

The Bounty x Kinder Cruise Party

Date: 22, 29 & 30 November, 2014
Route: Victoria Harbour to Discovery Bay
Client: Kinder (Ferrero Asia Ltd.)



Execution

Kinder cooperated with The Bounty to surprise the family customers with an amazing cruise in their 2014 Halloween consumer promotion.

The key of success of this promotion was the client's market positioning and attractiveness of the activity. Being the only European tall ship in Hong Kong, The Bounty's stunning look aroused the interest of the customers.

The branding elements were all over the ship in the format of decorations, accessories and props. The logo was even printed on the sails, attracting people on the banks to see the brand!

Most participants were very excited to aboard The Bounty for the first time, and impressed by the programmes, such as tea buffet, photo taking corner, treasure hunt, magic show and balloon twisting.



Challenges

The target audience was family with kids and therefore, safety was the top priority in setting the programmes, and also the activities' attractiveness and brand awareness. As a result, the programmes were designed specifically by designers, The Bounty team and Kinder, in the hope of bringing the best fun to the families and strengthening the brand image.

The three-day event was carried out through two weeks. However, November was the prime season for rental. The Bounty was nearly fully booked and thus all set-up had to be taken off right after the event and be installed right before the next departure within a very short time. In addition, the client's key product is chocolate, temperature has to be strictly controlled. After considering all possibilities, the best way was to deliver the chocolates on each event date. It could not happen so smoothly without timely action and intimate communication and cooperation among different parties.



Verdict

It was a very successful and unforgettable event. All participants were proud of being one of the guests and the client was content with the positive brand value added.