

PRINCESS®

Matchbook Marketing x MMGY Global



**Zoe Juma**  
Account Manager



**Madeline Loehr**  
Art Director



**Grace Maher**  
Art Director



**Shannon Worley**  
Copywriter



**Sydney Perry**  
Copywriter



**Izzy Roberts**  
Production



**Anna Metzger**  
Strategist



**Alexis Daigle**  
Social Strategist



**Allison Brannan**  
Social Strategist

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THE ASK



RESEARCH & INSIGHTS



THE BIG IDEA



TACTICS, PARTNERSHIPS  
& ACTIVATIONS

# The Ask

To position Princess® as the official cruise line of the  
"Summer of Love" in 2024.

# Gen **X**

41–56-year-olds

Financially stable

Appreciates personable marketing

Values reviews

Latchkey generation

Nostalgic

Brand loyal

Values work-life balance

Experienced economic crises

Resilient

# Ownable Opportunity

Princess is a cruise line that offers unforgettable experiences and a place to rekindle romance without the stressors of everyday life.

# Research



Generation X was the first generation to  
witness their parents' divorce.



For 80% of couples who get separated or divorced, the most common reason they give for why things didn't work out is growing apart.



Once they say “I do,” Gen X tends to stick with it.

70% of Gen Xers are married today.

Most want to be married, and they stay married longer than  
baby boomers did.

73%  
of Gen Xers consider themselves *romantic*.

While Gen Xers love to love, marriage is hard work – which they don't mind. Keeping that spark alive is what has kept them together for so long.



And sometimes life does get in the way.



After raising kids, building a career and going through the stages of life, romance can become more of a challenge.



And Princess Cruises® wants  
to help reignite that spark.



xmarks  
the spark

## Searching for Your Spark?

Grab your partner and your treasure map and dive into a deeper kind of love.

Princess Cruises wants to Spark that love in your life.

Bring your perfect match and let the sparks fly with Princess Cruises.



***x x x x x x***

***Relax  
with the  
one who  
anchors you.***

**waves will crash  
sparks will fly**





What is your Spark?  
Is it a place you call home?  
Is it traveling around to new spots you've never been?  
Is it being with the one you love?

Your Spark brings you joy.  
It's the light in a dark place.  
It's the flame you want to burn brighter.  
It's the thrill you've been searching for.

On Princess Cruises, we'll take you back to when your love was first ignited.  
Because you deserve to travel farther and love longer.

So step on board. It's waiting for you.  
X Marks the Spark.

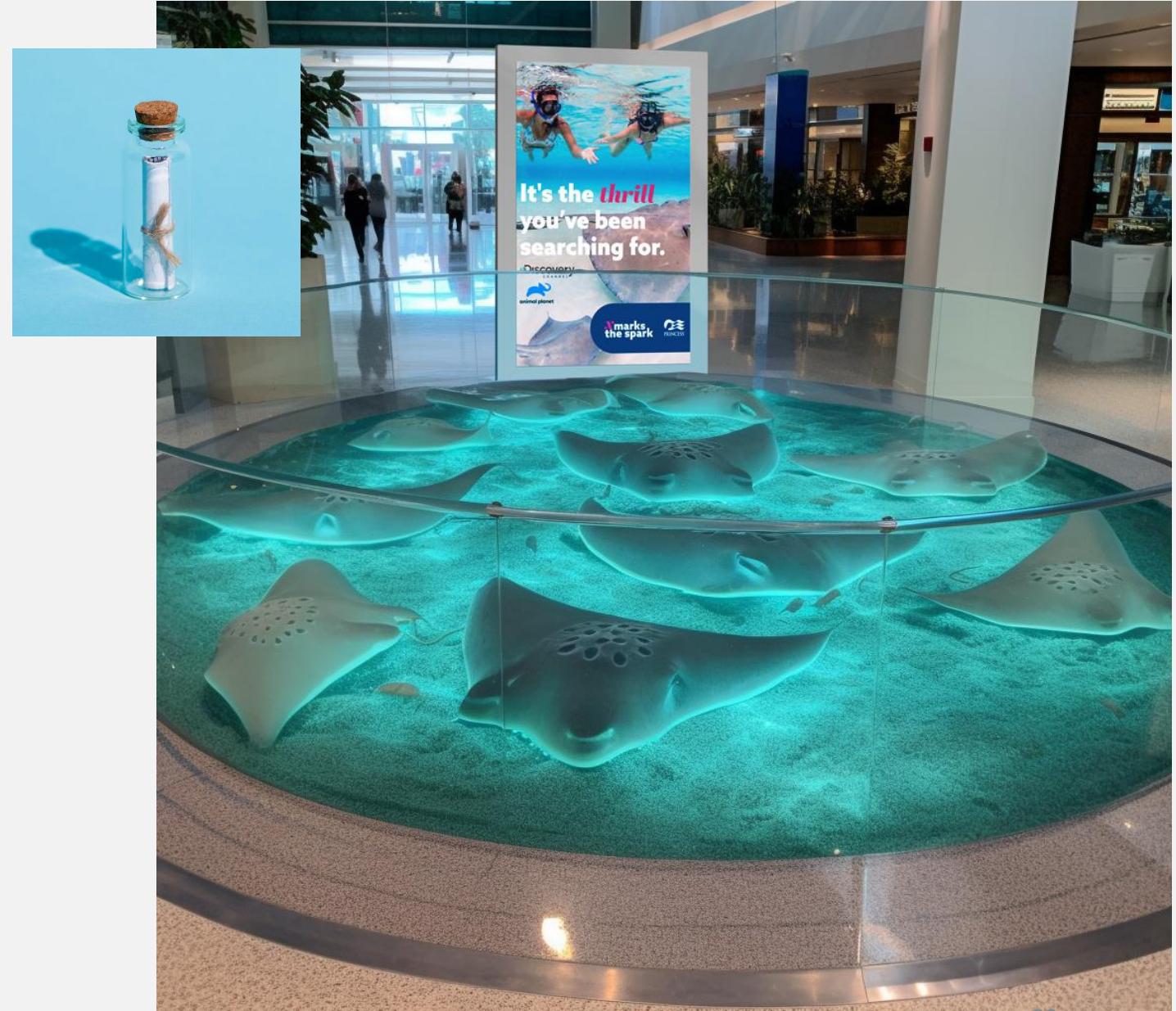
## PRINT ADS



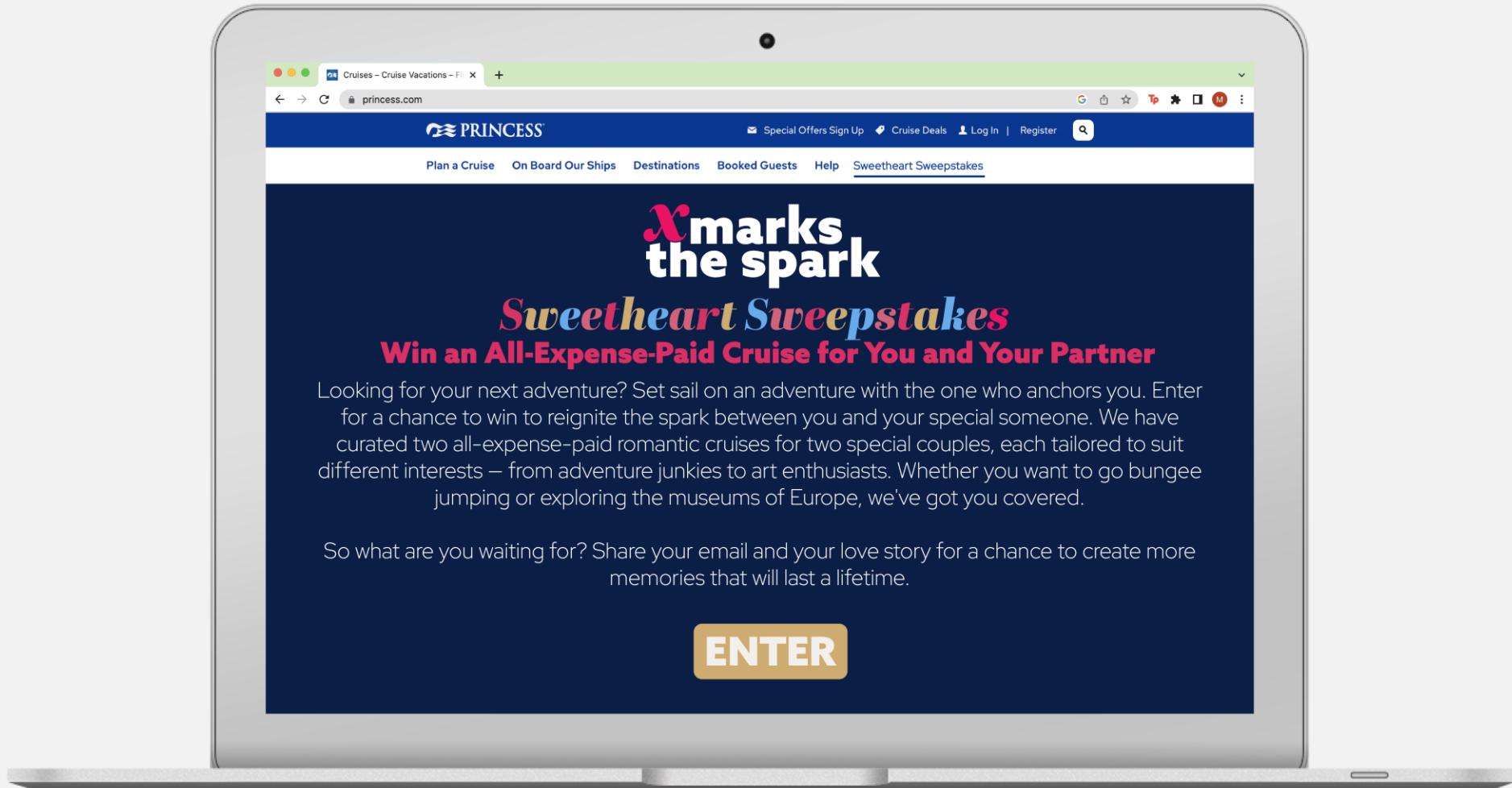
## OUT-OF-HOME BILLBOARDS



## AIRPORT ACTIVATION



# SWEEPSTAKES



# SWEEEPSTAKES SOCIAL



# FUJIFILM

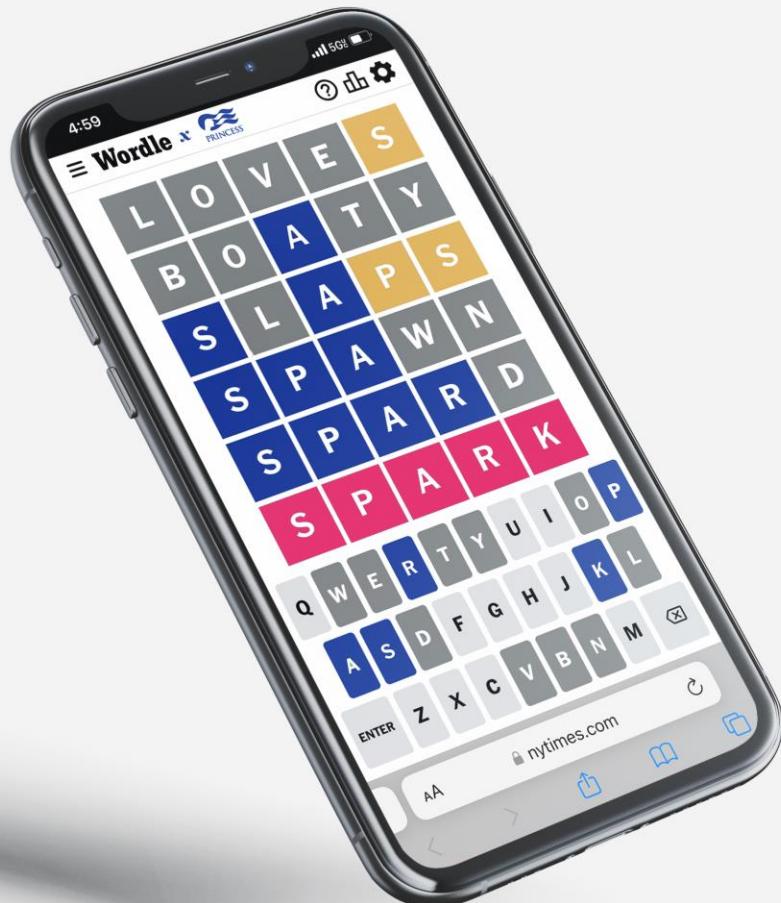
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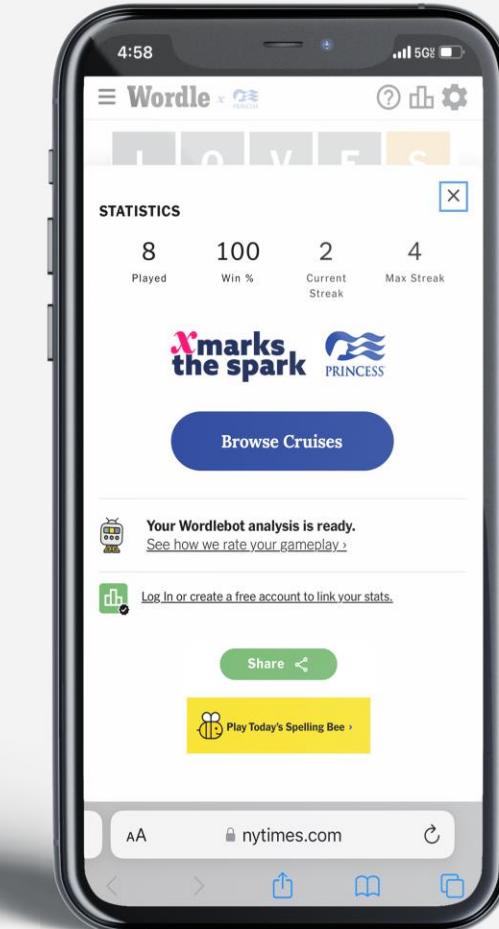
Booths will be located on board and  
are a way for couples to capture their spark.



# Wordle



Sponsored Wordle of the day.



LINK x LOU 



# MAIL PACKAGE





Shutterfly.<sup>®</sup>

13 Advertisement

**hulu**

## What is your *love language*?

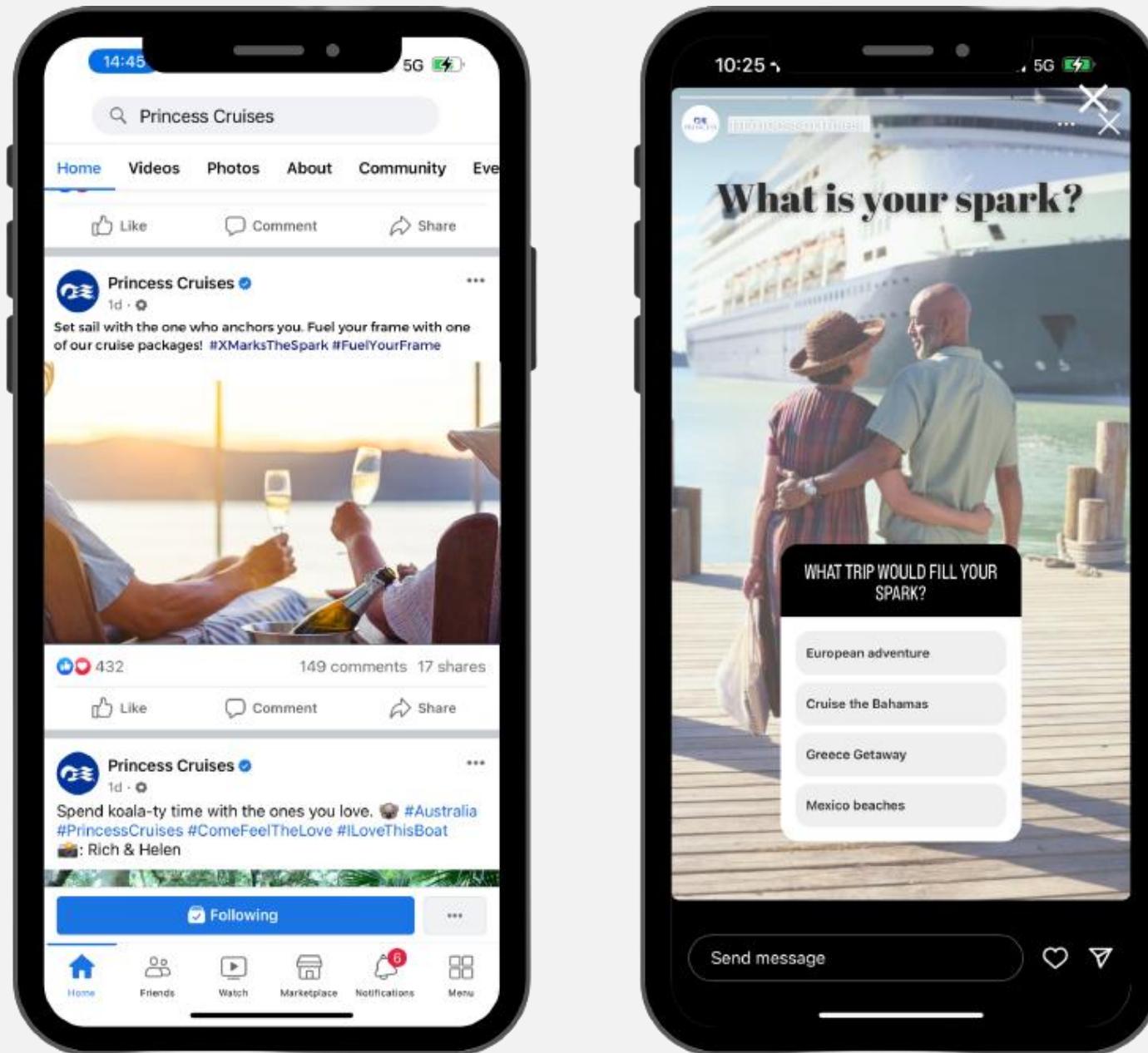


When they get your back



When they carry your luggage

# SOCIAL MEDIA



# Thank You