

# Big colour ads spearhead 1973 Union-Castle campaign

If you see the UK national press, you must surely have noticed Union-Castle's 1973 advertising, starting earlier this year in big colour spaces. Some of the most spectacular advertisements in current shipping practice have been driving home the joint Union-Castle/Safmarine mailship service story.

Launched mid-January to match the peak UK period for holiday bookings, a series of whole-page full colour ads in *The Times* has sold the mailship voyage as "a relaxing, pleasure-filled holiday in itself." Colour photographs shot aboard the mailships evoke the mood of passengers relaxing on the voyage.

Similar colour advertisements have appeared in the *Daily Telegraph Magazine*. There are also ads in some British glossy magazines—*Country Life*, *Illustrated London News*, and *Punch*.

Below: three of the five sailing day ads, in black and white, presenting the character of the mailships and giving constant reminders of Union-Castle/Safmarine regularity.

## R.M.S. Windsor Castle

The 36,000 ton flagship of the Union-Castle fleet sails today for South Africa—a voyage of 111 days. She's spacious—designed for leisurely good living with air-conditioning, swimming pools, elegant lounges and bars, bookshops, tennis and cinema. The wide range of accommodation in two classes includes several superb deluxe cabins as well as a luxurious private suite.

Windsor Castle is one of the five great passenger liners in the Union-Castle/Safmarine service. There are sailings from Southampton almost every Friday, calling at Las Palmas, then on through the tropics to Cape Town, Port Elizabeth, East London and Durban. Fees to South Africa start at £159 Tourist Class, £211 First Class and £286 First Class, depending on season and ship.

Full details and information from your travel agent or Union-Castle Line, Dept. WT, 19/21 Old Bond Street, London W1X 4AN. Telephone: 01 493 8400.

UNION-CASTLE SAFMARINE



Another  
voyage to Africa  
begins today

## S.A. Vaal

This fine modern 30,000 ton liner, the Safmarine flagship, sails today, reaching Cape Town in 111 days. She's a one-class "suite" ship and her passengers are free to enjoy all the special amenities on board, from the quiet elegance of the Changing Room to the more energetic pleasures of the pool or discotheque. Cabin accommodation ranges from a luxurious private suite to comfortable 4 berth family cabins.

The S.A. Vaal is one of the five great passenger liners in the Union-Castle/Safmarine service. There are sailings from Southampton almost every Friday, calling at Las Palmas then on through the tropics to Cape Town, Port Elizabeth, East London and Durban. Fees to South Africa start at £159 Tourist Class, £211 Hotel Class and £286 First Class, depending on season and ship.

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UNION-CASTLE SAFMARINE



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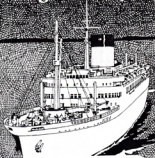
all under the general banner "Another voyage to Africa begins today".

CLANSMAN asked Union-Castle chief passenger manager John Andread to tell readers something about the passenger situation and thinking behind this impressive advertising, devised for U-C by London advertising agents Haddon & Co. While we had a good season of first-class bookings this year, he says, we still have to maintain our appeal to the first-class holidaymaker. The business is still very seasonal. At the same time there has been a falloff in tourist class from the high 95 per cent occupancy it reached some time back.

Apart from a drop in the number of migrants going by sea, one simple reason for the tourist class fall is that cheaper air travel has eaten into the tourist class business more than it has into first class.

So, John Andread points out, we find we need to appeal to almost all sections of the public. Though the selection of advertising media for the current campaign could rightly be said to be up-market—*The Times*, *Telegraph Magazine* and so on—Union-Castle believes *The Times* and *Telegraph* will also prove good media for tourist class sales. The thinking is that they reach a high proportion of people in the retired age bracket, who have both the time and the inclination to travel by sea and who would prefer the economy of tourist class.

## Another voyage to Africa begins today



## R.M.S. Edinburgh Castle

With Cape Town just 111 sailing days away, the Edinburgh Castle today sails for South Africa. A true class vessel, and sister ship to Safmarine's S.A. Vaal, she carries 130 or so First Class passengers in quiet, traditional style comfort. Amenities include a particularly fine long play library as well as a most elegantly appointed dining lounge.

The Edinburgh Castle is one of the five great passenger liners in the Union-Castle/Safmarine service. There are sailings from Southampton almost every Friday, calling at Las Palmas then on through the tropics to Cape Town, Port Elizabeth, East London and Durban. Fees to South Africa start at £159 Tourist Class, £211 Hotel Class and £286 First Class, depending on season and ship.

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UNION-CASTLE SAFMARINE