

MSC Cruises launches global integrated marketing campaign, *For a greater beauty*

Today, 22 January, MSC Cruises launched *For a greater beauty*, its brand new global integrated marketing campaign.



Source: MSC Cruises [MSC Cruises](#) MSC Cruises has launched *For a greater beauty*, its brand new global integrated marketing campaign

The contemporary brand of the Cruise Division of MSC Group, the MSC Cruises campaign, will be activated in more than 30 countries worldwide and will be seen through a mix of marketing channels including TV, out-of-home, print media, digital and social media.

Created in partnership with Dentsu Creative Italy, the was filmed by the Australian director [Kiku Ohe](#).

Known for his ability to craft compelling visual narratives, and elicit authentic character-driven performances, his highly awarded film craft displays a rare depth and artistry. The production is signed by Birth.

Filed on board MSC World Europa, one of 22 modern ships in MSC Cruises' fleet and the fleet's first ship to be powered by liquefied natural gas (LNG) and features the latest environmental technology.

The TV spot encourages audiences to discover the beauty of cruising more consciously with a profound respect for the ocean and the planet.

Beauty, represented in the film by an alluring voice, invites the audience to immerse themselves in the world's destinations, in nature and wonderful experiences on and off-board.

MSC WORLD EUROPA
The future of cruising

Imagine the future of cruising with the new revolutionary MSC World Europa, the first ship in the trailblazing World Class fleet. Powered by Liquefied Natural Gas (LNG), one of the world's cleanest marine fuels at scale, MSC World Europa symbolises the beginning of a new era of cruising. This unique prototype features a ground-breaking design with optimal efficiency and environmental benefits, bringing MSC Cruises one step further to its goal, to build zero emissions ships.

- LNG FUEL**
 MSC World Europa is the first ship in MSC Cruises' fleet to be powered by Liquefied Natural Gas (LNG), currently the cleanest and most efficient fuel commercially available at the scale we need reducing sulphur oxides (SOx) emissions by 99% and nitrogen oxides (NOx) emissions up to 85% while also helping to reduce CO₂ emissions by 25% compared to standard marine fuels
- SMART HEATING, VENTILATION AND AIR CONDITIONING SYSTEM**
 Heat recovery systems allow the intelligent redistribution of heat and cold from the laundry room and machinery spaces to warm up the swimming pools or other parts of the ship
- SELECTIVE CATALYTIC REDUCTION SYSTEM (SCR)**
 The SCR enables further reduction of NOx through active emissions control technology
- ANTI-FOULING PAINTS**
 The hulls of all MSC Cruises' ships are coated with special environmentally friendly paints which impede the growth of barnacles, algae and marine organisms to reduce drag significantly
- ADVANCED WASTEWATER TREATMENT**
 The system treats wastewater to a very high quality that is of a better standard than most shoreside municipal waste standards around the world
- SHORE-TO-SHIP POWER**
 Ready to connect to local power grid to reduce emissions whilst in port
- HYDRODYNAMICS**
 Optimised hull design and latest generation azimuths and propellers
- ENERGY-EFFICIENT***
 28% less fuel and 255 kg less CO₂ per guest per cruise
- LED LIGHTING**
 Energy efficient LED and fluorescent lighting is used throughout the ship
- ADVANCED WASTE MANAGEMENT**
 Comprehensive systems to reduce, recycle and reuse all waste generated on board
- TRIM OPTIMISATION**
 The monitoring of the ship's stability allows the crew to keep the vessel's trim optimised to reduce fuel consumption and optimise performance
- BALLAST WATER TREATMENT SYSTEM**
 A system to avoid introducing invading species through ballast water

*compared to Fantasia Class ships

MSC

Source: FathomWorld [FathomWorld](https://www.fathomworld.com)

MSC Cruises is firmly committed to achieving net zero greenhouse gas emissions for its marine operations by 2050.

The company is also a significant investor in next-generation environmental marine technologies, intending to support their accelerated development and availability industry-wide.

For more, visit: <https://www.bizcommunity.com>