

GO BEYOND THE SHIP

Brand: Virgin Voyages

Role: Graphic Designer

Campaign: #GoBeyondTheShip

Media: Social, Digital, Website, Email, Print



Background Story

Virgin Voyages wanted to inspire Sailors to go beyond the ship and discover authentic Caribbean adventures. The campaign highlights excursions through bold visuals, adventurous storytelling, and consistent design across all platforms.

ADVENTURE

CULTURE

LUXURY

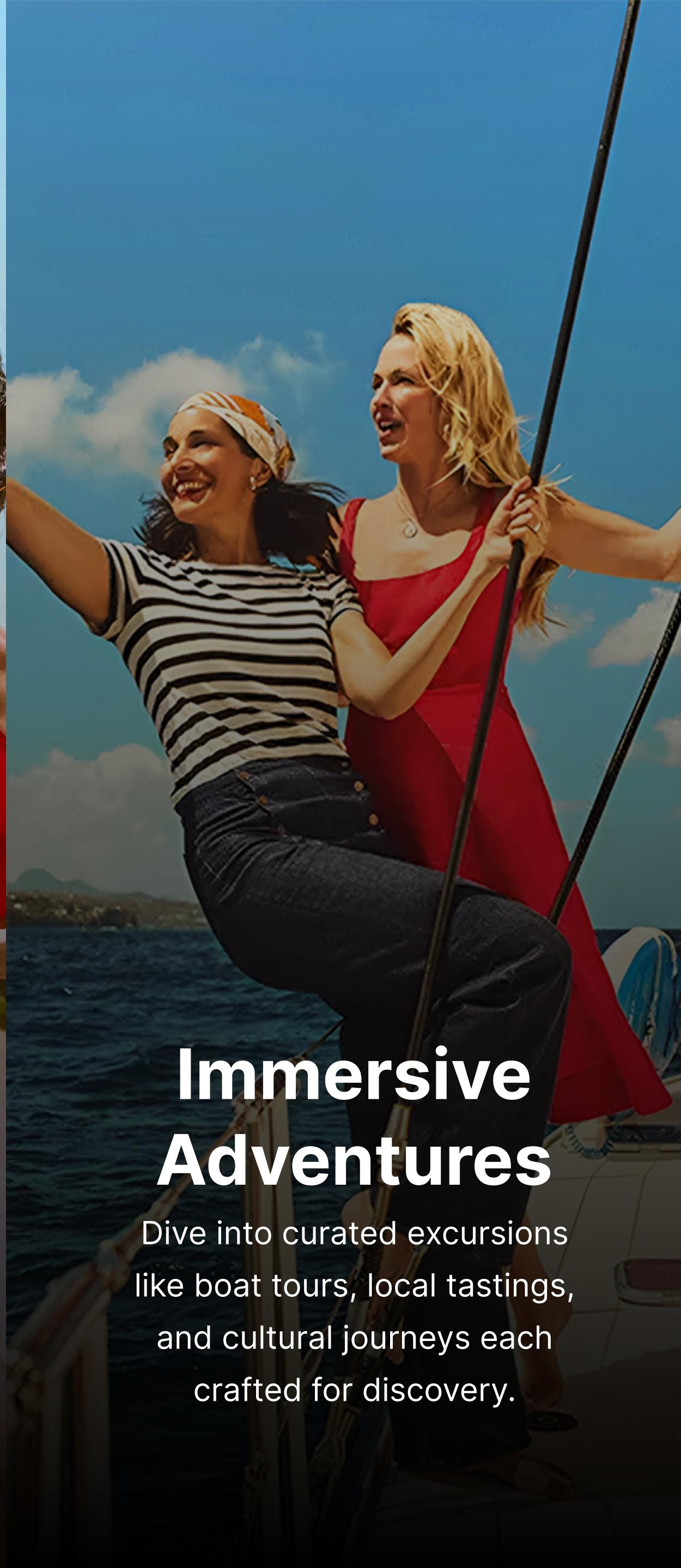
FUN

These values guided the campaign across all platforms, keeping the Virgin Voyages spirit bold, playful, and inviting Sailors to explore beyond the ship.



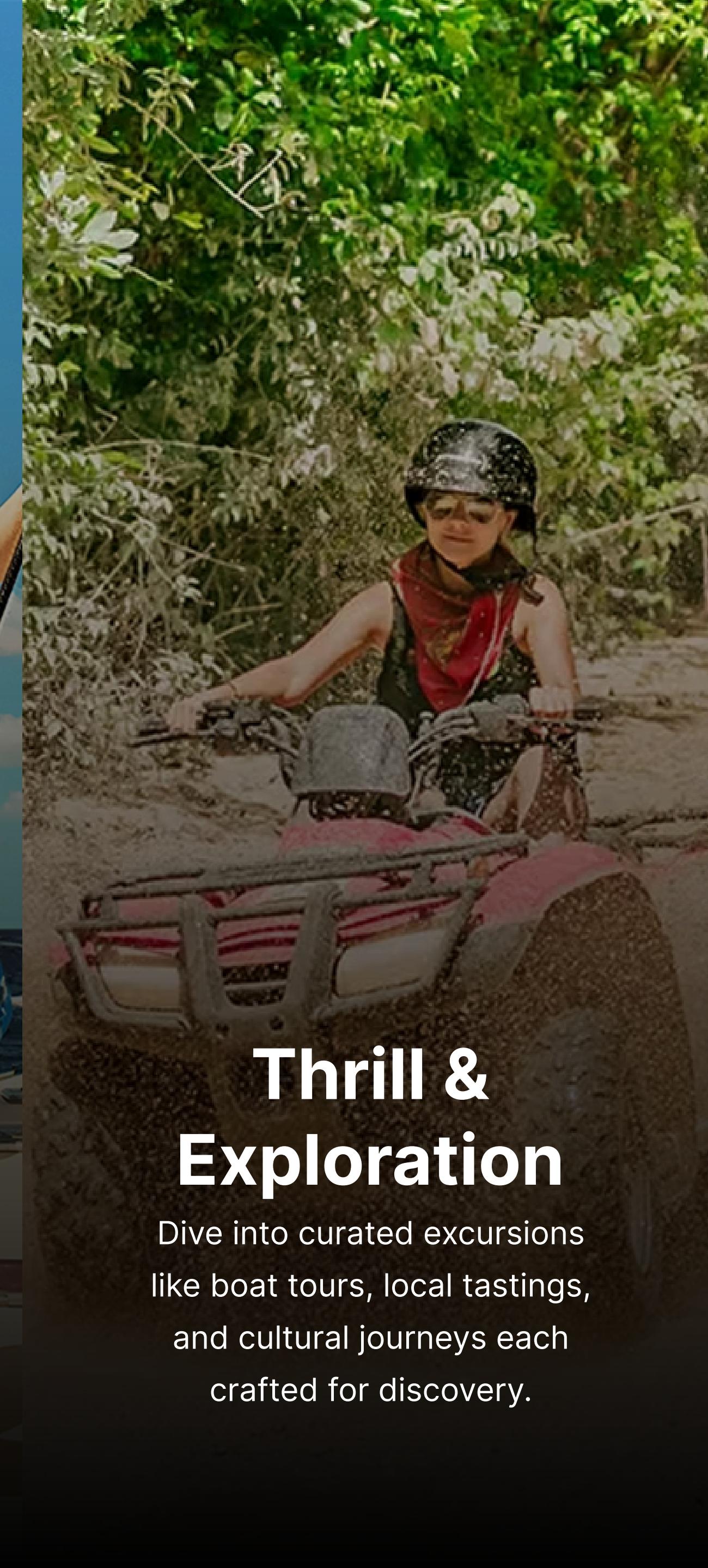
Unforgettable Moments

Sailors experience authentic island escapes, from beaches to local culture, designed to create stories worth sharing.



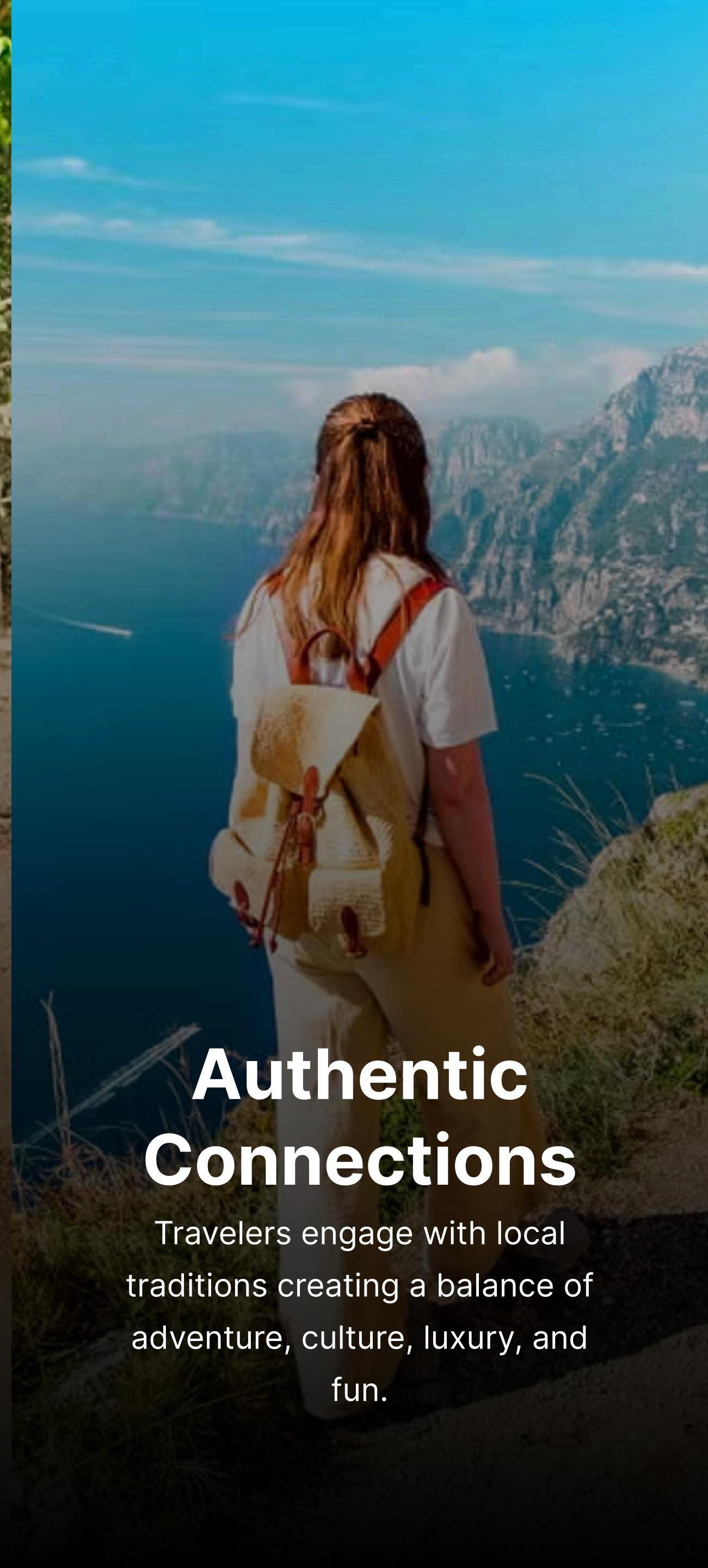
Immersive Adventures

Dive into curated excursions like boat tours, local tastings, and cultural journeys each crafted for discovery.



Thrill & Exploration

Dive into curated excursions like boat tours, local tastings, and cultural journeys each crafted for discovery.



Authentic Connections

Travelers engage with local traditions creating a balance of adventure, culture, luxury, and fun.

Adaptive Message

#GoBeyondTheShip was designed as an adaptable message that works seamlessly across platforms. The core idea *inspiring Sailors to explore authentic adventures beyond the ship.*

Every Port, A New Story.

Go Beyond the Ship.

Shore Things, Endless Adventures.

360 Campaign

WEBSITE

SOCIAL MEDIA

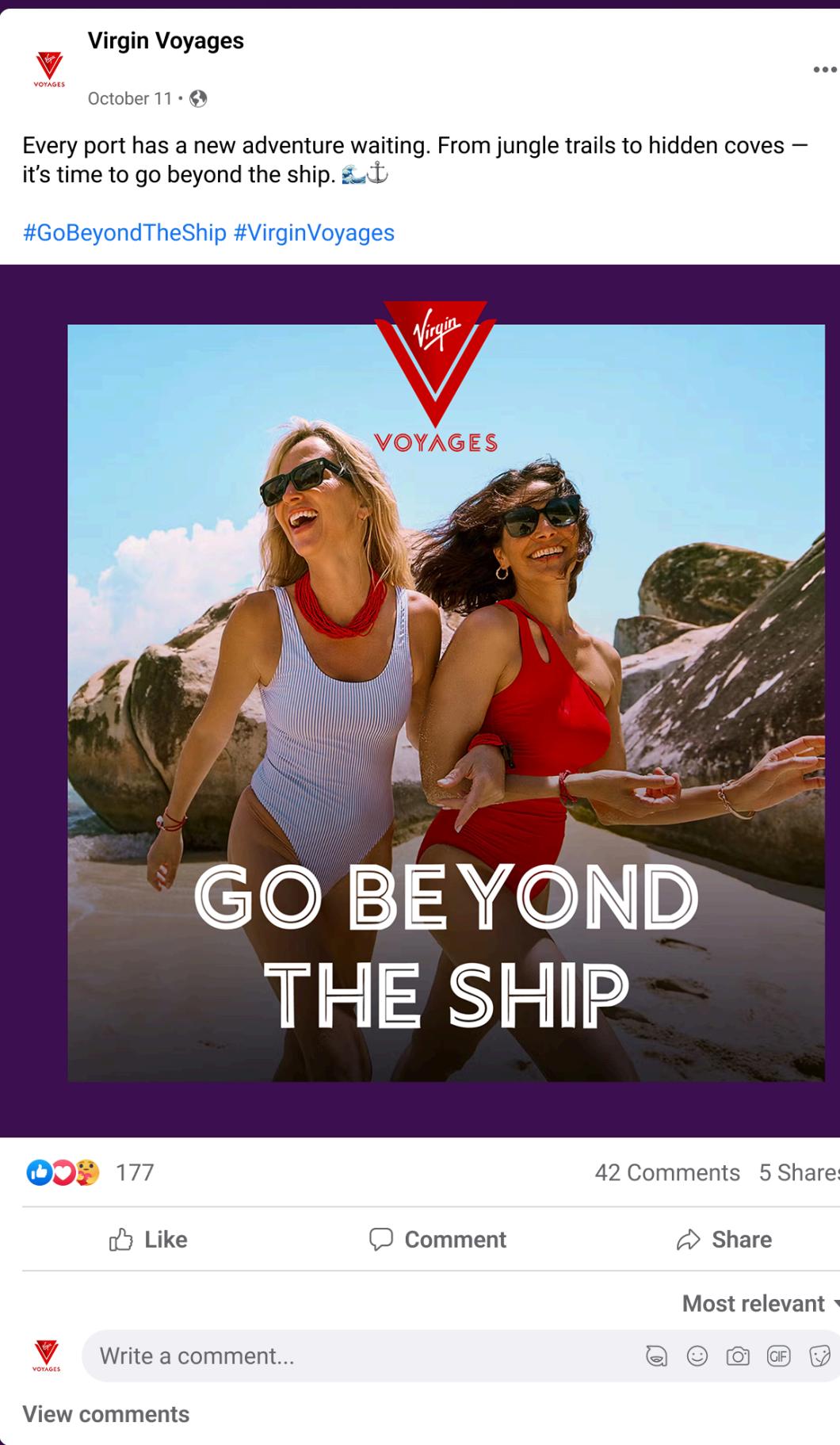
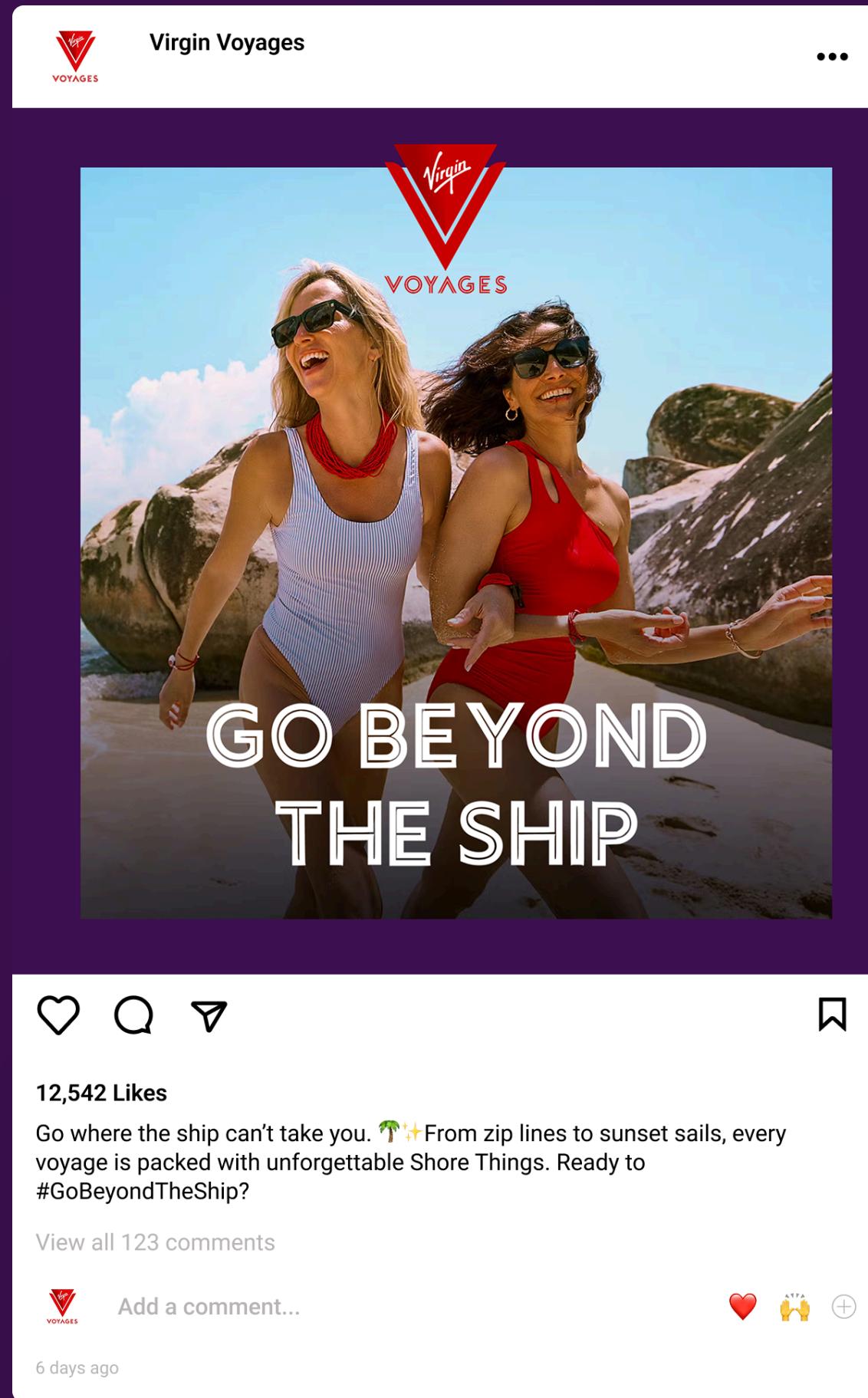
VIDEO CONTENT

DIGITAL ADS

PRINT COLLATERAL

ONBOARD BRANDING

Social Media



Print Collateral



Onboard Branding



Website

Set out from San Juan on this epic 7-night voyage to some of the Caribbean's most beautiful islands. Start in Road Town, the capital of Tortola in the British Virgin Islands, where you can visit local rum distilleries, or relax at Cane Garden Bay Beach. Then complete your whirlwind Caribbean tour by heading to Barbados, St. Lucia, Antigua, and St. Maarten.