

# PRINCESS CRUISES

CASE STUDY

DIRECT MAIL

Princess Cruises, an established global brand, have long produced a magazine for previous guests. However, the publication wasn't achieving what it had and a review and ultimate rebrand from Captain's Circle Quarterly to 'Circle' quarterly magazine delivered strong uplift and engagement.

The magazine is distributed to guests and members of Princess Cruises Captain's Circle loyalty program, whereby guests are mailed a beautiful soft touch magazine to reward their loyalty and act as an engaging education piece to encourage repeat cruising.

## OBJECTIVE

'Circle' was designed to inform guests of new itinerary programs and brand initiatives. From review of the previous publication a re-design and greater focus on enriched editorial content to explore Princess Cruises destinations and various brand loyalty advantages, the magazine refresh gained a strong focus.

The publication aimed to provide exclusive insights, tips and knowledge to members and ensure readers could enjoy relevant and meaningful articles. All via an integration of product and brand value exploration throughout the publication.



## METHOD

To ensure relevancy and effectiveness of the publication for those receiving the collateral, Princess Cruises prioritised guests who most recently sailed with them and within the target age group of the content.

Segments within the data-sets, such as brand advocates and more, that indicated a higher response rate generation were explored across the 'Circle' publication reach of 800,000 Princess Cruises Australian passengers annually.

The 'Circle' was distributed to guests who already held awareness of the Princess Cruises brand and ultimate effectiveness measures were linked directly to bookings, however supplementary factors were also recorded.

## RESULTS

'Circle' magazine, volume 1 realised an impressive 22% response rate and a 52% increase in ROI when compared to volume 1 in the year prior. These results demonstrated that the targeted segmentation, commitment to providing guests with meaningful and relevant editorial content, a rebrand that 'handed' the publication ownership to the guests and the product offerings have all increased the effectiveness of the publication.

The piece generated 1,064 bookings, achieved some \$5M in total revenue and 10% of the total direct mail bookings of the campaign period.

## CONCLUSION

Princess Cruises is an established brand, with an established publication, however the review and ultimate rebrand of the publication to 'Circle' with refreshed content and approach demonstrates how brands can retain their brand integrity whilst still evolving and engaging in a relevant and meaningful way with loyal customers.

Using the direct mail channel, allowed Princess Cruises to achieve a higher success rate in booking numbers as they segmented their data to ensure the content was reaching guests who were interested in receiving the communication piece.



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