FUN eCOLLATERAL LIBRARY
FAQ

Q: What is the Fun eCollateral Library?

The Fun eCollateral Library is your easy to use, one-stop Carnival collateral shop - designed to fit your marketing needs! The Library is filled with customizable destination, lifestyle and onboard flyers plus ship flyers and eBrochures to name a few – each featuring all Carnival has to offer and easy to share!

Q: What will I find in the Fun eCollateral Library?

The Fun eCollateral Library offers a variety of customizable marketing flyers and collateral options such as eBrochures, Deck Plans and Web Banners – all at your fingertips for downloading to print or to simply email to your clients!

Q: Where is the Fun eCollateral Library located?

The Fun eCollateral Library is located on GoCCL.com within the "Marketing Tools" drop down menu at the top of the page.

Q. How do I search for collateral in the Library?

It's easy! Just follow these simple steps:
1. On the homepage, select the desired category and a "View All" tab will appear
2. Click on the "View All" button and all of collateral options within the specific category will appear
3. Click on the desired collateral and a "Download" button will appear
4. Click on the "Download" button and the collateral piece will open for either customization and/or downloading

Q: What are the different collateral categories available in the Fun eCollateral Library?

Deck Plans: There are 24 detailed deck plans, one for each ship in the Carnival fleet, available for you to download, print or email to your clients for stateroom selections and onboard feature locations.

Destination Flyers: These colorful and vibrant flyers are available in Alaska, Bahamas, Caribbean, Mexico and Shore Excursion options to help you achieve Carnival cruise vacation excitement and close the sale!

eBrochures: These fully detailed cruise brochures are available both for your personal reference and to share all the amazing and memorable Carnival cruise experiences with your clients.

Onboard Flyers: For highlighting specific features onboard a Carnival cruise there are Celebrations, Dining and Stateroom Flyers available plus a few Carnival General Flyers that you can customize with your own personal marketing message that best suits your selling needs!

Program Flyers: There are various flyers available - each with program specific details for you to share with your clients – such as Carnival's Great Vacation Guarantee, Carnival LIVE, Cheers Program, Journeys and Wedding Flyers.

Ship Flyers: There are 24 beautiful and informative flyers available – one for each ship in the Carnival fleet for you to 'talk-up' with your clients!

Web Banners: A variety of Web Banners are available to help you promote Carnival destination, product and current sales for quick and easy marketing on your website!

Q: What are the Web Banner sizes?

Destination & Generic Banners: Leaderboard (728x90), Medium Rectangle (300x250) and Skyscraper (160x600)

Sale Banners: Leaderboard (728x90), Medium Rectangle (300x250), Large Rectangle (504x270), Skyscraper (160x600), Instagram Banners (612x612) and Facebook Banners (800x250)

Q: What collateral options are available for personalization in the Fun eCollateral Library?

You will be able to include a personalized message to your clients, add your agency contact information and insert your agency logo within the following collateral: Destination Flyers, eBrochures, Lifestyle Flyers, Onboard Flyers and Ship Flyers.

Q: How do I personalize the collateral that I select from the Library?

To add a personalized message and your agency information, just click where those options are displayed within the collateral piece and simply type in the pertinent information.

To add your agency logo - just click the designated logo space at the bottom of the collateral and insert your logo image. The logo will be automatically resized and centered in the collateral.

Q: If I want to include pricing, what pricing should I include?

Search for the most current Carnival cruise FIT or group rates on GoCCL.com or any applicable GDS. We suggest you include the rate code or name of the offer when you include pricing.

Q: How do I add itinerary grids or pictures?

Save your itinerary and or picture as a jpeg image and insert into the word doc in the desired location. Please note: Detailed itinerary grids can be found by clicking on "Resource Center" in the blue info bar at the top of GoCCL.com's homepage and selecting "Knowledge Center" in the drop down and clicking on "Itineraries".

Q: What does it mean to finalize the pdf documents?

Finalizing the pdf document means that no more edits can be made to that document

Q: How do I finalize my pdf document?

Simply click the "finalize this document" button at the bottom center of your flyer.

Q: How do I send the customized collateral to my clients?

Once you have finalized your customized document, save the file and export or save the file on your desk top and then send document to your client via email – that's it!

Q: Are there certain browsers that are most compatible with the Fun eCollateral Library?

Yes, for the most optimal experience, please use Internet Explorer 9+ (IE9+), Chrome, Firefox and Safari as your browser.

Q: Who do I contact for support with the Fun eCollateral Library?

For Fun eCollateral Library support, contact our Trade Engagement team at CCLSales@Carnival.com.