



## All aboard the new ferry service to Cork!

Equinox Communications has been appointed by ferry operator Fastnet Line to promote and raise the awareness of their new Swansea to Cork service.

Following a long public campaign the service was re-introduced in March 2010 after an absence of four years and operates all year round for passengers, cars and commercial freight, and sails 6 nights a week, with additional sailings in high-season.

Equinox's brief will be to implement a comprehensive media relations and marketing strategy in south Wales, the Midlands and southern England which will involve advertising, media promotions, media familiarisation visits and managing a UK-based press office for the ferry operator.

Equinox's managing director, Eryl Jones said: "The agency has some impressive credentials within the UK transport sector and with Fastnet Line appointing Equinox means that we have a full house of the key transport providers.

"Being commissioned to promote the new service is testament to our knowledge, commitment and experience of the transport industry."

Equinox's transport portfolio includes working with motoring organisations, car manufacturers, train and railway infrastructure operators, bus and coach companies, airports and airlines.

The service is operated by the ferry MV Julia which can accommodate 1860 passengers and 440 cars, with 300 cabins, a cinema, casino, shops, bars and restaurants on board, and a crew of 80.

A large, light blue, stylized graphic of the letters "EQU" is positioned in the lower right quadrant of the page. The letters are bold and have a modern, rounded font style.

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