



Princess Cruises Showcases Shared Moments in New Australian Brand Campaign

December 15, 2016

Princess Cruises has released the cruise line's first Australian-produced brand campaign 'The Moment', designed to showcase the transformative power of a shared holiday experience.

Based around the story of a couple sharing a moment set against the historic ruins of the UNESCO World Heritage site of Ayutthaya in Thailand, the campaign draws on the themes of travel and reconnection to underline Princess' destination expertise.

Developed by MediaCom's specialist division MediaCom Beyond Advertising (MBA), in association with production partners Now We Collide, the new campaign includes television commercials, print, digital, social media and an online content series.

Launched on Sunday, it will be distributed across broadcast, social and digital platforms throughout 2016 and 2017.

Princess Cruises Marketing Manager Nick Ferguson said Princess prided itself on being destination experts, immersing guests in the many locations its ships visit.

Mr Ferguson said the story of 'The Moment' had been crafted so future guests had a sense of the positive and lasting impact that cruising with Princess offered, and were inspired to embark on their own transformative journey.

"We want our guests to return home with memories instead of souvenirs, and we think we've captured that sentiment with this campaign," he said.

Shelby Craig, Regional Group Creative Director at MBA said the agency wanted to bring the essence of Princess' brand to life.

"When people go on holidays and travel around the world, they go back home and talk about a memory, a singular experience, and whether it is an amazing meal on the balcony as the sun dives beneath the Indian Ocean or stumbling upon the ancient ruins of the Siamese Empire, for us, it is the emotion and passion in that moment that really captivated us," Mr Craig said.

Mr Ferguson said the campaign would also include emotive travel documentary style stories told from the hearts of Princess Cruises' crew members, whose passion helps drive the cruise line's high repeat guest rates.

"The series showcases the best of what the ships have to offer and highlights that it is our people that go above and beyond to make the experience truly extraordinary for our guests.

"The transformative and rejuvenating power of moments between our guests and crew members is the human connection that sits at the heart of delivering the Princess promise time and time again; that it is not a cruise unless you 'Come Back New.'"

A Behind the Scenes video about the new campaign can be viewed [here](#). For more information visit www.princess.com.