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## **Dentsu X Gets Onboard with Scenic Group as its Global Digital Agency of Record**

*Cruising to victory: dentsu X wins competitive global pitch to secure worldwide digital media remit for the luxury cruise operator*

Hollywood, FL -- Luxury cruise and tour operator Scenic Group, which includes Scenic Luxury Cruises & Tours, Emerald Cruises, Evergreen and Mayflower, has appointed dentsu X to manage its global digital media strategy, planning and buying requirements following a competitive pitch, Scenic Group has grown over its 36-year history to include award-winning river and ocean cruises and handcrafted land journeys that take guests to many of the world's most fascinating destinations covering all seven continents.

With immediate effect, Scenic Group has consolidated all its digital media with dentsu X across all its international markets including USA, Canada, Australia, New Zealand and throughout Europe. As the new digital media agency of record, dentsu X will springboard the global transformation and growth of Scenic Group's online presence and bring a streamlined experience to its digital media offering around the world.

Dentsu X in the US is now responsible for leading global digital strategy and performance activation as well as offline media including TV and print.

Anna Wolfsteiner, Chief Sales and Marketing Officer, Scenic Group said: "We are a business that is built on delivering unforgettable experiences for our guests and the next step of our development is to spread the word as far and wide as possible as we seek to engage with new audiences. Across our brands we offer activities that go beyond what is otherwise available elsewhere. We have ambitious plans for both Scenic and Emerald Cruises for 2023 and are sure the creative talent at dentsu X will bring these to life online."

Beth Freedman, CEO dentsu X UK said: “We are excited that Scenic Group has chosen to partner with dentsu X. Our Experience Beyond Exposure approach is built on creating relevant and meaningful audience experiences – to earn their attention, drive action and deliver business growth for our clients. This is underpinned by deep consumer insight and dentsu’s proprietary data and tools which collectively will help transform Scenic Group’s digital activity at global scale.”

For more information about dentsu X and the work it does with brands around the world, please visit [www.dxglobal.com](http://www.dxglobal.com).

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