



MSC TRADE ENGAGEMENT GROUP

PRESENTATION, CONCEPT AND TREATMENT



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THE GOAL

Develop a powerful and inspirational presentation that differentiates — and elevates — the MSC brand in the hearts and minds of trade partners.

Stories that deliver *inspiring messages* in the style of a TED Talk vs. a product presentation.

•

Bring the MSC brand *vision and voice to life* in a powerful way that resonates.

•

Highlight the *innovations*, experiences and strengths, and how that *builds business* for travel advisors.

•

Build the presentation around *Koreen McNutt* (and her team) as the face and voice of MSC.

To deliver a inspirational business story that will inspire travel advisors and the hospitality industry.

THE GOAL

The point of Koreen's presentation isn't to "sell" MSC.

It is to objectively position MSC as a dynamic *innovator*.

A thought leader with a vision unlike any other in the cruise industry,
and a plan — already in motion — on how to realize it.

In a way that positively *transforms the future* of oceanic travel, and every industry partner.

THE STRATEGY

How does this inform our creative strategy?

Look and style needs to be “*TEDx*” ... not “sales presentation”.
(*e.g. wardrobe, headset, free motion on stage, speaking manner, body language, etc.*)

Dynamic use of *film and graphics* at the forefront, blended into the presentation narrative in a compelling, cutting edge fashion.

Integration of *interactive elements* — between Koreen and supporting film/graphic elements, and Koreen and the audience.
(*e.g. not a monologue ... create engagement, and a sense of shared journey*)

THE STRATEGY

How does this inform our creative strategy?

Narrative must provide an *inside look at what MSC is thinking*, as well as doing ...
a clear expression of our unique POV.

Be *courageous* in what we say, what we show, and how we act.
Unafraid to speak difficult truths ... but always with a professional demeanor.

Inspire the audience to immediately go further into our key topics, with content ready to facilitate it. The presentation should be the start of a *deeper journey* for our audience, not a one-time experience.

THE STRATEGY

How does this inform our creative strategy?

And maximize the investment by ...

1.

Using the presentation as a *launch platform* for further events, discussions and networking opportunities that bring key B2B audiences closer to — and in regular dialogue with — MSC.

2.

Ensure all content for the presentation is able to be effectively used in a all MSC channels, B2C as well as B2B, over a healthy period of time — *an evergreen strategy*.

THE STRATEGY

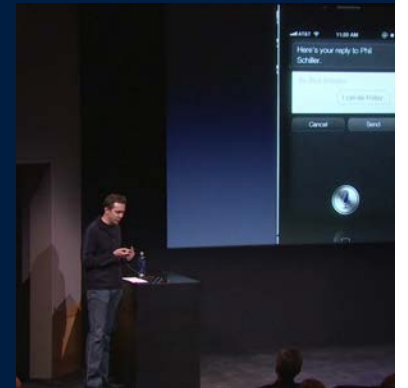
INSPIRATION TEDX:

The global forum for idea sharing and inspiration.



THE STRATEGY

INSPIRATION APPLE:
The ultimate inside look at innovation strategy.



THE STRATEGY

INSPIRATION GM:
The new model of modern executive leadership.



THE INSPIRATION

We are not suggesting that we mimic these examples. But we can take inspiration from their style, atmosphere and use of visual technology to create a similar feeling of excitement, passion, and sense of purpose for audiences.

They are the *modern incarnation of the corporate presentation*.
Direct, theatrical, suspenseful ... and imbued with brand character.

Critically, the speakers never “present” to an audience.
Instead, each speaker works to *inspire*.

THE CREATIVE DIRECTION

*The question is, what is the right creative direction for **MSC**?*

THE APPROACH

Based on our research, interviews with seasoned travel advisors, and immersion into MSC's history and business, we can summarize the MSC brand in one sentence from a thematic and positioning POV:

WHERE INNOVATION MEETS DISCOVERY

SUMMARY TREATMENT: FILM SERIES

While a full treatment can only be created in collaboration with MSC, we can offer a broad overview of how we see the presentation unfolding, and the methods we will use to create it.

Break the ice

Use an *element of surprise* to establish the “Innovation Through Discovery” theme — and motivate the audience to lean into it — from the start.

One idea: have Koreen introduce herself and MSC, then deftly jump to a *bold statement* of how MSC views the US cruise industry at the present.

Stick a sharp pin into what our audience already knows ... when it comes to cruise choice and experience in NA, it is becoming a highly *undifferentiated* market with *most brands moving in the exact same direction*.

Down to serving the same consumer segments, destination types, and price points.

SUMMARY TREATMENT: FILM SERIES

No one is investing in the type of profound *innovation* — or experiences — that will position the US cruise industry for the future.

No one is publicly answering the tough questions.
Addressing difficult challenges. Opening new markets. Striking new partnerships.

Reinventing what expectations should be, and *raising the bar* in a manner that will ensure long term industry growth and momentum.

THE CREATIVE DIRECTION

To further spark the audience, Koreen would pivot to a *short film* that is essentially a mash-up of current US cruise line advertising.

Skillfully but truthfully edited, the film will playfully make the point about *lack of differentiation, innovation or choice*.

The audience will find it near impossible to tell one brand from the other, one experience from the other, or even one destination from the other. They all gel into an oddly monotone whole.

“SEA OF SAMENESS”

Princess Cruises

Royal Caribbean

“SEA OF SAMENESS”



THE CREATIVE DIRECTION

Following the intro film, Koreen would make the point that she isn't here to bash the competition, but *start a frank conversation* about the future. One that affects everyone in the room, MSC included:

The US cruise industry isn't innovating fast enough.

Its long term growth and reputation may be at risk.

And so MSC is drawing upon its *deep heritage*, unique global resources, *innovative practices* and wealth of experience to help lead the way.

Not just for the benefit of the company, but *for all*.

THE CREATIVE DIRECTION

From this point, Koreen will present an *evocative summary* of the key innovations MSC is bringing to market — taking care to always go beyond MSC’s individual benefit — to underscore what it means for:

The US cruise industry and travel advisors

—
Everyone responsible for making it the very best it can be.

The style of Koreen’s presentation should be *direct, factual and personable*.

Never “selling” on what MSC is doing, but objectively taking the audience behind the scenes of each innovative step. While always connecting each step to the audience’s specific *objectives*.

The vision and scale of MSC’s mission ... and what it means for you.

THE THEMES

Breakdown of stories and content that support innovation and discovery:

Innovation

Promotes differentiation, early adopter appeal, functionality

Family Heritage

Authenticity, community, tradition commitment to quality

Sustainability

Socially conscious, personal values, influence, validates higher pricing

Personalization

Meets consumer behavior, individualized, higher conversion

Technology

Access, personalization, integrates into ones life

Dolphins, Knicks, F1

Popularity and emotional appeal of sports

Entertainment

Engaging and enjoyable experiences

Hydrogen Power

Attracts those who value sustainability and innovation

Heath/Wellness

Promotes physical, mental, and emotional well-being

Cultural Connections

Creates deeper emotional connections

Partnerships

Brand associations reach wider audiences, access to new markets

Expanded Ports

Commitment to community and convenience

Private Reserve

Exclusivity

Private Yacht Club

Exclusivity, prestige, luxury and service

THE THEMES

Themes directly address pain points, needs, and how to help advisors sell to their clients and build their business.

Sustainability concerns and demands for *eco-friendly* travel options.

•

Market *uncertainty* - economic, health and travel issues.

•

Customer *expectations*, personalized experiences.

•

Digital content, messaging, and tools to effectively *reach customers*.

•

Providing education, *insights*, trends.

•

Adapting offers and *customized* packages based on changing trends.

•

Niche travel *experiences*.

•

Leveraging *social media* for accelerated awareness and reach.

THE OUTCOMES

Differentiation, overcoming a “sea of sameness”.

Deeper *emotional* connections.

Driving consideration and *preference*.

Elevating *awareness* and reach.

Changing perceptions and *inspiring conversation and conversions*.

Increased sales and *revenue* opportunities.

Building *relationships*, industry support.

Accelerating *word of mouth*.

VISUAL INTEGRATION

Critically, Koreen (or her team) won't always be presenting alone.

Further informing each topic would be strategically edited, *short burst/high impact film clips* from others in the MSC universe — and outside of it — that:

Adds depth

—

Increases positivity and energy

—

Validate MSC's direction tangibly ... and objectively

VISUAL INTEGRATION

The possibilities are vast, and casting depends on the narrative we create together,
and how far we can go with casting.

Initial ideas include:

Experts in oceanic/marine ecosystems and sustainability

Family heritage, history, Italian roots

Leading voices in industry economics and forecasting

Authorities in ship design/construction/engineering/safety/interior design

Recognized chefs, entertainers and celebrities

Prominent journalists, reviewers and influencers

Executives from F1, Dolphins and Knicks

VISUAL INTEGRATION

From within the MSC universe, it's possible to include:

MSC ownership, executives, key staff members

Travel and hospitality advisors

Existing customers (though not in a “testimonial” fashion)

However, external authorities may be a first priority, as they offer *independent validation ...*
and further avoid the perception of MSC “selling” to the audience.

VISUAL INTEGRATION

These cut-downs will be short in duration — *:60 to :90 each* — strategically placed so Koreen can transition to them, and keep momentum up with ease.

For realization, we will use our decades of award-winning documentary film experience to capture long-form interviews that have the soundbites critical to this presentation ... providing *extended cuts, additional topics, teasers, trailers, cut downs, etc., to be used for all other channels.*

All will be filmed to a *motion picture standard*, with exceptional audio visual quality, at a resolution sufficient for any kind of display.

VISUAL INTEGRATION

Beyond film, the other key visual element will be a *finely tuned graphic style* for on-screen messaging, charts, statistics, infographics, other relevant MSC content ... even playful moments of humor or surprise.

Each film will be animated via Unreal, After Effects and other professional platforms, and brought into a *cohesive flow* that is clean, modern and uniform.

Consistency of motion timing, aesthetics and branding is essential, as the *graphics provide an essential rhythm to the presentation* ... further helping to keep the audience engaged, attentive and in flow with Koreen.

ONGOING CONTENT

On a final note, all of the films and graphics we create for this presentation should be *purpose-built to go beyond one time use*.

Instead, they should set the foundation for ongoing, original *episodic content* and live/recorded streams that continues to elevate MSC's profile as a thought and experience leader in the cruise industry.

To that end, all of the themes developed for the presentation should be created with a larger content rollout in mind. From extended interviews and in-depth cuts to on-board tours, animations, information overviews and more, the presentation audience should be able to further explore all of the themes immediately — *from any device — on demand*.

That can begin with a QR code on screen at the end of Koreen's presentation that will take the audience right into our content universe. With additional material regularly uploaded and promoted.

ONGOING CONTENT

By planning the use of film in an episodic direction, we have a terrific opportunity to *steadily build and hold audience over time*, in a highly efficient fashion, as MSC's own journey further expands.

A content platform that continues to provide sought-after insight and immersion, on a regular basis, so we become a *valued resource* to our trade partners, and maximize the opportunity to strengthen relationships and increase market share over the long term.

While also creating a *high quality footage library* that MSC can draw upon for any other use, business or consumer.

FILM AND STORYTELLING (EXAMPLES)

IKIN Inc.



\$20M in new investors

Paperclip



Zero-300 new clients in 120 days



\$9.8M in new vehicle sales in 32 days

GRAPHISOFT



18% YOY growth, market share increased from 6% — 14% in 5 years

pininfarina



Launch new services to architecture, nautical, lifestyle, aviation, consumer electronics, retail, and industrial categories.

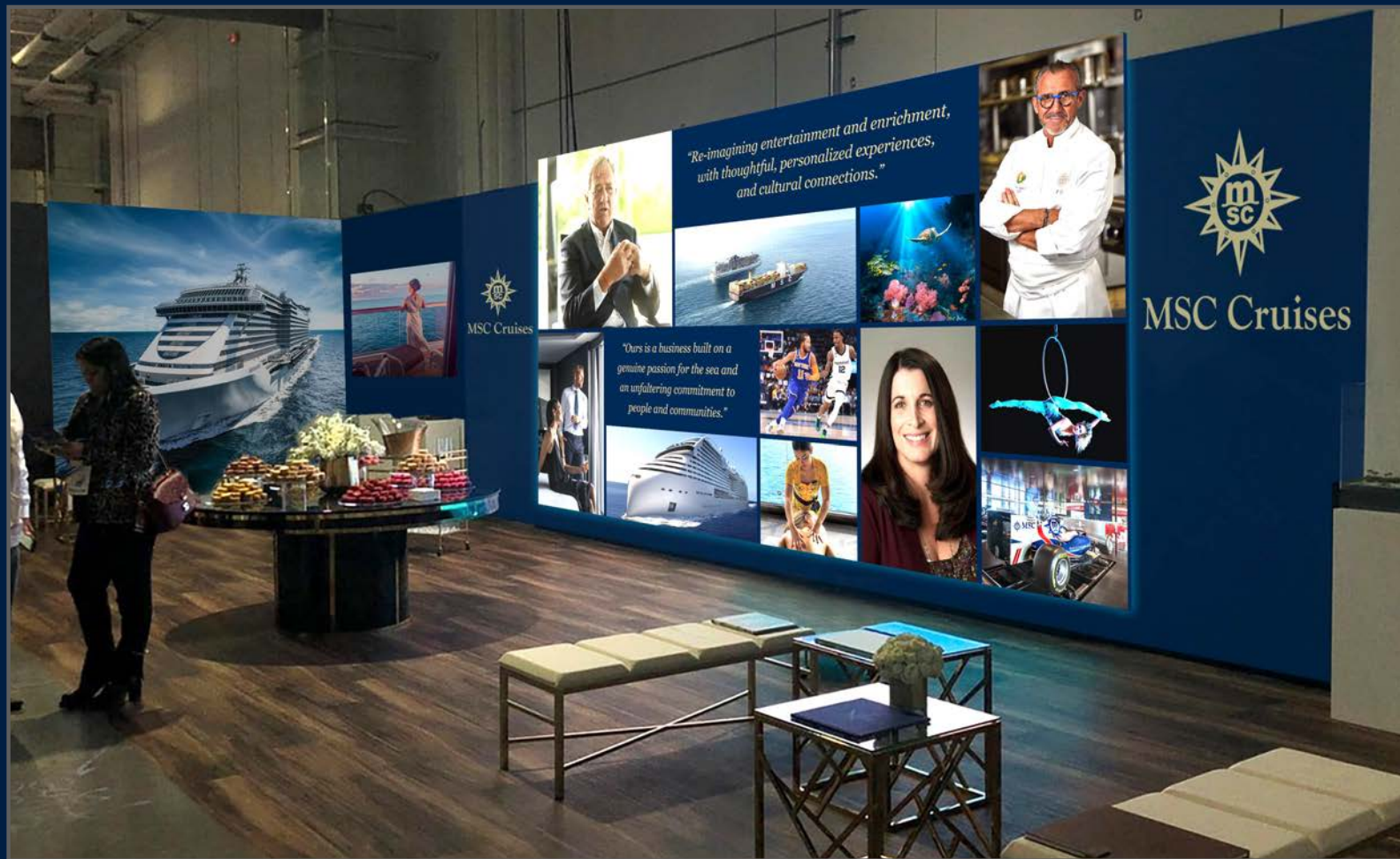
VISUAL INTEGRATION EXAMPLE

One Example:

Integrating a visually powerful representation of
“Where Innovation Meets Discovery”
into other presentation tools and tactics.

TRADE SHOW / VIDEO WALL

able for any
f LED wall,
tion system,
ge screen TV.



WHERE INNOVATION MEETS DISCOVERY



WHERE INNOVATION MEETS DISCOVERY THROUGH FAMILY HERITAGE

Ours is a business built on a genuine passion for the sea and an unflinching commitment to people and communities.”

Captain Gianluigi Aponte
MSC Group Chairman



- 3rd largest cruise brand
- Family owned and operated

- European leader
- 300 years of maritime heritage

- Privately owned
- European and Italian style

- Industry leadership
- Conservation and humanitarian

WHERE INNOVATION MEETS DISCOVERY THROUGH SUSTAINABILITY

Our goal is clear: for MSC Cruises to be a net-zero emissions company by 2050.”

FRANCESCO VAGO
Executive Chairman



- Sustainability reporting
- Decarbonization
- LNG-power

- Anti-fouling paint
- Reduced fuel consumption
- Bio diversity

- Marine conservation
- LED lighting /heat recovery systems
- Carbon intensity reduction

- Oceanly Performance cloud based platform
- Freshwater production
- Advancing shipping through decarbonization

WHERE INNOVATION MEETS DISCOVERY THROUGH SUSTAINABILITY



Our responsibility: sustainability. Being family-owned means we can invest in the long term, preserving the planet and its oceans for future generations. Ensuring we travel the oceans with the utmost care, while respecting the coastal communities we visit.”

- Private marine reserve
- Plants/shrubs planted
- Former industrial site reclaimed and restored

- Coral colonies relocated
- 64 miles of marine reserve
- Protected marine life

WHERE INNOVATION MEETS DISCOVERY THROUGH SUSTAINABILITY



“Growing fresh produce onboard a cruise ship that sails all around the world is a perfect illustration of Babylon’s remote management technology.”

- First-at-sea hydroponic powered micro-farm in the world

WHERE INNOVATION MEETS DISCOVERY THROUGH PERSONALIZATION



Experience an exclusive private sanctuary, where elegance meets luxury for an elevated vacation experience."

- 24/7 butler service
- All-inclusive packages

- Private restaurant
- Exclusive destinations

- Dorelan® menu
- Personalized mini bar

- 24-hour concierge service
- Private beach on Ocean Cay Marine Reserve

WHERE INNOVATION MEETS DISCOVERY THROUGH PERSONALIZATION



- Exclusive private solarium
- 24/7 butler service
- Private sun deck

- Access to priority embarkation/disembarkation
- Private beach on Ocean Cay Marine Reserve
- Private shopping trips

- Top Sail lounge
- VIP seating for entertainment
- Curated excursions

WHERE INNOVATION MEETS DISCOVERY THROUGH PERSONALIZATION



Influencers on a cruise line are like stars guiding the ship, illuminating the journey and creating excitement towards uncharted waters of adventure."

- High-speed internet
- Premium beverage package
- Premium wellness

- Thermal spa
- Unique influencer/social media opportunities

WHERE INNOVATION MEETS DISCOVERY THROUGH ENTERTAINMENT



Re-imagining entertainment and enrichment, with thoughtful, personalized experiences, and cultural connections.”

- Art wall, Warhol, Lichtenstein
- Broadway-style entertainment
- Outdoor activities

- Shopping
- Casino
- Cirque Du Soleil

WHERE INNOVATION MEETS DISCOVERY THROUGH ENTERTAINMENT



Cruising through the waves, our children's laughter echoes brighter than the sun, turning every moment into a treasured memory."

- Waterslide
- 4D Cinema
- Tournaments

- Robotron
- Billiards/Bowling
- Master chef

WHERE INNOVATION MEETS DISCOVERY THROUGH ENTERTAINMENT



From Formula One to the Miami Dolphins and NY Knicks, MSC elevates their game in the cruise industry.”

- Miami Dolphins and Hard Rock Stadium
- New York Knicks/MSG partnership
- Formula 1 partnership

- Mini golf
- Basketball
- Running track
- Gym

- Tennis
- Volleyball
- 5-side football
- Squash

WHERE INNOVATION MEETS DISCOVERY THROUGH MULTI-GENERATIONAL, UNIFIED FAMILY EXPERIENCES.



Generations blend together like the sea and sky at sunset, creating beautiful moments of shared stories, laughter, and timeless memories."

- Family dining
- Babies and toddlers service
- Parent time

- Kids clubs and family activities
- Family excursions
- Ocean Cay MSC Marine Reserve

WHERE INNOVATION MEETS DISCOVERY THROUGH CULTURAL CONNECTIONS



an MSC cruise offers a unique gateway to a vibrant international community, fostering unparalleled cultural exchanges and enriching experiences."

- LEGO experience
- XD cinema and the arcade room
- Kids club

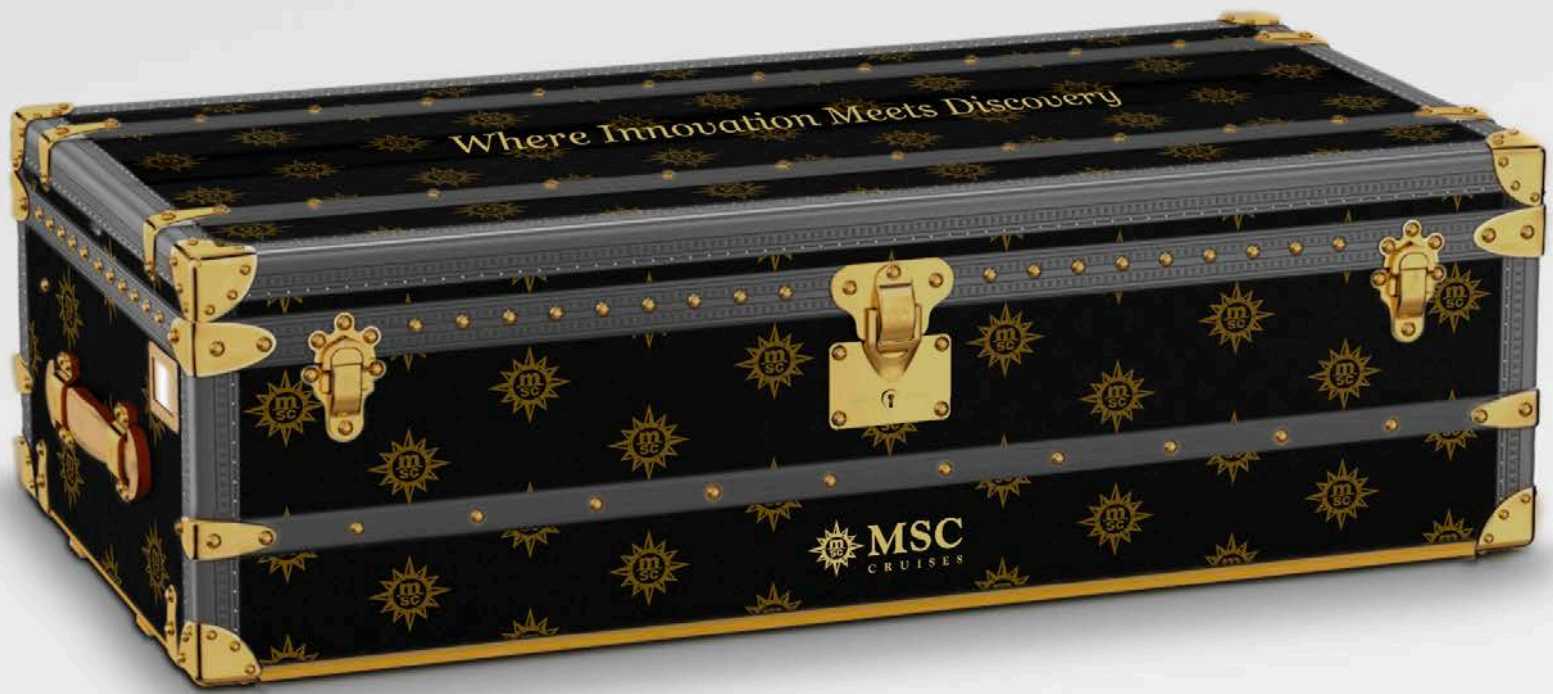
- Multi-cultural experiences for all ages
- Fun pass package
- Video & VR games

MSC SALES PRESENTATION

One Example:

Highly impactful and memorable
in-person presentation tool and leave-behind.





Presentation Box Closed



- Navigation compass gift
- Passport contains thumb drive with presentations, videos, and business cards
- “Look book” with photos, information, factoids
- Vintage destination post cards (or stickers)
- Corporate presentation materials
- Press releases
- Eco-friendly inks, recyclable paper

INTEGRATING CONTENT

The Brand/Business Story

Foundation for all tools and tactics

The Film Series

Variations based on audience

The Messaging

Customized for each audience

The Insights

Validating outcomes

The Creative Content

New and archived content



PEOPLE DON'T REMEMBER WHAT YOU SAY,
ONLY HOW YOU MAKE THEM FEEL.

This vision, '*Where Innovation Meets Discovery*,' isn't a tagline – it's the guiding principle that encompasses every aspect of your brand.

It ensures that your interactions are not just transactions, but transformative experiences that resonate deeply, not only with the industry but with their customers.

By consistently embodying this vision, we don't just build a brand; we create lasting memories and forge emotional connections that turn customers and business partners into passionate advocates.