The River Cruise Line launches national TV campaign via The DRTV Centre

Wednesday 10 September, 2014

The DRTV Centre, the leading UK direct response TV ad agency, has launched a new TV advertising campaign for its latest client The River Cruise Line.

Featuring the perennially popular “Blue Danube” by Johann Strauss as the backing music, the 40 second commercial opens with the line “Cruise the Danube in style, lose your cares for a while”. The TV spot continues showing relaxed passengers enjoying great food on board and viewing magnificent scenery and memorable sights like Bratislava Castle and the Budapest Parliament.

The River Cruise Line offers affordable, high quality, European river cruising, from under £1000 per person. Guests often remark on how friendly The River Cruise Line holidays are, with many making lifelong friends with their fellow travellers.

The DRTV Centre’s new River Cruise Line campaign includes 40 second and 30 second commercials and is being aired nationally throughout September.

David Pearson, Director of The DRTV Centre said: “TV is the ideal medium for advertising travel clients as we’re able to show great destinations and, in The River Cruise Line’s case, a truly fabulous on-board experience. River cruising is the fastest growing segment of the travel market.”

The DRTV Centre company details:

- The DRTV Centre was established 17 years ago in London.
- The DRTV Centre is the first and only advertising agency in the UK to concentrate solely on Direct Response Television.
- The agency provides everything clients need to mount successful DRTV campaigns: strategies, idea creation, scriptwriting, storyboards, research, casting, location search, film/video production, music, voice-overs, transmission copies, channel selection, TV airtime booking, call centre selection and response analysis.

For further information, visit www.drtvcentre.com or call David Pearson at The DRTV Centre on 0800 635 9000 or email david(at)drtvcentre(dot)com

Media:







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The Direct Response Television Centre



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DRTV :: Travel :: Direct Response :: TV Advertising :: Cruises :: Advertising Agencies :: Tourism ::

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