



## OCTOBER 2019 BROCHURE CHANGES

### KEY TERMINOLOGY CHANGES:

#### ACCOMMODATION

To be more in keeping with the holiday market, we are avoiding referring to our 'cabins' and instead talking more broadly as 'accommodation'. When speaking specifically, e.g. 'your cabin location', it is still fine to use 'cabin'.

#### BREAKFAST, LUNCH, DINNER

To support the need to move guests away from defaulting to the MDR, we are talking about dining broken down by meal times as opposed to restaurant choices. That way, we can be fluid in referring to the buffet, main restaurants, grab & go etc. while showing the great amount of choice and variety.

#### HOLIDAY

'Holiday' rather than 'cruise'. We typically lead with holiday, adventure, trip, escape.

#### HOLIDAYS WITH A LITTLE SOMETHING EXTRA

We've moved away from calling out themed cruises as this may be alienating or feed into the barriers for our new-to-cruise audience. Instead we position them as holidays with something extra. The only exception is that the official name of the Strictly cruises is 'Strictly Come Dancing themed cruises'.

#### SPECIALITY RESTAURANTS

We have moved away from 'Select Dining' as this is not easily understood by newcomers. Instead we refer to our 'speciality restaurants'.

### KEY CHANGES IN CONTENT:

#### FRONT/BACK COVER

We have moved 'This is the life' to the back cover and lead with 'Holiday like never before' on the front cover. This is the call to arms for our brand as we launch Iona and try to appeal to our Extended Target. As the brochure is a newcomer tool, 'Holiday like never before' is more appropriate. 'This is the life' is the sign off on the back page, the closing of the journey. We have also removed any ship image from the front cover and include evenings and overnights stats. We have also removed gold foiling to ensure this brochure is 100% recyclable.

#### BRAND SECTION

##### Welcome to P&O Cruises

Telling guests up front what a P&O Cruises holiday offers, e.g. destinations, authentic experiences, full days, overnights, evenings. Trying to break down barriers and speak directly to Extended Target audience.

##### We've got the world covered

We've brought the map page forward to reinforce our position as travel experts. We know destinations are the motivator for the Extended Target so we are leading with this. It also works as a secondary contents page, solely for the destinations.

##### Want to experience our new ship Iona?

Playing up to the Iona adcepts – dual experience. E.g. explore a Norwegian mountain by day, sip a hand-crafted gin from her boutique distillery by night. Also including the Local Food Heroes to highlight the authentic destination experience on board as well as ashore.

### **Choose us for your next adventure**

Traditionally this is a 'new-to-cruise' page. To keep things simple, we have included icons and short copy to highlight the USPs of a P&O Cruises holiday. The copy is provocative: 'it's time for a holiday revolution'. The message is that cruising is the best holiday you've never had. The image is bright, bold and not what you'd typically associate with cruising.

### **Be a traveller, not a tourist**

The 'explore ashore' page has been reimagined to tackle barriers head on. We know our Extended Target want off-the-beaten-track, authentic experiences and to not feel like tourists. We address the misconception that cruising is a whistle-stop tour by highlighting the fact that we offer full days in almost all destinations. We also include an exciting list of experiences that can be had in a day, to show guests how much they can do with one holiday. Rather than include bullet point lists of experiences, we've focused on large, inspirational images of Shorex we offer. We also highlight our partnership with Urban Adventures to show we offer small, authentic experiences.

### **Make the most of your ship**

Again highlighting the USPs of cruising, 'one of the best things about a cruise holiday is the double exploration' – this refers to the destinations and the ship itself. Avoiding all mention of 'sea days' and instead looking at the possibilities on board. Pool days, deck food, sports courts, cinema, etc. We're using columns to break up long copy blocks and make it easier to read.

### **Great food, great holiday**

As previously mentioned, the inclusive dining page has been broken up into meal times: breakfast, lunch, dinner, when the mood strikes. Previously it was broken up by venue: main restaurants, buffet, daytime deck dining. This new approach talks to our guests in holiday mode and helps them picture their holiday. The variety and choice on offer is fantastically displayed through this medium and also supports the aforementioned need to move guests away from depending upon the main restaurants.

### **Explore our speciality restaurants**

There is a requirement to move away from describing Select Dining as a treat or one off and instead making our speciality restaurants another option for any time or occasion. This repositioning has been done through making a point of exploring the menus of your ship, the value of speciality dining compared to prices ashore and the variety. We no longer give a short synopsis of each restaurant and instead only highlight the restaurants which feature most across the fleet. Drinks packages have also moved onto this page as they don't work under inclusive dining.

### **Fly to your ship**

We've removed the copy for each fly-cruise trade and instead simply replaced with a representative image. This copy was unnecessary.

### **We've a ship with your name on it**

The layout of this page has changes to give more room to images. Britannia has been given more room to talk about her USPs.

## **TRADE INTRODUCTIONS**

Each trade now has a double page introduction with a full page image and inspirational copy to introduce guests to the region. There is now another double page spread of the map for the trade, immersive copy and carefully selected images. This editorial style allows us to include a huge amount of content without this feeling overwhelming, copy heavy or busy. There is a lot of white space throughout the brochure with use of our secondary colour palette to complement image choices.

Examples of content: 24 hours in Amsterdam, top tips for visiting Liverpool, 5 ways to explore like a local, our Med top 6, one night in Muscat, two days in Tokyo.

This content positions us as travel experts, passionate about our destinations, but also supports our OBR shore experiences which are woven throughout the trade sections to show all of this is possible with P&O Cruises.

## **PRICING**

The pricing table has been separated to make it clearer and easier to understand. The prices and OBSM are clearly defined for Select Price and Early Saver. We now state 'Booking Select Price includes a range of benefits, plus your choice of:' to show there is more to Select Price than OBSM, coach and parking.

## **ITINERARIES**

Our itineraries are now structured by nights, aligned with our website. This is to support usability and the 'filter mentality' of booking. Where do I want to go? For how long? When? Each itinerary is now organised in the following columns: date, cruise nights, ports, cruise type, itinerary, ship, cruise no.. This is to make it easier to understand for newcomers. This ship and cruise number are the last pieces of the puzzle needed to book.

## **DECK PLANS**

We have updated Iona's deck plans to include the key features on both pages.

## **BACK OF BROCHURE**

Largely unchanged in content bar necessary updates. The dining styles (Club and Freedom) have been moved from the up front section to back of brochure, including more info on dining choices. The dress code is also explained in full. The style has changed to match the upfront changes.

## **DESTINATION GLOSSARY**

Has been condensed into one double page spread.