

MEYER WERFT



Concept Vision

A 100% battery electric cruise ship – media coverage

Media Coverage

We presented the world's first 100 percent battery-powered cruise ship, "VISION," during an unveiling Ceremony at Seatrade Cruise Global in Miami on April 14. The technical concept was also presented on the "Sustainability Stage" of the show introducing the new technology further to a highly-interested and professional audience.

The concept introduction was supported by a press release, social media content and a video.

To date, we have achieved a level of global media resonance that has not been reached before. As of August 27, coverage of VISION has reached more than **2 billion people worldwide**, with **over 700 individual articles** published across newspapers, magazines and blogs.

The advertising value equivalent amounts to **€ 24.2 million** with around **98% positive and neutral coverage**.

On LinkedIn, we have reached more than **250,000 users** since publication. On Facebook and Instagram, the VISION posts were the **highest-reach contributions of the year**.

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 THANK YOU

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