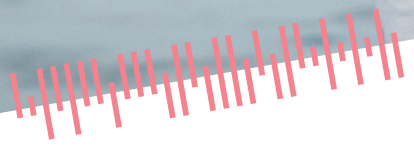




CASE STUDY



22%
RESPONSE
RATE

PRINCESS CRUISES CIRCLE

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.

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

The rebranded and refocused 'Circle' magazine, 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 increased the effectiveness of the publication.

52%
INCREASE
IN ROI

