

**FASCINATING & UNIQUE ISLAND OF ST HELENA!**

Travel onboard the RMS ST Helena for the voyage of a lifetime

- ✓ Dramatic coastal scenery
- ✓ A British outpost in the South Atlantic
- ✓ Steeped in colonial history
- ✓ Remote and unspoilt

**LET SAIL ON A VOYAGE OF DISCOVERY ON BOARD THE RMS ST HELENA**

**nostalgia, character and tradition - enjoy a very different travel experience on one of the world's last working mail ships.**

**Be different - St Helena Line invites you to experience a voyage reminiscent of the sea of travel to the remote South Atlantic island of St Helena. The unforgettable is an integral part of the St Helena experience.**

**From ship to shore - the island of St Helena**

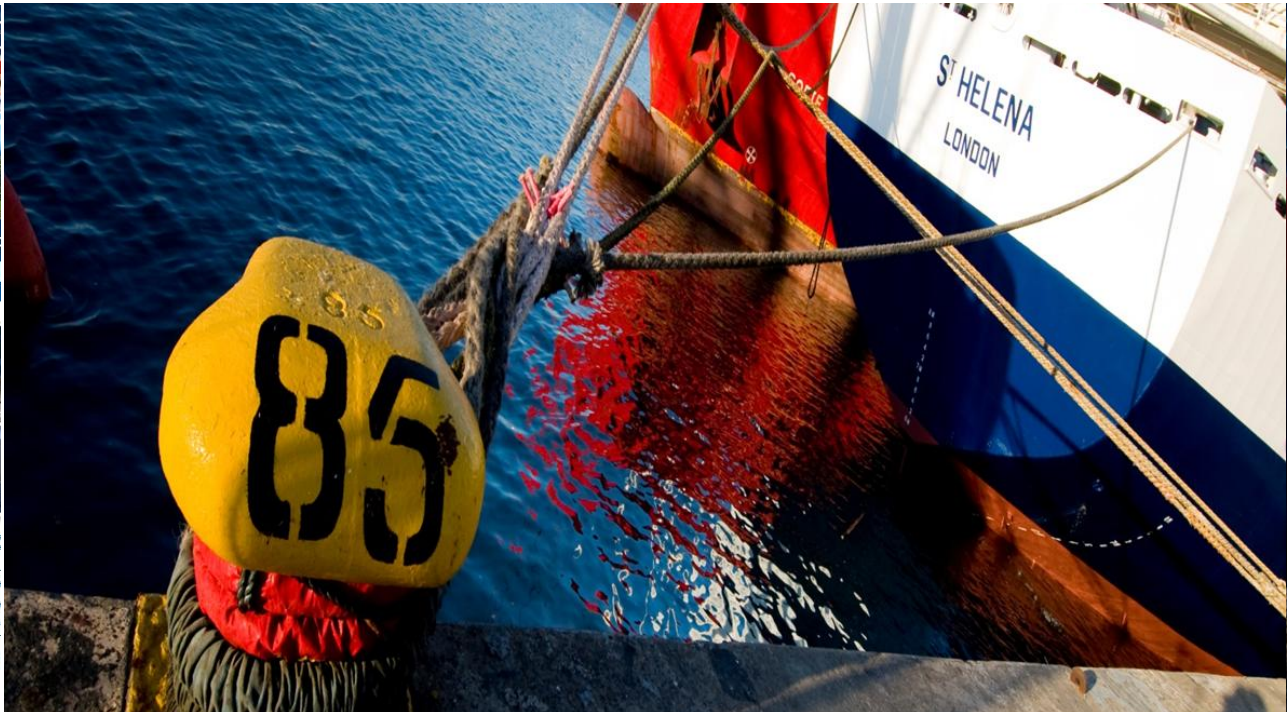
This voyage is perfect for those who enjoy being at sea and discovering new places. Lying 1500 miles northwest of Cape Town, St Helena is steeped in history perhaps best known as the place of Napoleon's exile. The island has a charming British feel - red post office vans and cricket played on the greenest against spectacular volcanic landscapes and dramatic coastal landscapes. You'll be made to feel right at home. 'Saires' are incredibly welcoming and will be there to greet you of the RMS on arrival.

**Set sail**

Choose from a variety of scheduled sailings throughout the year between Cape Town, St Helena and Ascension as well as twice a year from Portland, UK. Voyages range from four-day mini voyages to longer voyages of 13, 22 or 31 days. Join the 23-day Explorer Tour from £221 per person including eight nights on St Helena based on a twin berth cabin. Call us to take a travel package to suit your requirements.

For a brochure, schedules, special offers and more information call 0207 575 6480 or visit our website [www.rms-st-helena.co.uk](http://www.rms-st-helena.co.uk)

ROYAL MAIL SHIP ST HELENA



**maximising exposure.**

**TAKE A TIMELESS VOYAGE ON THE RMS ST HELENA**

For a very different kind of travel experience on one of the last working mail ships

**ADVERTISING MATERIAL**

St Helena is one of the last working mail ships in the world. She sails between Cape Town and the remote South Atlantic islands of Ascension and St Helena, returning to Portland (via Tenerife) just twice a year.

**Discover the joys of time**

As a 178 berth passenger ship and cargo ship, the RMS is a world away from the big cruise liners with an informal and a genuine. From the moment you board you'll be welcomed into the warm friendly maritime friendships that have existed during days at sea and the RMS is high esteem and affection by all those we had the pleasure to sail on Her excellent food including traditional St Helena fare, and experience some inspired arrival from the officers during the voyage.

As like-minded travellers, you'll meet glib 'Saires' returning home with to St Helena currently only by sea.

1949

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**targeted.**

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ROYAL MAIL SHIP ST HELENA

# Media planning and buying

St Helena wanted to boost bookings on the RMS St Helena – the only way to reach this remote island. Keene co-ordinated a targeted advertising campaign on a limited budget, responsible for media planning, buying and the ad creative. Researching the clients’ demographics, interests and booking patterns, Keene executed an on and offline campaign to maximise exposure and effectiveness. The media schedule covered mainstream (including the *Mail on Sunday* and the *Times*), plus niche outlets such as *BBC History* and the *RHS Magazine*. Over 12 months we reached over 3.2m potential customers and delivered over 7.3m impressions online.

**client:** St Helena      **service:** Advertising (media and buying)

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**Dare to be different. Discover St Helena**

Advertiser

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**LATEST ON 50CONNECT**

- BA cabin staff 'to strike over Christmas'
- Berlin is back - join the celebrations
- Christmas gifts for travellers
- Dare to be different. Discover St Helena

**FEATURED ADVERTORIALS**

FREE menopause Phyto Soya Vaonol Gel samples

"Sign up to become a collector for Marie Curie Cancer Care this March"

The RMS St Helena is one of the last working mail ships to carry Her

