIRE CONNECTING PEOPLE, PLACES AND CULTURES.

Incorporates existing messaging to establish consistency and reinforce common themes

TODAY WE INVITE YOU TO CARRY THIS MEDALLION, INSPIRED BY MYTH AND REALITY, ON YOUR JOURNEY TO OPEN A NEW WORLD OF VACATION POSSIBILITIES.

Includes a call to action for the guest

HERE IS ANOTHER EXAMPLE MEDALLION STORY

A GIFT OF GOOD FORTUNE

Speaks to the benefit that the Medallion offers to guests

FOR CENTURIES, THE MEDALLION HAS BEEN A POWERFUL SOURCE OF GOOD FORTUNE FOR SEAFARERS.

Ground the experience in history to make the guest feel like they are part of something bigger

FROM ANCIENT ROME TO TODAY, SAILORS HAVE OUTFITTED THEIR SHIPS WITH A SECRET MEDALLION FOR PROTECTION AND LUCK AT SEA.

WE OFFER YOU THIS MEDALLION AS YOUR PORTAL THAT REVEALS A WORLD OF POSSIBILITIES AND WISH YOU GOOD FORTUNE ON YOUR JOURNEY.

Incorporate existing messages to elevate the role of the Medallion in the guest experience

HERE'S HOW THE MEDALLION STORY MIGHT COME TO LIFE



Welcome to
MEDALLION
CLASS

Thousands of years ago the sea-faring island Aegina, named after the mythical goddess who captivated Zeus, was the birthplace of the first Medallions.

Aegean sailors used these coins to share stories and as a currency to create a flourishing empire connecting people, places and cultures.

Today we invite you to carry this Medallion, inspired by myth and reality, on your journey to open a new world of vacation possibilities.

HERE'S HOW WE DEVELOPED THE CONTENTS OF THIS PLAYBOOK

We established **foundational, external-facing definitions** for O•C•E•A•N, Ocean Medallion Class, Ocean Medallion and Ocean Compass.

We defined a **core set of messages** for use across audiences.

We **versioned messages for 11 key audiences** based on each audience's needs and the nature of the content.

THIS PLAYBOOK HELPS US ADDRESS IMPORTANT COMMUNICATION CHALLENGES

The issues are...

if we don't use consistent language, we risk confusing audiences.

language we use internally does not necessarily work externally.

our messaging must convey higher-order emotional benefits.

to connect and intrigue, we must describe the experience in a tangible way.

what we are introducing is not complex, but it has the potential to be perceived that way.

So we must...

internally align on both what we say and how we say it.

use words and descriptions that external audiences will understand.

ensure that that benefit – how it makes you feel – is the key takeaway in communications.

use real examples/proof points to describe the experience.

present key concepts in a way that is easy to digest.

HERE'S HOW TO USE THIS PLAYBOOK

Leveraging the messaging playbook is simple:

1. **Find the section** of the playbook that corresponds to the audience for your communication.

2. **Identify the content** in that section that's relevant for your communication.

3. **Build your communication** using that messaging content.
   - Be sure to preserve the phrasing as much as possible
   - Reference the sample messages in that section for examples of how the messaging content flexes into different applications

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HERE'S HOW WE DEFINE THE PRIMARY COMPONENTS OF PROJECT TRIDENT

Four guest-facing elements...

O•C•E•A•N

Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.

Ocean Medallion Class

Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.

Ocean Medallion

Opens endless vacation possibilities, making your experiences personal and your interactions simple.

Ocean Compass

Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.

Linked by one non-guest-facing element...

Trident

An innovative technology platform that stages all guest experiences and service interactions, enabling real-time experience personalization and transaction elimination. The platform represents a unique ecosystem of distributed sensors, edge computing devices, software engines and machine leaning methods. Trident is the most advanced "humanized" IOT implementation on the planet.

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OUR MESSAGING IS BUILT TO REACH THESE 11 KEY AUDIENCE GROUPS

In addition to core messages that inform communications across all of our audiences, we've versioned messaging content to meet the needs and questions of each of these audiences:

Past guests

- e.g., through emails and social media

New-to-cruise guests

Travel agents

Technology press

- e.g., *Wired*

Consumer press

- e.g., *The New York Times, CNN*

Travel trade press

- e.g., *Travel Weekly*

Business press

- e.g., *Bloomberg Businessweek*

Brand leadership

Employees

Crew

Investors & financial community

WE'VE IDENTIFIED MESSAGING OBJECTIVES AND TACTICS FOR EACH AUDIENCE

	We want them to…	So we'll…
Past guests	• Understand what the experience will bring them • See how it's **unlike any other vacation**	• Dial up **emotive language** and tone • Speak in the **second person** • **Show improvements** to hassles or pain points they know
New-to-cruise guests	• Understand what the experience will bring them • **Abandon myths** about cruising • See how it's **unlike any other vacation**	• Dial up **emotive language** and tone • Speak in the **second person** • Show **seamless experiences** that dispel common misconceptions about cruising • Inhabit the world of all vacations, not just cruising
Travel agents	• Understand relevant components of the experience • **Feel empowered** to drive booking with guests • See a **benefit**, not a threat	• Employ **descriptive language** and tone, while emphasizing **emotional benefit** for guests • Include detail on how this will expand the market for cruising • Be clear about **what's not changing**

WE'VE IDENTIFIED MESSAGING OBJECTIVES AND TACTICS FOR EACH AUDIENCE (CONTINUED)

	We want them to…	So we'll…
Technology press	• **Understand the role of technology** in the experience • See what makes it **different**	• Use **more technical language** and tone, without overlooking the emotional benefit • Include **specifics on technology** and features • Share context on the broader cruise market
Consumer press	• Understand relevant components of the experience • **Share key information** with consumers	• Use **more descriptive** language and tone • **Show improvements** to hassles or pain points • Share context on the broader cruise market
Travel trade press	• Understand relevant components of the experience • See a **benefit**, not a threat • Share key information with **travel agents** and, ultimately, consumers	• Employ **descriptive language** and tone, while emphasizing **emotional benefit** for guests • Include detail on how this will expand the market for cruising • Inhabit the world of **all vacations**, not just cruising
Business press	• Understand relevant components of the experience • Share key information with consumers **and the business community**	• Use **more descriptive** language and tone • Show improvements to hassles or pain points, while **explaining the business case** for these changes • Share context on the broader cruise market

WE'VE IDENTIFIED MESSAGING OBJECTIVES AND TACTICS FOR EACH AUDIENCE (CONTINUED)

	We want them to…	So we'll…
Brand leadership	• Understand the new experience and **feel ownership** over it • See business **benefits**, not threats • **Share key information** with travel trade and employee stakeholders	• Employ **descriptive language** and tone, while emphasizing **emotional benefit** for guests and crew • Employ **collective phrasing** to show how we'll expand the market for cruising and sell more by working together • Be clear about **what's not changing**
Employees	• Understand the new experience and **feel empowered** to help make it real • See a **benefit**, not a threat • **Share key information** with colleague and consumer stakeholders	• Emphasize **emotional benefit** for guests and crew • Employ **collective phrasing** to show how we'll expand the market for cruising by working together • Be clear about **what's not changing**
Crew	• Understand the new experience and **feel empowered** to help make it real • Understand what the experience will bring to **their role**	• Dial up **emotive language** and tone • Use some **second person** to make messages relevant • **Show improvements** to hassles or pain points they know
Investors & financial community	• Understand the new experience and **be confident** in its potential • Share key information with **the business community**	• Use **more descriptive** language and a **confident tone** • Show improvements to hassles or pain points, while **explaining the business case** for these changes • Share context on the broader cruise market

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MESSAGING CONTENT: CORE

	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
Definitions (What it does)	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Usage	O•C•E•A•N One Cruise Experience Access Network Ocean Vacations (overall experience)	Ocean Medallion Class (Medallion Class after first mention) Ocean Medallion Class Ships Ocean Medallion Class Destinations	Ocean Medallion (Medallion after first mention) Ocean Medallion Vacations (experience made possible by Medallion) Ocean Medallion Cruises	Ocean Compass Crew Compass
Offering (What it is)	A lifestyle of exploration and amazing vacation experiences	A new class of ship and destination	A wearable that's a portal to a world of vacation possibilities	A guide that enables a personal concierge for the vacation experience
What's new/ different	Amazing vacations that are more than just a cruise Media content that immerses you in new cultures and destinations	An elevated level of service Every experience is personal, immersive and seamless	Transforms every part of your experience	Offers unlimited opportunity Engage more for a better vacation experience
Consumer benefit	Be transformed by new experiences See the world in a new way Connect with people, places and cultures	Engage in more activities Enjoy enhanced shopping, dining and recreation Everything is simple and easy	Streamlines every process to save time Enables real-time delivery of services in any location Holds your digital identity, so we can serve you better	Helps you build a personalized experience Helps you navigate onboard and in port

MESSAGING CONTENT: PAST GUESTS

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that brings amazing travel experiences to you	Ships and destinations that deliver vacations unlike any you've experienced before	Your wearable that's a portal to a world of vacation possibilities	A guide that enables a personal concierge for the vacation experience
+	**Emotional language**			
What's new/ different	Amazing vacations that are more than just a cruise Media content that lets you explore new cultures and destinations	Elevated service that caters to your every need Every experience is simpler and designed just for you	Transforms your entire vacation experience	Puts unlimited possibilities at your fingertips The more you engage, the more you'll get out of your vacation
+			**Improvements to pain points they know**	
Consumer benefit	You'll be transformed by new experiences You'll see the world in a new way Connect with people, places and cultures	Do even more of what you love on your vacation Your experiences will be more enjoyable than ever Every moment is simple and easy for you	Saves you time by making every process simpler Helps us deliver what you want, wherever you are Allows us to know who you are and serve you better	Build an experience that's personalized just for you Helps you find your way, so you'll never be lost
+	**Second person**			
Sample message	Transform yourself, and the way you see the world with O•C•E•A•N. Ocean Vacations are about connecting with people, places and cultures.	At an Ocean Medallion Class Destination, every experience is simpler and more enjoyable. Set sail with Princess Cruises on a Medallion Class Ship, for a vacation unlike any you've experienced before.	Ocean Medallion saves you time and lets us serve you better than ever. Your vacation experience: transformed by Medallion.	You'll never be lost with Compass at your side. With Compass, you've got unlimited possibilities at your fingertips.
=				

MESSAGING CONTENT: PAST GUESTS

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

O•C•E•A•N is about seeing the world and better understanding the connections that we all share. Experience it on an amazing cruise vacation or at home, with our media programming that shows the benefits of discovering new cultures and destinations.

Second person

Improvements to pain points they know

Ocean Medallion Class

Differentiating features

Ocean Medallion Class Ships and Destinations make your vacation more than just a cruise. They offer a new level of service, where our crew always understands and delivers exactly what you want, and a new level of immersion in the places you’ll visit around the world.

How it works

You carry a Medallion that holds your unique digital identity and communicates with thousands of readers onboard a Medallion Class Ship and in port at a Medallion Class Destination. It lets our crew see information they can use to serve you better. (For example, If you don’t eat dairy, we’ll know to avoid serving you milk. Or, if you love snorkeling, we might suggest a popular snorkeling excursion at an upcoming port of call.) **That’s in addition to using Ocean Medallion for payments, unlocking your stateroom door, speeding up embarkation and much more.**

Ocean Medallion

How much it costs

Your Ocean Medallion is included in the price of your Ocean Medallion Vacation. We’ll send it to you in advance at no extra charge, so that your vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer an amazing experience with Medallion.

How it’s carried

You can wear your Medallion as a wristband or pendant, or just keep it in your pocket.

How it’s personalized

When you receive your Medallion, it will be laser-etched with your name, ship and sail date.

Ocean Compass

How it works

When you travel on an Ocean Medallion Class Ship, Compass is a personal guide that you can access everywhere – on portals throughout the ship, your stateroom TV and your own mobile devices. Compass uses your unique digital identity to provide everything you need at that moment, like suggestions for activities and directions to them, along with invitations and reservations for future experiences.

Whether it’s required

Using Compass is never mandatory to have an amazing vacation. **But the more you engage with Compass, the more you’ll see the exciting opportunities available on your vacation.**

Emotional language

MESSAGING CONTENT: NEW-TO-CRUISE GUESTS

	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
Definitions (What it does)	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is) +	A lifestyle that brings amazing travel experiences to you **Dispel myths about cruising**	**Ships and destinations that deliver vacations unlike any you've experienced before** **Frame within the world of all vacations, not just cruising**	Your wearable that's a portal to a world of vacation possibilities	A guide that enables a personal concierge for the vacation experience
What's new/ different +	**Amazing vacations that go beyond what you thought cruises could offer** Media content that lets you explore new cultures and destinations	Elevated service that caters to your every need Every experience is simpler and tailored just for you **Emotional language**	Transforms your entire vacation experience	Puts unlimited possibilities at your fingertips The more you engage, the more you'll get out of your vacation
Consumer benefit +	You'll be transformed by new experiences You'll see the world in a new way that's easy and enjoyable Build connections with people, places and cultures	Experience exciting, unexpected activities and interactions **Discover the most enjoyable vacation anywhere** Every moment is simple and easy for you	Saves you time by making every process simpler Helps us deliver what you want, wherever you are Allows us to know who you are and serve you better	Build an experience that's personalized just for you Helps you find your way, so you'll never be lost
Sample message =	Transform yourself, and the way you see the world with O•C•E•A•N. Ocean Vacations are a new type of vacation that let you connect with people, places and cultures.	It's easy to enjoy every experience during your time at an Ocean Medallion Class Destination. Set sail with Princess Cruises on a Medallion Class Ship and discover the most enjoyable vacation anywhere.	**Ocean Medallion saves you time and lets us serve you in innovative, personal ways.** With Medallion, you'll discover an amazing vacation experience. **Second person**	You'll never be lost with Compass at your side. With Compass, you've got unlimited possibilities at your fingertips.

MESSAGING CONTENT: NEW-TO-CRUISE GUESTS

Dispel myths about cruising

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

As the oceans connect all of us, O•C•E•A•N connects you to people, places and cultures in a way you’ve never experienced before. The O•C•E•A•N lifestyle is about seeing the world and better understanding the connections that we all share. **You can experience this on an amazing vacation or at home,** with our media programming that shows the benefits of discovering new cultures and destinations.

How cruising fits in

O•C•E•A•N is centered around exploration and connection. We believe that there’s no better way to explore the world and connect with its cultures than on an Ocean Vacation.

Second person

Ocean Medallion Class

Differentiating features

Ocean Medallion Class Ships and Destinations elevate cruising as we know it. They offer service from a crew that always understands and delivers exactly what you want, and a level of immersion in local cultures that no other vacation can give you.

How it works

You carry an Ocean Medallion that holds your unique digital identity and communicates with thousands of readers onboard a Medallion Class Ship and in port at a Medallion Class Destination. It lets our crew see information they can use to serve you better. (For example, If you don’t eat dairy, we’ll know to avoid serving you milk. Or, if you love snorkeling, we might suggest a popular snorkeling excursion at an upcoming port of call.) That’s in addition to using Medallion for payments, unlocking your stateroom door, speeding up embarkation and much more.

Ocean Medallion

How much it costs

Your Ocean Medallion is included in the price of your Ocean Medallion Vacation. We’ll send it to you in advance at no extra charge, so that your vacation experience is simple and easy from the start.

Where it can be used

Use a Medallion onboard Medallion Class Ships and at Medallion Class Destinations.

How it’s carried

You can wear your Medallion as a wristband or pendant, or just keep it in your pocket.

How it’s personalized

When you receive your Medallion, it will be laser-etched with your name, ship and sail date.

Frame within the world of all vacations, not just cruising

Ocean Compass

How it works

When you travel on an Ocean Medallion Class Ship, Compass is a personal guide that you can access everywhere – on portals throughout the ship, your stateroom TV and your own mobile devices. Compass uses your unique digital identity to provide everything you need at that moment, like suggestions for activities and directions to them, along with invitations and reservations for future experiences. **It will orient you to what’s available, and enhance every moment of your experience.**

Whether it’s required

Using Compass is never mandatory to have an amazing vacation. **But the more you engage with Compass, the more you’ll see the exciting opportunities available on your vacation.**

Emotional language

MESSAGING CONTENT: TRAVEL AGENTS

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	Ships and destinations that deliver vacations unlike any your clients have experienced before	A wearable that's a portal to a world of amazing vacation possibilities	A guide that enables a personal concierge for the vacation experience
What's new/ different	**Amazing vacations that are more than just a cruise and drive demand for vacation travel** Media content that lets people explore new cultures and destinations	An elevated level of service that will drive booking across Carnival Corp.'s brands Every experience is simpler, and tailored to each guest	Transforms every part of the vacation experience	Offers unlimited opportunity Engage more for a better vacation experience
Consumer benefit	Be transformed by new experiences See the world in a new way that's easy and fun Connect with people, places and cultures	Engage in more activities Enjoy enhanced shopping, dining and recreation Everything is simple and easy	Saves time by making every interaction simpler Helps us deliver what guests want, wherever they are Helps us get to know each guest and serve them better	Each guest can build an experience that's personalized just for them Helps guests find their way, so they'll never be lost
Sample message	Your clients can transform themselves and the way they see the world with O•C•E•A•N. Ocean Vacations are amazing experiences that will drive more consideration across the cruise category.	On an Ocean Medallion Class Ship, every experience is simpler and more enjoyable. **Ocean Medallion Class will drive booking across channels for all Carnival Corp. brands.**	**Ocean Medallion saves time and lets us serve guests in innovative, personalized ways.** Guests can discover an amazing vacation experience with Medallion.	Guests are never lost with Compass at their side. Compass puts unlimited possibilities at your fingertips.

Include detail on expanding market

Be clear about what's not changing

Descriptive language with emotional benefit

MESSAGING CONTENT: TRAVEL AGENTS

Descriptive language with emotional benefit

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

Be clear about what’s not changing

O•C•E•A•N

The big picture

O•C•E•A•N is about seeing the world and better understanding the connections we all share. guests can experience it on an amazing cruise vacation or at home, with our media programming that showcases the benefits of discovering new cultures and destinations.

How cruising fits in

Through O•C•E•A•N, we will share the benefits of exploration and connection with new audiences and show that the best way to see the world is a cruise vacation. This will drive consideration throughout the cruising category, across all booking channels.

How it will affect booking

O•C•E•A•N is not a new booking channel, and only intends to drive more customers to existing channels. Help by sharing the benefits of Ocean Vacations with potential guests, whether or not they’re interested in traditional cruises.

Ocean Medallion Class

Differentiating features

Ocean Medallion Class offers a new category of vacation that elevates cruising as the world knows it. **On Medallion Class Ships, guests will be served by a crew that always understands and delivers exactly what they want, and at Medallion Class Destinations, they can enjoy a level of immersion in local cultures that no other vacation can offer, making an Ocean Vacation a perfect choice, whether a guest has cruised dozens of times or has never set sail.**

How it works

Each guest carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of readers onboard a Medallion Class Ship and in port at a Medallion Class Destination. This lets our crew see information they can use to offer better service. (For example, they’d know to automatically accommodate dietary restrictions, or suggest excursions that appeal to specific interests.) That’s in addition to using Medallion for payments, unlocking stateroom doors, speeding up embarkation and much more.

Show how it will expand the market for cruising

Ocean Medallion

How much it costs

Your Ocean Medallion is included in the price of your Ocean Medallion Vacation. We’ll send it to you in advance at no extra charge, so that your vacation experience is simple and easy from the start.

Each Medallion is included in the price of a vacation on a Medallion Class Ship. We ship it in advance at no extra charge, so that the vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer an amazing experience with Medallion.

How it’s carried

Guests can wear a Medallion as a wristband or pendant, or just keep it in a pocket.

How it’s personalized

Each Medallion will be laser-etched with the guest’s name, ship and sail date.

Ease of use

Medallion is easy for anyone to use—not just the tech savvy. With no power switch, menu or charging needed, it helps guests seamlessly discover everything around them.

Ocean Compass

How it works

Guests on an Ocean Medallion Class Ship should think of Compass as a personal guide that they can access everywhere – on portals throughout the ship, stateroom TVs and their own mobile devices. **Compass uses their unique digital identity to provide just what they need at each moment, like suggestions for activities and directions to them, along with invitations and reservations for future experiences. It orients them to what’s available, while allowing them to get even more out of their experience.**

Whether it’s required

Using Compass is never mandatory to have an amazing vacation. But the more a guest engages with Compass, the more they’ll see the exciting opportunities available on their vacation.

MESSAGING CONTENT: TECHNOLOGY PRESS

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is) +	A lifestyle that offers amazing travel experiences	**Ships and destinations that deliver a new class of cruise vacation, enhanced by innovative technology** **Context on cruise market**	Wearable technology that serves as a portal to a world of vacation possibilities **Technical language, with emotional benefit**	**The digital dimension of O•C•E•A•N that enables a personal concierge for the vacation experience**
What's new/ different +	Amazing vacations that are enhanced by technology Media content that immerses you in new cultures and destinations	A new, elevated level of service Every experience is personal, immersive and seamless	Transforms every part of the vacation experience **Specifics on technology and features**	**Offers unlimited opportunity, including data-driven invitations** Engage more for a better vacation experience
Consumer benefit +	Be transformed by innovative, new experiences See the world in a new way Connect with people, places and cultures throughout the entire vacation experience	Makes it easy to engage in more activities Shopping, dining and recreation are enhanced by proprietary technology Invisible technology makes everything simple and easy	Proprietary technology eliminates hassles Location data enables us to locate you, for safety or leisure Holds your digital identity, so we can serve you better	Digital dashboard helps you build a personalized experience Location services and user-friendly software help you navigate onboard and in port
Sample message =	Take part in travel experiences that are innovative and new with O•C•E•A•N. Ocean Vacations are enhanced by technology and let you connect with people, places and cultures.	On an Ocean Medallion Class Ship, integrated technology makes everything simple, immersive and seamless. Introducing Medallion Class Ships and Destinations, offering a vacation unlike any other.	The simple, wearable Ocean Medallion transforms every part of the cruise experience. Medallion's proprietary technology enhances service and safety.	Meet Compass: the digital dimension of the O•C•E•A•N experience. Compass offers essential information and data-driven invitations in the palm of your hand.

MESSAGING CONTENT: TECHNOLOGY PRESS

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

O•C•E•A•N is about seeing the world and better understanding the connections that we all share. Guests can experience it on an amazing cruise vacation, enhanced by proprietary technology, or at home, through media programming that shows the benefits of discovering new cultures and destinations.

Technical language, with emotional benefit

Specifics on technology and features

Ocean Medallion Class

Differentiating features

Ocean Medallion Class Ships integrate technology to provide elevated service to every guest. **Each guest’s Medallion interacts with NFC and BLE sensors to make every experience seamless, and the digital Compass software allows our crew to craft the perfect, personalized experience based on each guest’s profile and preferences.**

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of NFC and BLE sensors onboard and in port at Medallion Class Destinations.

This communication enables quick, seamless payments, embarkation, stateroom access and much more.

In addition, it lets our crew truly understand our guests by providing information they can use to communicate on a personal level and offer thoughtful, tailored service. (For example, If you don’t eat dairy, we’ll know to avoid serving you milk. Or, if you love snorkeling, we might suggest a popular snorkeling excursion at an upcoming port of call.)

Ocean Medallion

How much it costs

Each guest’s Ocean Medallion is included in the price of their Ocean Medallion Vacation. It’s sent to guests in advance to make their experience simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer this innovative technology. While we plan to roll out Medallion to all of Carnival Corp.’s cruise lines in the future, the first guests can experience it first onboard the Regal Princess beginning in November 2017, and the Royal Princess and Caribbean Princess beginning in 2018.

How it’s carried

A guest can wear their Medallion as a wristband or pendant, or just keep it in a pocket.

Each Medallion will be laser-etched with the guest’s name, ship and sail date.

Ease of use

Medallion is easy for anyone to use, as the technology is invisible to guests, so everything works like magic. There’s no power switch, no menu to navigate and no recharging needed, which means that even the least tech-savvy guests can use it with ease.

Ocean Compass

How it works

As the digital dimension of the O•C•E•A•N experience, Compass complements and enhances the amazing vacation experiences that Carnival Corp. offers. This proprietary software is accessible on multiple devices, with versions for guests and crew.

For guests on an Ocean Medallion Class Ship, Compass is a personal guide. It suggests activities based on their schedule and preferences, plus it helps them navigate onboard and in port at Medallion Class Destinations. Guests can access Compass everywhere – on portals in staterooms and public areas, or on handheld devices.

For crew on a Medallion Class Ship, Compass is a service sidekick. It provides the right information at just the right time, enabling them to truly understand our guests, communicate on a personal level and offer thoughtful, tailored service. Crew members access Compass on portals and Company tablets and handheld devices.

Whether it’s required

Using Compass is never mandatory for guests, but the more a guest engages with the software, the more they’ll see the exciting opportunities available on their vacation.

MESSAGING CONTENT: CONSUMER PRESS

	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
Definitions (What it does)	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is) +	A lifestyle that offers amazing travel experiences	Ships and destinations that deliver a new class of cruise vacation that will drive interest across the market	**A wearable that allows you to discover and even personalize a world of vacation possibilities** **Share key information**	A digital guide that enables a personal concierge for the vacation experience, connecting guests with more activities and opportunities than ever
What's new/ different +	Amazing vacations that change the way we think of travel Media content that immerses guests in new cultures and destinations	An elevated level of service Every experience is personal, immersive and seamless **More descriptive language and tone**	Transforms every part of the vacation experience	Builds a vacation experience around your preferences The more you use it, the more you'll get out of your vacation
Consumer benefit +	Be transformed by innovative, new experiences See the world in a new way Connect with people, places and cultures throughout the entire vacation experience	Engage in more activities **Shop more, eat what you crave and relax on your own terms** Every aspect of the experience is simpler and easier	Innovative technology eliminates small inconveniencies Request what you want, when and where you want it Helps us get to know each guest and serve them better	Answers questions, tracks needs and offers personalized invitations Location services make it easy to find your way, so you'll never be lost
Sample message =	O•C•E•A•N is transforming the way we travel and how we experience the world. Ocean Vacations fully immerse guests into every experience so they can connect with each other, and new places and cultures.	On an Ocean Medallion Class Ship, innovative and personalized touches create more time and opportunity to enjoy yourself. Medallion Class Ships and Destinations offer the vacation we've all been waiting for.	A small Ocean Medallion transforms every part of the cruise experience on an Ocean Medallion Class Ship. Medallion will undoubtedly make vacationing smoother, easier and more enjoyable.	With Compass, guests will always be exactly where they want to be. Compass adds a digital companion to the vacation experience.

MESSAGING CONTENT: CONSUMER PRESS

Share key information

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

More descriptive language and tone

Show improvements

O•C•E•A•N

The big picture

We travel to see the world and to have new conversations with the interesting people we meet along the way. O•C•E•A•N helps us make those connections while we’re on vacation—easier, and more personalized than ever before. **Guests can board a cruise vacation enhanced by innovative technology, and even have the opportunity to discover new cultures and destinations right at home through media programming.**

Ocean Medallion Class

Differentiating features

With integrated technology and elevated service, Ocean Medallion Class Ships and Destinations enhance the cruise experience while bringing forward a new category of vacation. Each guest’s Ocean Medallion acts as a portal to streamline experiences, and our crew uses the Compass software to craft personalized opportunities based on each guest’s profile and preferences.

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of sensors onboard and in port at Medallion Class Destinations. **This communication enables quick, seamless payments, easy access everywhere, and much more.**

In addition, it lets our crew truly understand our guests by providing information they can use to communicate on a personal level and offer thoughtful, tailored service. (For example, we’d know to automatically accommodate dietary restrictions, or suggest tips and excursions that would appeal to specific interests.)

Ocean Medallion

How much it costs

Each guest’s Ocean Medallion is included in the price of their Ocean Medallion Vacation. It’s sent to guests in advance to make their experience simple and easy from the start.

Where it can be used

Use a Medallion onboard Medallion Class Ships and at Medallion Class Destinations. **While we plan to roll out Medallion to all of Carnival Corp.’s cruise lines in the future, the first guests can experience it onboard the Regal Princess beginning in November 2017, and the Royal Princess and Caribbean Princess beginning in 2018.**

How it’s carried

Guests can wear their Medallion as a wristband or pendant, or just keep it in a pocket.

Each Medallion will be engraved with your name, ship and sail date.

Ease of use

Medallion is easy for anyone to use—not just the tech savvy. The technology is invisible, meaning it’s all around you. With no power switch, menu or charging needed, everything works like magic.

Ocean Compass

How it works

As the digital dimension of the O•C•E•A•N experience, Compass complements and enhances the amazing vacation experiences that Carnival Corp. offers. This new-to-market software is accessible across devices, with versions for both guests and crew.

For guests on an Ocean Medallion Class Ship, Compass is a personal guide. It suggests activities based on their schedule and preferences, plus it helps them navigate onboard and in port at Medallion Class Destinations. Guests can access Compass everywhere – on portals around the ship, as well as their own handheld devices.

For crew on a Medallion Class Ship, Compass is a service sidekick. It provides the right information at just the right time so they can get to know our guests on a personal level and offer them customized service. Crew members access Compass on portals and Company tablets and handheld devices.

Whether it’s required

Using Compass is not mandatory for guests, but it’s important to keep in mind that the more a guest engages with the software, the more they’ll be able to discover and enjoy during their vacation.

MESSAGING CONTENT: TRAVEL TRADE PRESS

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	**Ships and destinations that deliver a new class of cruise vacation that will drive interest across the leisure travel market**	A wearable that serves as a portal to a world of amazing vacation possibilities	A guide that enables a personal concierge for the vacation experience
+		**Inhabit the world of all vacations, not just cruising**		
What's new/ different	Amazing vacations that offer the best experiences in the leisure travel market Media content that lets people explore new cultures and destinations—even from home	An elevated level of service that will drive booking across Carnival Corp.'s brands Every experience is simpler, and tailored to each guest	Transforms every part of the vacation experience	Offers unlimited opportunity Engage more for a better vacation experience
+		**Descriptive language with emotional benefit**		
Consumer benefit	Be transformed by new experiences See the world in a new way that's easy and exciting Connect with people, places and cultures	Engage in more activities **Shop more, eat what you crave and relax on your own terms** Everything is simple and easy, so you have more time and access to do what you love	Save time and energy with simplified interactions Get anything you want, wherever you are Helps our crew get to know each guest and serve them better	Create an experience that's designed just for you Always be right where you want to be, and never feel lost
+				
Sample message	With O•C•E•A•N, guests can explore the world and dive into experiences like never before. O•C•E•A•N experiences include amazing vacations that will drive more consideration across the cruise category.	With the innovative, tailored technology on Ocean Medallion Class Ships, guests can enjoy more activities than ever before. **Medallion Class Ships and Destinations will drive booking across channels for all Carnival Corp. brands.**	Ocean Medallion is a portal to new experiences and connections. Guests can discover the vacation they've been waiting for on an Ocean Medallion Class Ship.	With Compass, every guest is able to get more out of their vacation experience. Compass puts unlimited possibilities at each guest's fingertips.
=		**Detail on expanding market**		

MESSAGING CONTENT: TRAVEL TRADE PRESS

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

People travel to see the world, and to create meaningful connections with new people, places and cultures. With O•C•E•A•N, they can dive deeper into those connections and explore more than ever, whether they experience an amazing cruise vacation or enjoy media programming that showcases the benefits of discovering new cultures and destinations.

How cruising fits in

O•C•E•A•N will change the way people see leisure travel. It will share the benefits of exploration and connection with new audiences and show them that the best way to see the world is a cruise vacation. This will drive consideration throughout the cruising category, across all booking channels.

Frame within the world of all vacations, not just cruising

How it will affect booking

O•C•E•A•N is not a new booking channel, and only intends to drive more customers to existing channels. Those in the travel trade can help by sharing the benefits of Ocean Vacations with potential guests, whether or not they’re interested in traditional cruises.

Include detail on expanding the market for cruising

Ocean Medallion Class

Differentiating features

Ocean Medallion Class offers a new category of vacation that elevates cruising as the world knows it. On Medallion Class Ships, guests will be served by a crew that always understands and delivers exactly what they want, and at Medallion Class Destinations, they can enjoy a level of immersion in local cultures that no other vacation can offer, making an Ocean Vacation a perfect choice, whether a guest has cruised dozens of times or has never set sail.

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity. By communicating with thousand of sensors onboard and in port at Medallion Class Destinations, where they can connect with their surroundings for a more immersive travel experience.

This also lets our crew see information they can use to offer better service. (For example, they’d know to automatically accommodate dietary restrictions, or suggest excursions that appeal to specific interests.) That’s in addition to using Medallion for payments, unlocking stateroom doors, speeding up embarkation and much more.

Now, guests won’t have to worry about – or waste time on – the little details. Our crew will always be able to offer with tailored service and thoughtful tips on how to enhance every moment of the experience.

Ocean Medallion

How much it costs

Each guest’s Ocean Medallion is included in the price of their Ocean Medallion Vacation. It’s sent in advance at no extra charge, so that the vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer an amazing experience with Medallion.

How it’s carried

Guests can wear a Medallion as a wristband or pendant, or just keep it in a pocket.

How it’s personalized

Each Medallion is a token to keep, engraved with the guest’s name, ship and sail date.

Ease of use

Medallion is easy for anyone to use—not just the tech savvy. With no power switch, menu or charging needed, it helps guests seamlessly discover everything around them.

Descriptive language with emotional benefit

Ocean Compass

How it works

For guests on an Ocean Medallion Class Ship, Compass is a personal guide that they can access everywhere – on portals throughout the ship, stateroom TVs and their own mobile devices. It uses their unique digital identity to provide just what they need at each moment, like suggestions for activities and directions to them, or invitations and reservations for future experiences.

In addition, guests will never be lost with Compass – it orients them to what’s around, while allowing them to get even more out of their experience.

Whether it’s required

Using Compass is not mandatory to have an amazing vacation. But the more a guest engages with Compass, the more they’ll see the exciting opportunities available on their vacation.

MESSAGING CONTENT: BUSINESS PRESS

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	Ships and destinations that deliver a new class of cruise vacation that will drive interest across the market	A wearable that allows you to discover and even personalize a world of vacation possibilities	A digital guide that enables a personal concierge for guests and helps our crew deliver personalized service
What's new/ different	Amazing vacations that change how consumers think of travel Media content that immerses consumers in new cultures and drives cruise booking	An elevated level of service to be deployed across all Carnival Corp. brands Every experience is personal, immersive and seamless	Transforms every part of the vacation experience	Builds a vacation experience around individual preferences **Drives guest spending on activities and upgrades**
Consumer benefit	Be transformed by innovative, new experiences See the world in a new way Connect with people, places and cultures throughout the entire vacation experience	Makes it easy to engage in more activities **Shopping, dining and recreation are enhanced by proprietary technology** Every aspect of the experience is simpler and easier	Invisible technology eliminates small inconveniencies Guests receive what they want, when and where they want it Holds each guest's digital identity, allowing us to better serve them	Answers questions, tracks needs and offers personalized invitations for services and activities Location services make it easy to navigate onboard and in port
Sample message	O•C•E•A•N is poised to transform the leisure travel market and drive cruise booking. Ocean Vacations fully immerse guests into every experience, so they can connect with new places, new cultures and one another.	The innovative, personalized touches on Ocean Medallion Class Ships allow guests to enjoy more than ever before. Introducing Ocean Medallion Class: a new class of ships and destinations that will drive interest across the Carnival Corp. portfolio.	The simple, wearable Ocean Medallion transforms every part of the cruise experience. **Medallion will drive interest across our portfolio by making vacationing smoother, easier and more enjoyable.**	Compass adds a digital dimension to the vacation experience. By educating guests about the opportunities available to them, Compass drives spend on services and activities.

More descriptive language and tone

Explain business case

Context on cruise market

MESSAGING CONTENT: BUSINESS PRESS

Explain business case

Detailed sample messages

Please use this approved language as much as possible.

Remember to use "Ocean" to precede core elements in first mention (e.g., "Ocean Medallion" in first mention, "Medallion" or "Ocean Medallion" thereafter).

Context on cruise market

O•C•E•A•N

The big picture

People travel to see the world and to have new conversations with the interesting people they meet along the way. O•C•E•A•N helps people make those connections while we're on vacation—in a way that's easier and more personalized than ever before.

Guests can board a cruise vacation enhanced by innovative technology, and even have the opportunity to discover new cultures and destinations right at home through media programming. Through this, **O•C•E•A•N will advance the conversation about cruising, dispelling myths and driving interest even from new-to-cruise consumers across the Carnival Corp. portfolio of brands.**

Our investment

Carnival Corp. has made a substantial, long-term investment in O•C•E•A•N.

We believe that this investment will transform the leisure travel market and drive unprecedented interest to our portfolio as we roll out new technology and elevated service to each of our brands in the coming years.

Ocean Medallion Class

Differentiating features

With integrated technology and elevated service, Ocean Medallion Class Ships and Destinations enhance the cruise experience while bringing forward a new category of vacation. **Each guest's Ocean Medallion acts as a portal to remove friction from experiences and purchases, and our crew uses the Compass software to recommend personalized services and activities based on each guest's profile and preferences.**

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of invisible sensors onboard and in port at Medallion Class Destinations. **This communication enables quick, seamless payments, embarkation, stateroom access and much more.**

In addition, it provides information that our crew can use to communicate on a personal level and offer thoughtful, tailored service to guests, leading to improved experiences and additional incremental revenue. (For example, we'd know to automatically accommodate dietary restrictions, or suggest services and activities that appeal to specific interests.)

Show improvements to pain points or hassles

Ocean Medallion

How much it costs

Each guest's Ocean Medallion is included in the price of their Ocean Medallion Vacation. It's sent in advance to make their experience simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer this innovative technology. While we plan to roll out Medallion to all of Carnival Corp.'s cruise lines in the future, the first guests can experience it first onboard the Regal Princess beginning in November 2017, and the Royal Princess and Caribbean Princess beginning in 2018.

How it's carried

Guests can wear a Medallion as a wristband or pendant, or just keep it in a pocket.

Each Medallion will be engraved with a guest's name, ship and sail date.

Ease of use

Medallion is easy for anyone to use—not just the young or tech savvy. The technology is invisible, with no power switch, menu or charging needed – everything just works like magic.

Ocean Compass

How it works

As the digital dimension of the O•C•E•A•N experience, Compass complements and enhances the amazing vacation experiences that Carnival Corp. offers. This new-to-market software is accessible across devices, with versions for both guests and crew.

For guests on an Ocean Medallion Class Ship, Compass is a personal guide. It suggests services and activities based on their schedule and preferences, plus it helps them navigate onboard and in port at Medallion Class Destinations. Guests can access Compass everywhere – on portals in staterooms and public areas, or on handheld devices.

For crew on a Medallion Class Ship, Compass is a service sidekick. It provides the right information at just the right time so they can get to know our guests on a personal level and offer them customized service and more effective, frictionless upsell opportunities. Crew members access Compass on portals and Company tablets and handheld devices.

Whether it's required

Using Compass is not mandatory for guests, but the more a guest engages with the software, the more they'll see the exciting opportunities available on their vacation.

Descriptive language

MESSAGING CONTENT: BRAND LEADERSHIP

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	Ships and destinations that deliver a vacation unlike any our customers have experienced before	A wearable that's a portal to a world of amazing vacation possibilities	A digital guide that enables a personal concierge for guests and helps our crew deliver personalized service
+				
What's new/ different	Amazing vacations that are more than just a cruise and drive demand for leisure travel Media content that lets people explore new cultures and destinations	An elevated level of service that will drive booking across our portfolio Every experience is simpler, and tailored to each guest	Transforms the vacation experience for guests Integrated technology allows our crew to serve guests and upsell more effectively	Offers guests unlimited opportunity Guests can engage to build a better vacation experience Crew can engage to deliver personalized, VIP-like service
+				
Consumer benefit	Be transformed by new experiences See the world in a new way that's easy and fun Connect with people, places and cultures	Engage in more activities Enjoy enhanced shopping, dining and recreation, and tailored service Everything is simple and easy	Saves time for guests and crew by making every interaction simpler Helps us deliver what guests want, wherever they are Helps us get to know each guest and serve them better	Each guest can build an experience that's personalized just for them Helps guests find their way, so they'll never be lost Our crew is more empowered to serve guests and answer any questions
+				
Sample message	Guests can transform themselves and the way they see the world with O•C•E•A•N. O•C•E•A•N experiences include amazing vacations that will drive more consideration across our portfolio.	Ocean Medallion Class Ships and Destinations offer our guests a vacation where every experience is simpler and more enjoyable. **Medallion Class Ships and Destinations will drive booking across channels for all of the brands in our portfolio.**	Ocean Medallion saves time for guests and crew, while improving service and sales in innovative, personalized ways. We'll help guests discover an amazing vacation experience with Medallion.	Our guests will never be lost with Ocean Compass at their side. **Compass makes it easy for our crew to offer elevated service to every guest.**
=				

Show our shared goals and benefit with collective phrasing

Emphasize emotional benefit for guests and crew

MESSAGING CONTENT: BRAND LEADERSHIP

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

O•C•E•A•N is about seeing the world and better understanding the connections we all share. We offer O•C•E•A•N experiences on amazing cruise vacations and through our media programming that showcases the benefits of discovering new cultures and destinations.

Through O•C•E•A•N, we will share the benefits of exploration and connection with new audiences, and show that the best way to see the world is a cruise vacation. This will drive additional consideration across our entire portfolio.

How it will affect booking

Be clear about what’s not changing

O•C•E•A•N is not a new booking channel, and only intends to drive more customers to existing channels, including traditional travel trade and onboard future cruise booking.

We can grow demand together by sharing the benefits of Ocean Vacations with past guests and new-to-cruise guests, including cross-selling among our Carnival Corp. brands.

Ocean Medallion Class

Differentiating features

Ocean Medallion Class offers a new category of vacation that elevates cruising as the world knows it, thanks to innovative technology that makes it easier than ever for our crew to deliver exceptional vacation experiences.

On Medallion Class Ships, guests are served by a crew that is empowered to deliver exactly what they want at all times, and at Medallion Class Destinations, they can enjoy a level of immersion in local cultures that no other vacation can offer. That’s why an Ocean Vacation is the best vacation choice, whether a guest has cruised dozens of times or has never set sail.

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of readers onboard and in port at Medallion Class Destinations. This lets our crew see information they can use to offer better service. (For example, they’d know to automatically accommodate dietary restrictions, or suggest excursions that appeal to specific interests.)

Show our shared goals and benefit

Guests can also use Medallion for payments, unlocking stateroom doors, expedited embarkation and much more, improving the guest experience and removing the friction from valuable transactions.

Ocean Medallion

How much it costs

Each guest’s Ocean Medallion is included in the price of their Ocean Medallion Vacation. It’s sent in advance at no extra charge, so that the vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer an amazing experience with Medallion.

How it’s carried

Guests can wear a Medallion as a wristband or pendant, or just keep it in a pocket.

How it’s personalized

Each Medallion will be laser-etched with the guest’s name, ship and sail date.

Ease of use

Medallion is easy for anyone to use—not just the tech savvy. There’s no power switch, menu or charging needed.

Ocean Compass

How it works

For guests on an Ocean Medallion Class Ship, Compass is a personal guide that they can access everywhere – on portals throughout the ship, stateroom TVs and their own mobile devices. Compass uses their unique digital identity to provide just what they need at each moment, like suggestions for activities and directions to them, along with invitations and reservations for future experiences.

For crew on a Medallion Class Ship, Compass is a service sidekick. It provides the right information at just the right time, enabling them to truly understand our guests, communicate on a personal level and offer thoughtful, tailored service. Crew members access Compass on portals and Company tablets and handheld devices.

While Compass plays the most prominent role during the vacation, guests will also be encouraged to access Compass before their journey begins, driving booking of excursions and other add-on offerings.

Whether it’s required

Using Compass is not mandatory for guests, but the more a guest engages with Compass, the more they’ll see the exciting opportunities available on their vacation.

Compass will be integrated into key crew functions on Medallion Class Ships, making it easier for them to offer amazing customer service tailored to each guest.

Emphasize emotional benefit for guests and crew

MESSAGING CONTENT: EMPLOYEES

	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
Definitions (What it does)	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	Ships and destinations that deliver a cruise vacation unlike anyone's ever seen before	A wearable that's a portal to a world of amazing vacation possibilities	A digital guide that enables a personal concierge for guests and helps us create incredible vacation experiences
What's new/ different	Amazing vacations that are more than just a cruise Media content that lets guests explore new cultures and destinations	An elevated level of service for every guest that will drive loyalty to our brands Every experience is simpler, and tailored to each guest	Transforms every part of the vacation experience Gives guests more freedom to connect and explore	**Helps crew build authentic personal connections with guests** Provides the right information at the right time to deliver exceptional, tailored service to each guest
Consumer benefit	New experiences will transform guests **We're bringing a new dimension of travel to life** Guests connect with each other, and the world's people, places and cultures	Guests can do even more of what they love on their vacation Enhanced shopping, dining and recreation, and tailored service New technology makes everything simple and easy	**Saves time for guests and crew by making every interaction simpler** Helps us deliver what guests want, wherever they are Helps us get to know each guest and serve them better	A personalized experience for each guest Help guests feel like they're always exactly where they want to be, doing what they love
Sample message	With O•C•E•A•N, we're transforming the way people see and experience the world. Ocean Vacations are about fully immersing guests so they can get more out of every moment.	Medallion Class Ships and Destinations offer our guests a vacation where every experience is simpler and more enjoyable. On Medallion Class Ships, we make dream vacations come true.	Ocean Medallion helps our crew deliver just what each Gust is looking for at just the right time. With Medallion, our guests will be free to connect and explore like never before.	Our guests will never be lost with Compass at their side. With simple, invisible technology, Compass makes it easy to offer elevated service to every guest.

Emphasize emotional benefit for guests and crew

Drive empowerment with collective phrasing

Show improvements to pain points they know

MESSAGING CONTENT: EMPLOYEES

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

O•C•E•A•N is about helping guests see the world and make connections with its people, places and cultures. We offer O•C•E•A•N experiences on amazing cruise vacations and through media programming that gives viewers the chance to be a part of the cruising experiences we create every day.

By helping potential guests discover the world along with us, we’ll make even more people interested in vacationing with Carnival Corp.’s World’s Leading Cruise Lines.

Your role

Drive empowerment with collective phrasing

We’re working hard to ensure that O•C•E•A•N encourages more customers to experience the incredible cruise vacations offered across our Carnival Corp. brands. You can help contribute by sharing the benefits of Ocean Vacations with past guests and potential guests who have never cruised before.

Ocean Medallion Class

What makes it special

Ocean Medallion Class Ships and Destinations go beyond the typical cruise. They deliver total immersion into new places, cultures and relationships—and we make those experiences come to life. This new category of vacation elevates cruising as the world knows it, thanks to innovative technology that makes it easier than ever for our crew to deliver exceptional vacation experiences.

On a Medallion Class Ship, our crew is empowered to always deliver the right service at the right time, and at Medallion Class Destinations, guests can enjoy a level of immersion in local cultures that no other vacation can offer. That’s why an Ocean Vacation is the best vacation choice, whether a guest has cruised dozens of times or has never set sail.

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of readers onboard and in port at Medallion Class Destinations.

This lets our crew see information they can use to offer better service. (For example, they’d know to automatically accommodate dietary restrictions, or suggest excursions that appeal to specific interests.)

Show improvements to pain points they know

Guests can also use Medallion for payments, unlocking stateroom doors, expedited embarkation and much more, improving the guest experience and making many interactions easier.

Ocean Medallion

How much it costs

Each guest’s Ocean Medallion is included in the price of their Ocean Medallion Vacation. It’s sent to guests in advance at no extra charge, so that their vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer an amazing experience with Medallion.

How it’s carried

Guests wear Medallion as a wristband or pendant, or just keep it in their pocket.

How it’s personalized

When guests receive their Medallion, it will be laser-etched with their name, ship and sail date.

Medallion issues

If a guest loses their Medallion or has technical issues. Each Medallion Class ship will have a specially trained Guest Services team to help.

Ocean Compass

How it works

For guests on an Ocean Medallion Class Ship, Compass is a personal guide that they can access everywhere – on portals throughout the ship, stateroom TVs and their own mobile devices. Compass uses their unique digital identity to provide just what they need at each moment, like suggestions for activities and directions to them, along with invitations and reservations for future experiences.

For crew on a Medallion Class Ship, Compass is a service sidekick that’s accessible anywhere—on Company tablets and on portals throughout the ship. Compass shares each guest’s unique profile so we can help make their experience as smooth and enjoyable as possible with exact directions, invitations, helpful reminders and other thoughtful touches.

Whether it’s required

Using Compass is not mandatory for guests to have an amazing vacation. But the more you encourage them to engage with Compass, the more they’ll be able to see the exciting opportunities that surround them.

While Compass will not be required for all crew members, it will be integrated into key crew functions on Medallion Class Ships, making it easier to offer amazing customer service tailored to each guest.

Emphasize emotional benefit for guests and crew

MESSAGING CONTENT: CREW

	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
Definitions (What it does)	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	Ships and destinations that deliver a cruise vacation unlike anyone's ever seen before	A wearable that's a portal to a world of amazing vacation possibilities **Speak in the second person to make key details relevant**	A digital guide that enables a personal concierge for guests and helps us create incredible vacation experiences
What's new/ different	Amazing vacations that are more than just a cruise Media content that lets guests explore new cultures and destinations	Opportunities to offer an elevated level of service to each guest Every experience is simpler, and tailored to each guest	Transforms every part of the vacation experience Gives guests more freedom to connect and explore	**Connect with guests on a personal level so you can help them live out their perfect vacation** Access Compass on a Company tablet so you have all the information you need to deliver exceptional, tailored service
Consumer benefit	**You'll play a crucial role in creating new experiences** You'll help bring to life a new dimension of travel Connect guests with each other, and places and cultures	Guests can do even more of what they love on their vacation Enhanced shopping, dining and recreation, and tailored service New technology makes everything simple and easy	Saves guests—and you—time and energy by simplifying every step Helps you deliver what guests want, wherever they are **Helps you get to know each guest and serve them better**	A personalized experience for each guest Help guests feel like they're always exactly where they want to be, doing what they love
Sample message	With O•C•E•A•N, we're transforming the way people see and experience the world. Ocean Vacations are about fully immersing guests so they can get more out of every moment.	When you're part of the crew onboard an Ocean Medallion Class Ship, you're part of making incredible experiences happen. Serving guests on a Medallion Class Ship means making dream vacations come true.	Ocean Medallion helps you serve exactly what your guests are looking for. Help guests discover their best vacation with Medallion.	You can think of Compass as your sidekick to making each cruise an incredible vacation experience. **Compass is here to make your job easier, simpler and more rewarding.**

Make them feel empowered to deliver the experience

Show improvements

Emotive language

MESSAGING CONTENT: CREW

Detailed sample messages

Please use this approved language as much as possible.

Remember to use “Ocean” to precede core elements in first mention (e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” thereafter).

O•C•E•A•N

The big picture

O•C•E•A•N is about helping guests see the world and make connections with its people, places and cultures. We offer O•C•E•A•N experiences on amazing cruise vacations and through media programming that gives viewers the chance to be a part of the cruising experiences we create every day.

By helping potential guests discover the world along with us, we’ll make even more people interested in vacationing with Carnival Corp.’s World’s Leading Cruise Lines.

Show improvements

Help crew feel empowered

Ocean Medallion Class

Differentiating features

With Ocean Medallion Class Ships and Destinations, we’re delivering more than just a cruise. **It’s total immersion into new places, cultures and relationships—and you’re a crucial part of making those experiences come to life. You’ll be able to offer a whole new level of service, because you know exactly what your guests are looking for, and when.**

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of readers onboard and in port at Medallion Class Destinations.

This allows you to access information that will help you develop personal connections and anticipate and deliver whatever each guest needs. For example, you’ll know if a guest is allergic to nuts or avoids eating dairy even before they sit down to dine. And, you’ll know if that same guest loves to snorkel, so you can suggest a popular snorkeling excursion at the next port of call.

Ocean Medallion

How much it costs

Each guest’s Ocean Medallion is included in the price of their Ocean Medallion Vacation. It’s sent to guests in advance at no extra charge, so that their vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer an amazing experience with Medallion.

How it’s carried

Guests wear Medallion as a wristband or pendant, or just keep it in their pocket.

How it’s personalized

When guests receive their Medallion, it will be laser-etched with their name, ship and sail date.

Medallion issues

If a guest loses their Medallion or has technical issues. Each Medallion Class ship will have a specially trained Guest Services team to help.

Show improvements

Ocean Compass

How it works

Think of Compass as a digital sidekick that you can access anywhere—on your Company tablet and on portals throughout an Ocean Medallion Class Ship. **When you access Compass, you’ll be able to see each guest’s unique profile so you can help make their experiences smooth and enjoyable as possible with exact directions, invitations, helpful reminders and other thoughtful touches.**

Whether it’s required

Using Compass is not mandatory for guests to have an amazing vacation. **But the more you encourage them to engage with Compass, the more they’ll be able to see the exciting opportunities that surround them.**

While Compass will not be required for all crew members, it will be integrated into key crew functions on Medallion Class Ships, making it easier to offer amazing customer service tailored to each guest.

Speak in the second person to make key details relevant

MESSAGING CONTENT: INVESTORS & FINANCIAL COMMUNITY

Definitions (What it does)	O•C•E•A•N	Ocean Medallion Class	Ocean Medallion	Ocean Compass
	Inspires you to engage in amazing vacation experiences that connect with people, places and cultures across the world.	Amplifies your vacation experience with personalized service that anticipates your needs, wants and desires throughout your vacation experience.	Opens endless vacation possibilities, making your experiences personal and your interactions simple.	Guides you throughout your vacation experience while inspiring you with immersive content and engaging you with experiential possibilities.
Offering (What it is)	A lifestyle that offers amazing travel experiences	Ships and destinations that offer a new class of cruise vacation that will drive bookings and consideration across our category	A wearable that allows guests to discover and even personalize a world of vacation possibilities	A digital guide that enables a personal concierge for guests and helps our crew deliver personalized service
+		**More descriptive language**		**Explain business case**
What's new/ different	Amazing vacations that change how consumers think of travel Media content that immerses consumers in new cultures and drives cruise booking	An elevated level of service to be deployed across all Carnival Corp. brands Every experience is personal, immersive and seamless	Transforms every part of the vacation experience Integrated technology allows our crew to serve and upsell more effectively	Builds a vacation experience around individual preferences **Drives guest spending on activities and upgrades**
+				
Consumer benefit	Guests are transformed by innovative, new experiences Encourages people to explore and see the world in a new way Connects people with each other, new places and cultures	Makes it easy for guests to engage in more activities **Shopping, dining and recreation are enhanced by proprietary technology** Every aspect of the experience is simpler and easier	Invisible technology eliminates common inconveniences of travel Guests receive what they want, when and where they want it Holds each guest's digital identity, allowing us to better serve them	Answers questions, tracks needs and offers personalized invitations for services and activities Location services make it easy to navigate onboard and in port
+				
Sample message	O•C•E•A•N will transform the leisure travel market and drive more bookings across the category. **The O•C•E•A•N experience will reaffirm our position as the cruise lines of choice.**	The innovative, personalized touches on Ocean Medallion Class Ships allow guests to discover and enjoy more experiences. **Ocean Medallion Class Ships and Destinations will shatter all expectations of cruise vacations.**	The simple, wearable Ocean Medallion transforms every part of the cruise experience. **Medallion will drive interest across our portfolio by making vacationing smoother, easier and more enjoyable.**	With Compass, the crew is equipped to answer any questions and deliver on all requests and preferences. **By educating guests and giving crew key, actionable information, Compass drives spend on services and activities.**
=	**Confident tone**	**Confident tone**	**Context on broader cruise market**	**Explain business case**

MESSAGING CONTENT: INVESTORS & FINANCIAL COMMUNITY

Explain business case

Descriptive language

Detailed sample messages

Please use this approved language as much as possible.

Remember to use "Ocean" to precede core elements in first mention (e.g., "Ocean Medallion" in first mention, "Medallion" or "Ocean Medallion" thereafter).

Context on cruise market

Explain investment strategy

Show improvements to pain points or hassles

O•C•E•A•N

The big picture

We travel to see the world, to engage with new people and discover our commonalities. O•C•E•A•N deepens those connections between people and cultures, all through the enjoyment of leisure travel. With O•C•E•A•N, Carnival Corp.'s guests will look forward to more simplified and personalized journeys than ever before.

Guests can board a cruise vacation enhanced by proprietary technology, and even have the opportunity to discover new cultures and destinations right at home through media programming. Through this, **O•C•E•A•N will advance the conversation about cruising, dispelling myths and driving interest even from new-to-cruise consumers across the Carnival Corp. portfolio of brands.**

Our investment

Carnival Corp. has made a substantial, long-term investment in O•C•E•A•N.

As we roll out new technology and elevated service to each of our brands in the coming years, we believe that this investment will transform the leisure travel market and drive unprecedented interest to our portfolio.

Ocean Medallion Class

Differentiating features

With integrated technology and elevated service, Ocean Medallion Class Ships and Destinations enhance the cruise experience while bringing forward a new category of vacation.

Each guest's Ocean Medallion acts as a portal to remove friction from experiences and purchases, and our crew uses new technology to offer personalized service and invitations based on each guest's profile and preferences.

How it works

Each guest on a Medallion Class Ship carries an Ocean Medallion that holds their unique digital identity and communicates with thousands of invisible sensors onboard and in port at Medallion Class Destinations.

This communication enables quick, seamless payments, embarkation, stateroom access and much more.

In addition, it provides information that our crew can use to communicate on a personal level and offer thoughtful, tailored service to guests, leading to improved experiences and additional incremental revenue. (For example, we'd know to automatically accommodate dietary restrictions, or suggest services and activities that appeal to specific interests.)

Ocean Medallion

How much it costs

Each guest's Ocean Medallion is included in the price of their Ocean Medallion Vacation. It's sent to guests in advance to make their vacation experience is simple and easy from the start.

Where it can be used

Only Medallion Class Ships and Destinations are equipped to offer this innovative technology.

While we plan to roll out Medallion to all of Carnival Corp.'s cruise lines in the future, the first guests can experience it first onboard the Regal Princess beginning in November 2017, and the Royal Princess and Caribbean Princess beginning in 2018.

How it's carried

Guests can wear a Medallion as a wristband or pendant, or just keep it in a pocket.

How it's personalized

When guests receive their Medallion, it will be laser-etched with their name, ship and sail date.

Ease of use

Medallion is easy for anyone to use—not just the young or tech savvy. The technology is invisible, with no power switch, menu or charging needed – everything just works like magic.

Ocean Compass

How it works

As the digital dimension of the O•C•E•A•N experience, Compass complements and enhances the amazing vacation experiences that Carnival Corp. offers. This new-to-market software is accessible across devices, with versions for both guests and crew.

For guests on an Ocean Medallion Class Ship, Compass is a personal guide. It suggests services and activities based on their schedule and preferences, plus it helps them navigate onboard and in port at Medallion Class Destinations. Guests can access Compass everywhere – on portals in staterooms and public areas, or on handheld devices.

For crew on a Medallion Class Ship, Compass is a service sidekick. It provides the right information at just the right time so they can get to know our guests on a personal level and offer them customized service and more effective, frictionless upsell opportunities. Crew members access Compass on portals and Company mobile devices.

Whether it's required

Using Compass is not mandatory for guests, but the more a guest engages with the software, the more they'll see the exciting opportunities available on their vacation.

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Messaging content
Organized by audience

Copy guidance and lexicon
How we define O•C•E•A•N's tone, and how it interacts with each cruise line's brand voice

Helpful resources
Contact details and other helpful information

WE CAN REPRESENT O•C•E•A•N'S PERSONALITY IN COPY, EVEN WHEN WRITING IN ANOTHER CRUISE LINE'S BRAND VOICE

For communicating as O•C•E•A•N, use the guidelines in this section to define how we speak.

For communicating (about any aspect of project Trident) as one of our brands, craft communications in that brand's voice, but consider using a few of the tactics and tips in this section to include a bit of the O•C•E•A•N© personality.

In either case, we can deliver a simple, consistent tone across communications and audiences by:

- Considering the **intent and context** of each communication we create
- Leveraging our **brand identity and copy best practices**
- Speaking within a **defined tonal range**
- Always using the phrasing **in our lexicon**

TO CRAFT SUCCESSFUL COMMUNICATIONS, WE MUST CONSIDER THE INTENT OF EACH PIECE

When we start by asking “What does this piece **intend** to do?” we can more easily identify the right ways to connect based on content and context.

Example intents include (but are not limited to):

- Promote
- Welcome
- Partner
- Support
- Sell
- Engage
- Inform

THE CONTEXT OF A GIVEN PIECE IS EQUALLY IMPORTANT TO CONSIDER

To make sure we are striking the right tone in each **context**, we should always ask:

Who?

Who is our audience?

How well do we know them?

Talking to a guest who's considering a cruise vacation? **Describe the experience!**

Talking to a press audience? **Be more functional.**

What?

What type of message is this? Good or bad news?

What's the best method to communicate this?

Exciting announcement? **Liven up your tone!**

Bad news, or a sensitive topic? **Use more restraint.**

When?

When is our audience receiving this?

Is it part of a longer conversation?

Make sure you're being thoughtful about **how the piece connects to other communications** your audience receives.

OUR COPY SHOULD FOLLOW THESE BEST PRACTICES TO REFLECT OUR BRAND ATTRIBUTES

We want to be INSPIRING so we:

- Use active, forward-looking phrasing to engage our audience
- Take time to show the beauty and intrigue of new cultures with flowing, evocative words and visuals
- Place details in context, to connect to the many amazing possibilities available on Ocean Vacations
- Use second-person phrasing (you, yours) when describing experiences, to immerse audiences in the possibilities

We want to be WELCOMING so we:

- Open with colorful, personalized greetings that exceed expectations
- Use language that's casual, as if speaking to a friend, but never flippant
- Employ first-person plural (we, us, ours) instead of third-person (Carnival, O•C•E•A•N) phrasing when describing our actions, so that we sound warm and human, not institutional or corporate
- Mix up sentence structure and avoid imperatives, to bring audiences closer

We want to be THOUGHTFUL so we:

- Clearly explain the personal nature of all invitations
- Lead with the benefit when describing activities and destinations, to show our audience what they'll get
- Offer tailored, unexpected tips and suggestions at just the right moments
- Always remain mindful of whom we're speaking to, avoiding acronyms or industry jargon with most audiences

We want to be BRILLIANT so we:

- Showcase what's unique about each destination and experience by using language that's as clear and specific as possible
- Describe experiences in an open-ended way to foster anticipation and excitement around the possibilities
- Offer invitations and important information with confidence
- Maintain authority by showing our enthusiasm in a mature, restrained way

IN ADDITION, O•C•E•A•N'S TONE SHOULD ALWAYS LIVE WITHIN A DEFINED RANGE

In order to be consistent and recognizable, everything we write and say should live within a defined tonal range.

Here's the range that feels right for us:



IN ADDITION, O•C•E•A•N'S TONE SHOULD ALWAYS LIVE WITHIN A DEFINED RANGE

We should consider context and audience, and then modulate tone within our "sweet spot" – just like a real person would.



LASTLY, ALL COPY – WHETHER WE'RE COMMUNICATING AS O•C•E•A•N OR AS A CARNIVAL CORP. BRAND – SHOULD REFLECT OUR AGREED-UPON LEXICON…

Instead of…	We say…
"Medallion Class Vacations"	"Ocean Medallion Vacations"
"Medallion Vacations"	"Ocean Vacations"
"Cruises"	"Cruise vacations"
"Consumers" or "customers"	"Guests"
Describing an experience as "magical"	"Amazing" or "incredible"
Using "Booking a cruise" with potential guests	"Finding a cruise"
Calling Medallion a "key," "disc" or "device"	"Portal [to amazing vacation experiences]"
Calling Compass a "concierge" or "digital concierge"	"A guide [that enables a personal concierge]"
"Next-generation" or "innovative"	"New" or "exciting"
Saying "Trident" externally	"O•C•E•A•N"
"Personalized recommendations"	"Personalized invitations"
"Touchscreens"	"Portals"

…AND IT SHOULD FOLLOW OUR NOMENCLATURE GUIDELINES

✓ DO use “Ocean” to precede core elements [i.e., “Medallion Class Cruises,” “Medallion Class Destinations,” “Medallion” and “Compass”] in first mention [e.g., “Ocean Medallion” in first mention, “Medallion” or “Ocean Medallion” in subsequent usage]

✓ DO refer to the overall experience as “Ocean Vacations” [“Ocean Vacations” is correct; “Ocean Medallion Vacations” is incorrect]

✓ DO refer to Ocean Medallion Class experiences by appending “Ships” or “Destinations” capitalized in title case following “Ocean Medallion Class” [i.e., “Ocean Medallion Class Ships” and “Ocean Medallion Class Destinations”]

✗ DO NOT write “Ocean” in all caps when it’s part of a name [e.g., “Ocean Concierge” is correct, “OCEAN Concierge” is not]

✗ DO NOT combine terms to create compound names [“Ocean Ready” is correct, “OceanReady” is not] except for signature experiences [“PlayOcean,” “ShopOcean” and “DineOcean” should be the only compound names]

HERE ARE SOME EXAMPLES OF OUR COPY GUIDANCE IN ACTION

Sample message for Past Guests:

You'll never be lost with Compass at your side.

Primary intent: Sell | Secondary intent: Engage
Context: Good or neutral news, audience already familiar with cruising's benefits and hassles

Tactics used:

We want to be
INSPIRING
so we:

- Use active, forward-looking phrasing to engage our audience
- Use second-person phrasing (you, yours) when describing experiences, to immerse audiences in the possibilities

We want to be
WELCOMING
so we:

- Use language that's casual, as if speaking to a friend, but never flippant

We want to be
THOUGHTFUL
so we:

- Lead with the benefit when describing activities and destinations, to show our audience what they'll get
- Always remain mindful of whom we're speaking to, avoiding acronyms or industry jargon with most audiences

We want to be
BRILLIANT
so we:

- Describe experiences in an open-ended way to foster anticipation and excitement around the possibilities
- Offer invitations and important information with confidence

HERE ARE SOME EXAMPLES OF OUR COPY GUIDANCE IN ACTION

Sample message for Investors & financial community:

O•C•E•A•N will transform the leisure travel market and drive more bookings across the category.

Primary intent: Inform | Secondary intent: Promote
Context: Good news, more formal audience

Tactics used:

We want to be
INSPIRING
so we:

- Use active, forward-looking phrasing to engage our audience

We want to be
WELCOMING
so we:

- Mix up sentence structure and avoid imperatives, to bring audiences closer

We want to be
THOUGHTFUL
so we:

- Always remain mindful of whom we're speaking to, avoiding acronyms or industry jargon with most audiences

We want to be
BRILLIANT
so we:

- Offer invitations and important information with confidence
- Maintain authority by showing our enthusiasm in a mature, restrained way

HERE ARE SOME EXAMPLES OF OUR COPY GUIDANCE IN ACTION

Sample message for Crew:

Serving guests on an Ocean Medallion Vacation means making dream vacations come true.

Primary intent: Inform | Secondary intent: Partner
Context: Good news, audience should feel empowered to deliver the new experience

Tactics used:

We want to be
INSPIRING
so we:

- Use active, forward-looking phrasing to engage our audience
- Place details in context, to connect to the many amazing possibilities available on Ocean Vacations

We want to be
WELCOMING
so we:

- Mix up sentence structure and avoid imperatives, to bring audiences closer

We want to be
THOUGHTFUL
so we:

- Lead with the benefit when describing activities and destinations, to show our audience what they'll get
- Always remain mindful of whom we're speaking to, avoiding acronyms or industry jargon with most audiences

We want to be
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- Describe experiences in an open-ended way to foster anticipation and excitement around the possibilities

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STILL HAVE QUESTIONS?

If you need more guidance on how to use this playbook, or have any questions or concerns you want to share, please reach out:

[CONTACT INFO TO COME]