

Owen Wilson stars in short-film trilogy to launch P&O's latest Australian ships

Visit www.befreeowen.com to view The Conspicuous Awakening of Owen Wilson.

P&O Cruises has teamed up with Hollywood star Owen Wilson to showcase its two latest ships - Pacific Aria and Pacific Eden - which will join the cruise line's fleet in November this year.

The actor, famed for his roles in Zoolander, Meet The Parents and Wedding Crashers is the star of three short films, titled The Conspicuous Awakening of Owen Wilson.

Directed by Tom Dey (Shanghai Noon; Failure to Launch), each film shows Wilson enjoying the ships' great features, through a series of dream-like and humorous flashbacks.

P&O Cruises Head of Marketing and Distribution, Simon Cheng said, "We're thrilled that Owen was able to channel his inner 'cruiseling' and showcase some of the remarkable features these ships have to offer."

"Hollywood, like Pacific Aria and Pacific Eden, exudes style and sophistication so it was to Hollywood we looked to help launch these ships. We wanted the right star - someone easy going and lots of fun, just like the experience Pacific Aria and Pacific Eden will offer. In Owen we found our perfect partner."

The stylised content series begins with Wilson emerging from a deep slumber, disorientated and unclear of his whereabouts, whilst nestled in the lap of a beautiful Australian 'cruiseling.'

As the narrative unfolds, Owen then begins to piece together his recent on-board experiences, shown through a succession of kooky and surreal flash back sequences, demonstrating that being on a P&O cruise is Like No Place On Earth.

Wilson's performance is complimented throughout by the presence of an array of Aussie admirers, including a cocktail waitress from Tangelooma.

Each instalment is set against a backdrop of some of the key features on both ships, opening in The Blue Room – an opulent and intimate space with rich velvet and chrome furnishings. Playing everything from Funk to Blues and Jazz to RnB, it will be the live music hub of the ships.

Film two takes place on the pool deck whilst the action in the third and final offering centres around the Pan-Asian inspired Dragon Lady restaurant and the The Oasis – the adults-only area of the ship.

Films one and two will launch today at www.befreeowen.com.au. The third and final film will be released in the same way tomorrow (Wednesday, 16 September).

The campaign was developed with P&O's advertising partner, BMF.

P&O Cruises Senior Vice President Sture Myrmell said the cruise line's latest ships had been inspired by modern Australia, with their resort-like styling and new look making them game changers for the local cruise industry.

"Pacific Aria and Pacific Eden will cruise from Australia year round. They will be welcomed into P&O Cruises' fleet during a five-ship spectacular on Sydney Harbour on November 25."

#cruiselings #pocruises

Visit www.befreeowen.com to view The Conspicuous Awakening of Owen Wilson.

For all media enquiries relating to The Conspicuous Awakening of Owen Wilson, please contact Rob at Frank PR: robtolan@frankpr.com.au / 0434 928 557 / 02 8202 0555

For all media enquiries relating to Pacific Aria & Pacific Eden, or P&O generally, please contact Libby at MG Media Communications: 02 9904 0011

Notes to editors: The region's largest and longest-serving cruise operator, P&O Cruises Australia leads the way in cruising as Australasia's only 'home brand' and its favourite cruise line. P&O Cruises has been sailing the region for more than 80 years, and has pioneered new destinations around Australia, the Pacific and Asia including Papua New Guinea, as reported in the New York Times' 52 top destinations for 2015. On November 25, 2015, P&O Cruises will welcome two additional ships to its current three-ship fleet becoming the nation's largest cruise line with five ships cruising from eight home ports in Australia, New Zealand and Singapore. The addition of Pacific Aria and Pacific Eden has paved the way for exciting new cruise options including deployments from every mainland state in Australia and an extended deployment from Auckland. The pair herald a new era for P&O Cruises, as reflected in its new brand repositioning - P&O Cruises, Like no Place on Earth.