



Public Relations

Strategy

Our client is a privately owned, residential yacht with 165 luxury Residences. A diverse group of Residents from 19 countries own homes onboard and share interests in world cultures, history and adventure, and exploring fascinating destinations. They circle the globe every two to three years following an extraordinary itinerary that they select.

The client required controlled press coverage in targeted top tier magazines and publications with the certainty that the unique product would be correctly described for potential purchasers.

Execution

To secure quality editorial coverage, Strategic Vision identified appropriate media targets for multi-page, visually-driven features in lifestyle publications (ideally placed in publications a few months prior to the ship's arrival in a particular port) – to create an awareness in the target market, drive Guest Stays and Ship showings of qualified prospects.

Coordinating its media relations throughout the world, Strategic Vision sought out appropriate media targets and opportunities in desired markets, pitching stories to global titles and niche publications highlighting the lifestyle experience as well as specific angles such as culinary, golf and expeditions.

Through regular selective press visits and occasional sailings, Strategic Vision secured and placed editorial content to reach the readers and high net worth individuals this residence sought to attract resulting in interest and sales.

By maintaining an online press room at client website as main source of information disseminated to media seeking information on the Ship as well as for pitching, Strategic Vision encouraged writers to use this material verbatim to maintain more control over the story and ensure core messages were conveyed correctly.

As part of public relations role, SV developed a crisis communications plan for the client in order to maintain control of the media pipeline in the event of a situation (i.e. accident, etc.), ensuring proper management of a crisis situation, and protecting the brand identity of the Ship.

Results

Selectively placing articles throughout global media by targeting top luxury lifestyle and travel and business titles as this floating community circumnavigates the globe, resulted in recognition of client in desired markets, media coverage with AEV in millions USD, and a waiting list for residences with only a select few currently available for sale.