

# MSC CRUISES FOR KIDS/TEENS

Summer 2022



# MSC CRUISES FOR KIDS & FAMILIES



**MSC Cruises**, winner of 6 international awards as “Best for families”, is pleased to update you on the news regarding our “DOREMILAND” world.

All activities for children and teenagers on board, have been rethought, concentrated and adapted to respect the total safety of our young guests/parents and to guarantee the required distance. The approved dedicated “**check point**” at the entrance of our kids clubs include: fever check, hand sanitization, shoes sanitization, mandatory masks for all children over 6 years old and **limited number** of kids playing at the same time, as per our protocol.



MSC Cruises is a worldwide leader in family cruises and onboard entertainment for kids/teens.

We created original iconic branded experiences, mascots, cartoons, web series, songs, board games, merchandising.



Working with top partners in the world (Lego, Chicco, Endemol, Nickelodeon, Fremantle, The Department Uk, King's Active, Carioca & Clementoni).

Providing 15 hours of live entertainment per day per ship

(over **90,000** hours per year fleet)



Connecting kids and teens, before, during and after departure, with our original hit web series.



# «DOREMILAND»:

MSC CRUISES YOUTH AREAS



# MSC CRUISES YOUTH AREAS: 5 CLUBS FOR ALL AGES

98 hours of live entertainment per cruise plus 9 live family game show/ events: that include:



## DAILY ACTIVITIES

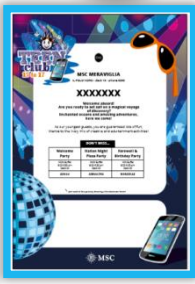
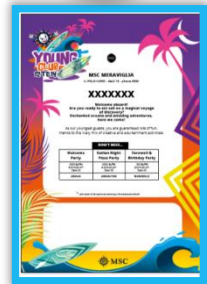
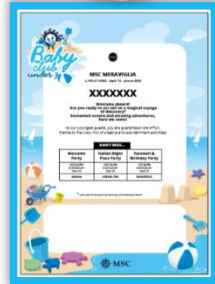
Arts & Crafts

Sport

Tech

Live: Family activities

Group Games



# MSC CRUISES YOUTH AREAS: 5 CLUBS FOR ALL AGES



# «FAMILY ACTIVITES & ORIGINAL FORMAT»:

FUN FOR KIDS, TEENAGERS AND PARENTS



# MOST POPULAR ACTIVITIES

98 hours of live entertainment per cruise plus 9 live family game show/ events: that include...

## ***THE DRONE ACADEMY:***

The first school of drones on board a cruise ship!

TARGET YOUNG & TEENS : 10-17 YRS  
On MSC Grandiosa and MSC Virtuosa

## ***MSC DANCE CREW:***

A unique dance talent show with the participation of the first dance crew at sea!

TARGET KIDS: 9-12 YRS  
TARGET TEENS: 13-17 YRS

## ***CABIN 12006 : THE EXPERIENCE***

*MSC Cruises original web series and related experience on board ! It's now also a social media project with dedicated hashtags #mscteens #cabin12006*

TARGET YOUNG & TEENS : 12-17 YRS

## ***MASTERCHEF AT SEA***

A brand new and exclusive kids' cooking live competition.

TARGET : 7-17 YRS



On MSC Grandiosa and MSC Virtuosa

FLEET

FLEET

FLEET



## ***MSC MUSIC GAME***

The whole family will be star of an unmissable game show dedicated to music and suitable for all ages.

## ***DOREMILAND DREAMING AT SEA:***

An exclusive travel talk will be broadcast in the form of a documentary, which will immerse parents and teenagers in all the services and activities that await them during the cruise.

## ***TLS: TEENS LATE SHOW***

Every week young and teenagers will be the cast of a real "Late Show" dedicated to them. Trends, music charts, guests star, the most loved tv series, games and prizes are the topics of the most trendy game show on board. Live from the "Teens Club".



**FLEET**



**FLEET**



**FLEET**



# «MAIN PARTNERS»



# MAIN PARTNERS

The Kids & family experience is designed by MSC Cruises and for some segments designed in collaboration with two main partners: Lego and Chicco



**LEGO® Experience On Board:** A dedicated programme for all Kids to enjoy. With a range of LEGO bricks and toys on board, you can give your kids the opportunity to express their creativity whenever and wherever they want! At the end of the LEGO EXPERIENCE ON BOARD each child will receive a diploma, certifying that he/she is now a **Junior LEGO® Master Builder**. Become a Junior LEGO® Master Builder on board our fleet!

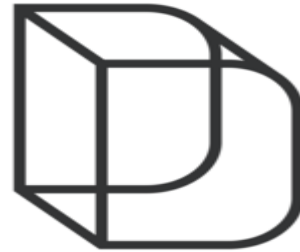


We asked the “**Osservatorio Chicco**”, Baby Research Center, to partner with MSC Cruises to offer you an holiday that is “tailormade for babies”. But we know that mums and dads are entitled to a holiday too, and a cruise on our fabulous, welcoming ships, offers this in more ways than one! You’ll find dedicated activities and the most modern, fun and educational toys, chosen for you by Chicco.



# OTHER PARTNERS

Over the years many companies have partnered with MSC Cruises, to create content and entertainment experiences for families unique to the cruise industry :



# «MSC CRUISES FOR TEENAGERS»



# MSC CRUISES FOR YOUNG & TEENAGERS

The growing number of teenagers on board and a fast-maturing generation, has led MSC Cruises to create additional live activities, prime time games, spaces and fun entirely dedicated to GenZ. Playstation5 , foosball, Vr, table tennis or billiards also await teenagers in modern Labs reserved only for them.

*PRIME TIME ACTIVITIES FOR YOUNG & TEENAGERS ( 12-17 yrs ) :*

*Day 1: MSC Hit List*

*Day 2: Generazion z*

*Day3: «Ipop» Competition*

*Day 4: «Myseries» Competition*

*Day 5: MSC Music Game*

*Day 6: MSC Teens Awards*

*Day 7: «Cabin 12006 « Social Media experience*



# MSC CRUISES FOR TEENAGERS: ON WEB & SOCIAL MEDIA

MSC Cruises' entertainment for kids and teenagers is also an incredible "at home experience", available on web, social media and music platforms with our original web series, themed vlogs, Instagram content, original soundtracks, YouTube playlist. Official hashtags : #mscteens #cabin12006.



## SOCIAL MEDIA IMPACT CABIN 12006: #mscteens #cabin12006

IEWS : 1,944,164 ( YouTube , Instagram , Facebook)

TIKTOK VIEWS: 2,400,000

TOTAL VIEWS: 4,344,164

INTERACTIONS: 2,313,700

Sentiment :

**Positive 80%**

Neutral 20%

**Negative 0%**

-Best performing video on MSC Corporate YouTube Channel 2020

-Instagram is the main channel: majority of feeds are in Italian , English and French



# MSC CRUISES FOR TEENAGERS: MERCHANDISING

A merchandising line has also been created around the MSC Original experience "Cabin 12006". Includes: usb drive with photos, t shirt, hat, beach bag, bracelet, music album: all at 25 euro.



# «Q&A with Matteo Mancini»

MSC Cruises Corporate Kids Entertainment Manager





# Q&A WITH MATTEO MANCINI

---

## **What changes did you make to the Kids Club in terms of health and safety measures?**

We follow a strict protocol ensuring all children and teenagers on a cruise to play and have fun in complete safety. We have introduced a “check point” at the entrance of the kids area, providing four mandatory steps: mask for everyone from 6 years old up, fever’s check, disinfection of hands and shoes. The number of children entering the youth areas is also strictly monitored: groups are reduced to a maximum capacity to ensure social distancing between everyone. With these comprehensive measures, along with our general pre-boarding and onboard measures, MSC Cruises can give families the confidence to enjoy the safest vacation available in the market.

## **How did you adapt the overall kids’ activities and what kind of kids’ activities are available?**

The great news is that we can safely guarantee all of our award-winning kids’ program to entertain children of all ages. We continue to offer everything that we used to do and that is much loved by our young guests. All the activities, however, have been rechecked and updated in their execution to avoid contacts and gatherings among kids. I will give you two examples: before the global pandemic, the exciting cooking competition "MasterChef At Sea Juniors" could welcome up to 40 children on stage at the same time. Today we don't exceed 10 children at a time, in strictly single and spaced out positions and all wearing masks. In sports, we no longer play group games involving contact and an exchange of the ball, but individual challenges such as penalties shots and baskets with scores ensuring that the balls are properly sanitised and not passed from hand to hand.

## **How many kids are sailing with MSC Cruises since the restart of operations in August 2020 ?**

Over 55,000 from August 2020 to August 2021! That is an extraordinary number. MSC Cruises this year had led the way not only in the international cruise industry but also in the entire entertainment business. During the first lockdown, we entertained thousands of children through our MSC original contents on the official [YouTube MSC Cruises channel](#) (web series, cartoons, music videos). From August 2020 onwards, while all the theatres and most schools around the world were still closed, and no family live shows available, we reopened the Kids Clubs on board in complete safety with our industry leading health and safety protocol and family live shows are even guaranteed in the theatre and Sportplex. We keep at heart the responsibility of offering the safest holidays to our family guests, and we are pleased to have succeeded thanks to our protocol. I recently learned of a well-known television production company that studied MSC Cruises as an example, before returning to produce their own shows. That's making a difference.



**Can you explain what feedback you received from the families regarding their time spent in the Kids Club?**

All extremely positive feedback and incredible gratitude. During lockdown, all parents had the opportunity to spend so much time with their children at home. We've noticed, since the reopening of our clubs, the incredible eagerness of parents to have their children play and stay with other children, and the same eagerness from the children and teens to break away from their parents. While before the pandemic we had 60% of children participating to our activities on board, today it has risen to 82%, taking into account different onboard locations as well as times and cruise days.

**Did the crew receive additional training for operating in the Kids Club?**

Absolutely and additional training was compulsory for our crew. We ensured two different additional trainings: one dedicated to MSC Cruises' new comprehensive health and safety protocol and a second, more technical one, dedicated to the procedure in regards to the kids' entertainment since the restart of our operations and the management of our clubs and activities regarding safety.