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For Immediate Release

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**ISM Awarded Branding and Creative Assignment for American Canadian Caribbean Line**

*Agency wins review for repositioning small ship cruise pioneer*

BOSTON, MA -- ISM, a Boston-based marketing consulting and communications company specializing in problem solving for premier travel and lifestyle brands, has been selected to partner with American Canadian Caribbean Line (ACCL) in developing a brand and creative platform after a client-led review.

ACCL is a family-run cruise line that currently operates within the Great Lakes, New England Coast, Mississippi (Chicago to New Orleans), Bahamas Out Islands, Belize and beyond. As part of their growth strategy, the small ship cruise line is looking to reposition their 40 year old brand and appeal to a broader target audience.

“ISM’s years of experience in travel marketing, and their success stories helped fuel our decision,” explains recently appointed Vice President of Sales and Marketing at ACCL, Cyndi Zesk. “They have a unique ability to tell stories that resonate with travelers. We feel they are the ideal partner to help us shape and share our story in ways that can differentiate us from the many other cruise lines out there.”

ISM’s initial work will include consumer and travel agent research, brand strategy, graphic identity and creative development.

“ACCL offers what the mega-ships cannot: itineraries to destinations cruise ships can’t get to and a camaraderie among passengers that has contributed to an impressive repeat factor among their customers. ISM has had the pleasure of cruising with ACCL ourselves and we look forward to promoting the experience to the travel community,” remarks Gary Leopold, President and CEO of ISM.

For more information on ISM please visit [www.ismboston.com](http://www.ismboston.com). For additional details on ACCL please visit [www.accl-smallships.com](http://www.accl-smallships.com).

**About ISM**

ISM has been creating stories that travel and innovating in the category since 1984. Founded as a consulting firm, today the company’s services encompass all forms of digital and traditional marketing delivered by a unique and skilled team that has served on both the client side of the travel industry and in senior positions at some of the world’s most recognized communications and branding agencies. Among the clients that have turned to ISM for its expertise are Abercrombie & Kent Residence Club, American Express, Barbados, Best Western, Emirates, Four Seasons Hotels and Resorts, Harley-Davidson and the United Nations Foundation. More information on ISM can be found at [www.ismboston.com](http://www.ismboston.com).

### **About American Canadian Caribbean Line (ACCL)**

Founded in 1966 by Capt. Luther H. Blount, ACCL is a family-owned and operated small ship cruise line based in Warren, Rhode Island. According to the company's President, Nancy Blount, "ACCL strives to deliver vacation experiences that are symbolic of my father's spirit and legacy." The company's ships carry upwards of 100 passengers each to lesser-traveled ports throughout North America, the Caribbean and beyond, providing a unique, small ship perspective often compared to "sailing on a friend's yacht." Among the programs offered are activity-based sailings that feature kayaking, biking and other activities. For more information on ACCL, visit [www.accl-smallships.com](http://www.accl-smallships.com)

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