

PRESS RELEASE – October 2008

**Celebrity Cruises Names PGR Media**

[Release 10/19/08] **NEW YORK** Celebrity Cruises has named **PGR Media** of Boston, Ma as its new media agency of record for its U.S. traditional and interactive media account, according to **Laura Bajkowski** of [Bajkowski + Partners](#), the [agency search consultant](#).

**MPG Boston**, Ma, had previously serviced the account for nearly six years, but resigned the business after winning the +\$80 million **Carnival Cruise Lines** account with sister creative agency, Arnold Boston.

Estimated at more than \$18 million in combined media spend, the assignment includes all traditional and digital media, except SEO/SEM, for the Celebrity Cruises and Azamara Cruises account.

**Wayne Wielgus**, who recently joined the cruise line as senior vice president of marketing, had worked with the MPG team at his previous post, Choice Hotels International, and was always pleased with the agency's work. While he will miss the MPG team, Wielgus expressed his enthusiasm for "finding an independent media shop that can deliver big agency thinking and the ability to respond quickly to the demands of the cruise business." He added, "PGR Media will integrate well with our creative agencies, **Sapient** and **Element 79**, and take our business to the next level."

The list of other agency participants was not disclosed.

**About Celebrity Cruises and Azamara Cruises**

Celebrity and Azamara, units of Royal Caribbean Cruise Lines, offer comfortably sophisticated, upscale cruise experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, Australia/New Zealand, California, Canada/New England, the Caribbean, Europe, Galapagos Islands, Hawaii, the Pacific Coast, Panama Canal and South America. The line also offers unique cruisetour vacations in Alaska, Australia, Canada, Europe and South America. This year, Azamara Cruises presents the best of South America and the Panama Canal, elite Asia, the most captivating Caribbean and enchanting Europe.

**About Bajkowski + Partners**

Headquartered in New York City, Bajkowski + Partners is a specialized consulting firm providing global and regional clients with marketing management and agency search consulting services that deliver customized solutions to today's business challenges. Laura Bajkowski is managing principal of Bajkowski + Partners and can be reached at [Laura@Bajkowski-Partners.com](mailto:Laura@Bajkowski-Partners.com) or ++212.226.3919. [www.bajkowski-partners.com](http://www.bajkowski-partners.com) [www.twitter.com/laura\\_bajkowski](http://www.twitter.com/laura_bajkowski). ©2008 Bajkowski + Partners. All Rights Reserved.