



PRINCESS®

Matchbook Marketing x MMGY Global



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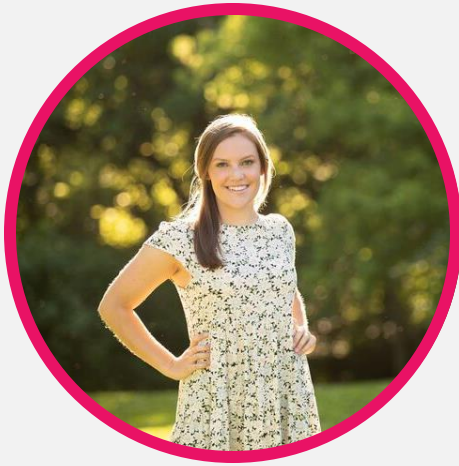
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# Table of Contents



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<sup>®</sup>  
to help reignite that spark.



**x**marks  
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.





**Feed  
Your  
Flame**



**That first date  
*feeling***

***X*marks  
the spark**



***X*marks  
the spark**



***XXXXXXXXXX***

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


**waves will crash  
sparks will fly**



**Cherish  
Your  
Past**



## SCRIPT

A man and a woman are dancing on a sandy beach at sunset. The man, wearing a light blue sweater and brown pants, is holding the woman. The woman, wearing a light blue long-sleeved shirt and blue jeans, has her arms raised in the air. The background shows the ocean, some rocks, and a hazy sky with a warm orange glow from the setting sun.

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



Waves will *crash*.  
Sparks fill *fly*.

**X**marks  
the spark

PRINCESS



Rediscover the Spark  
that feeds your *flame*.

**X**marks  
the spark

PRINCESS



*Celebrate* with  
the one who  
anchors you.

**X**marks  
the spark

PRINCESS



## OUT-OF-HOME BILLBOARDS

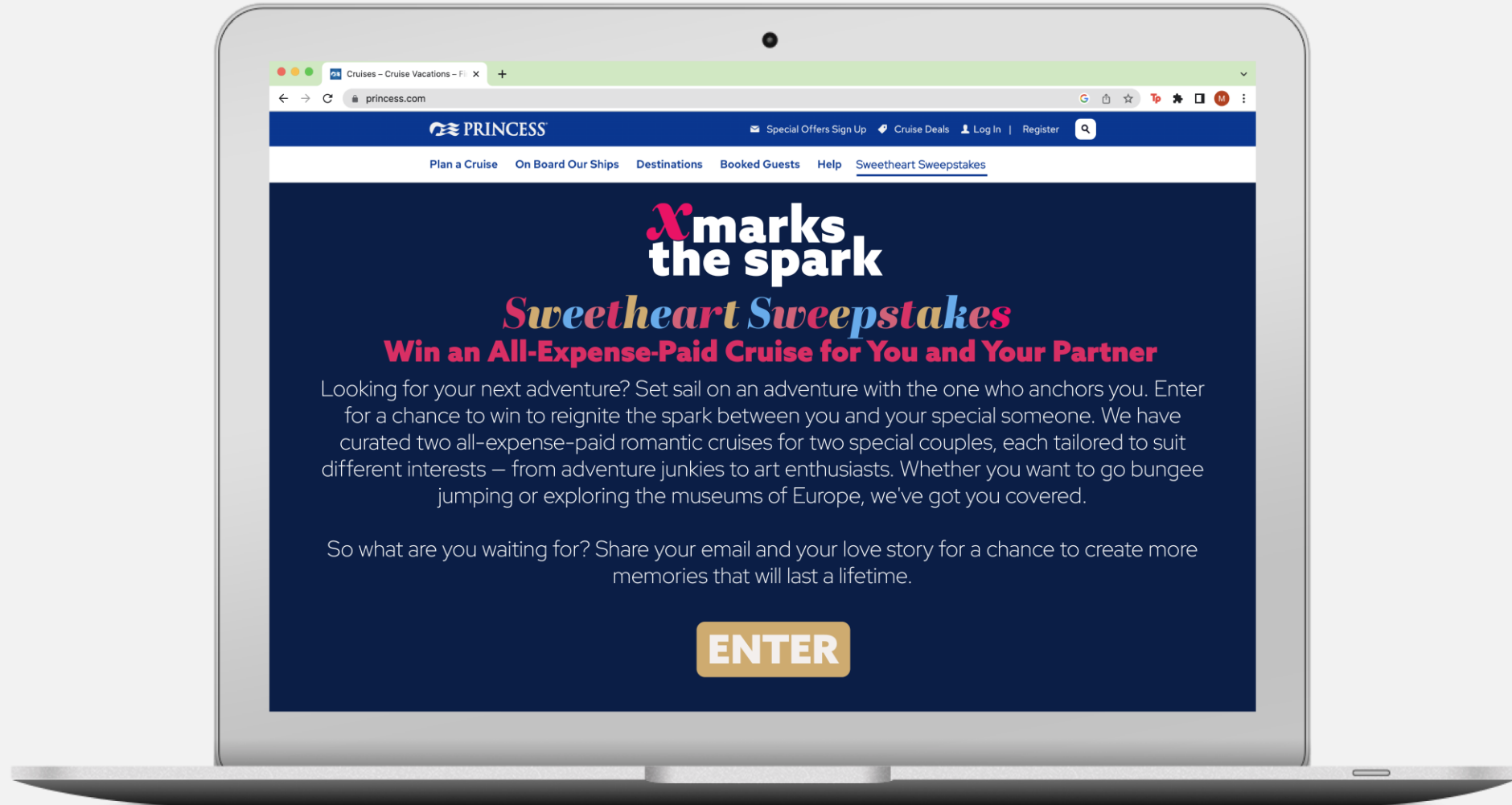




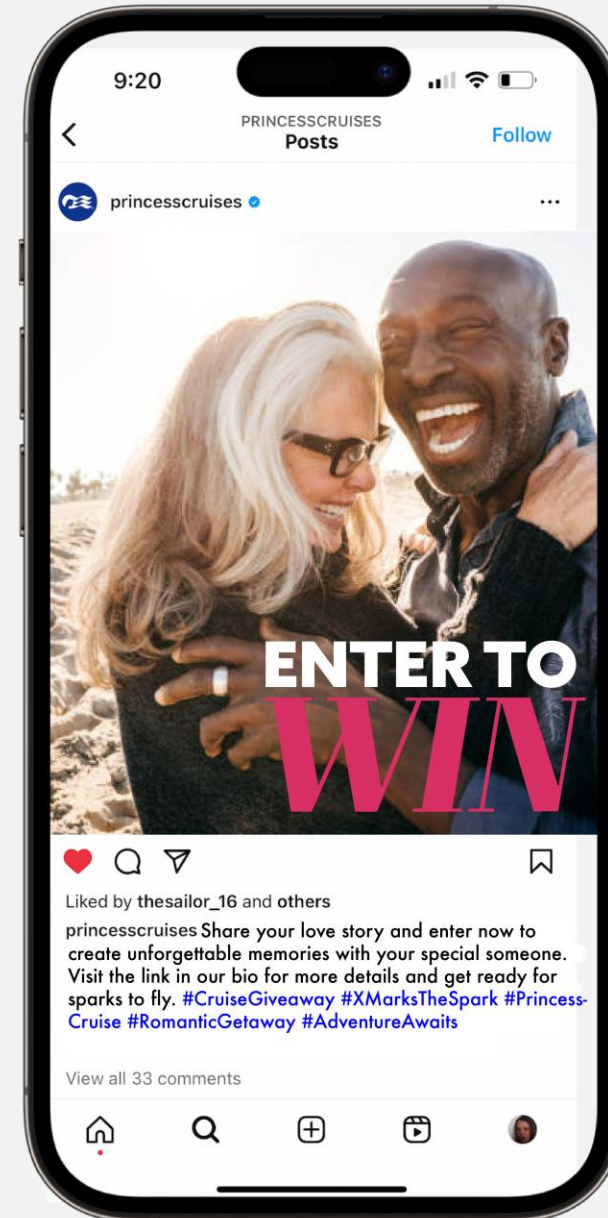
AIRPORT  
ACTIVATION



## SWEEPSTAKES



## SWEEPSTAKES SOCIAL





# FUJIFILM

x



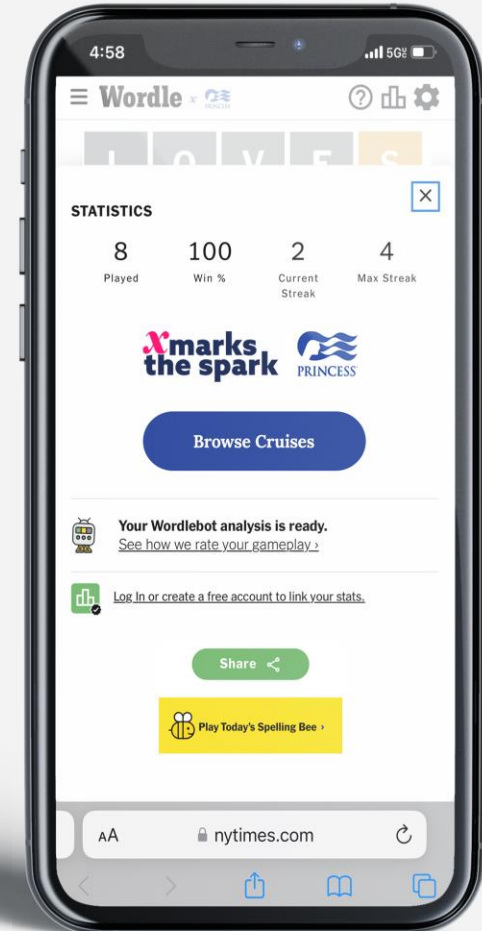
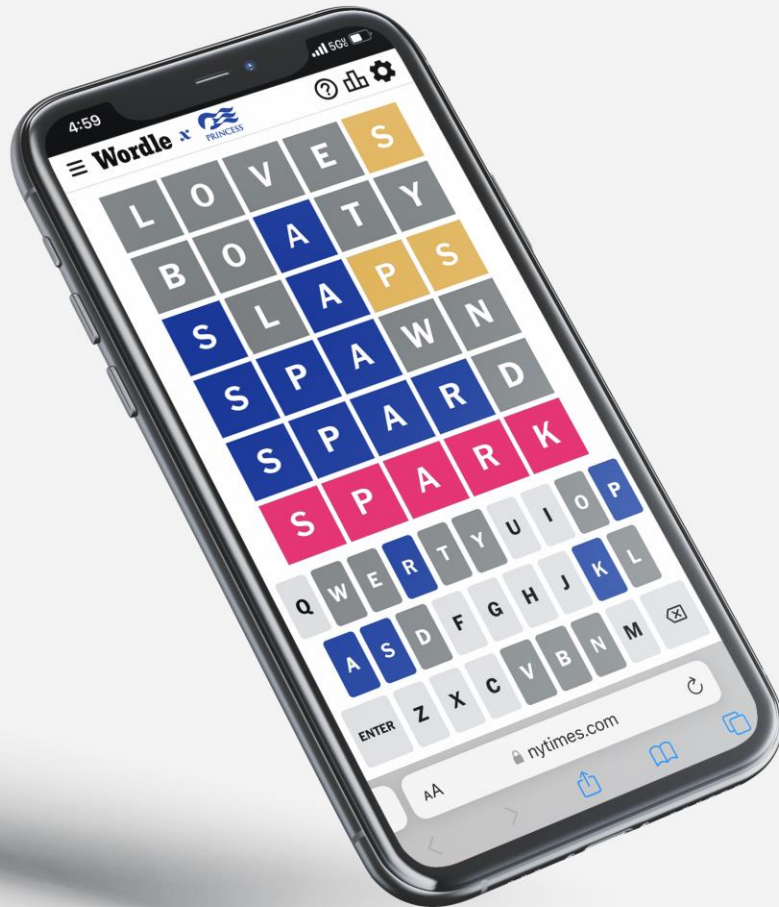
Booths will be located on board and are a way for couples to capture their spark.



# Wordle



Sponsored Wordle of the day.



LINK x LOU *x* 

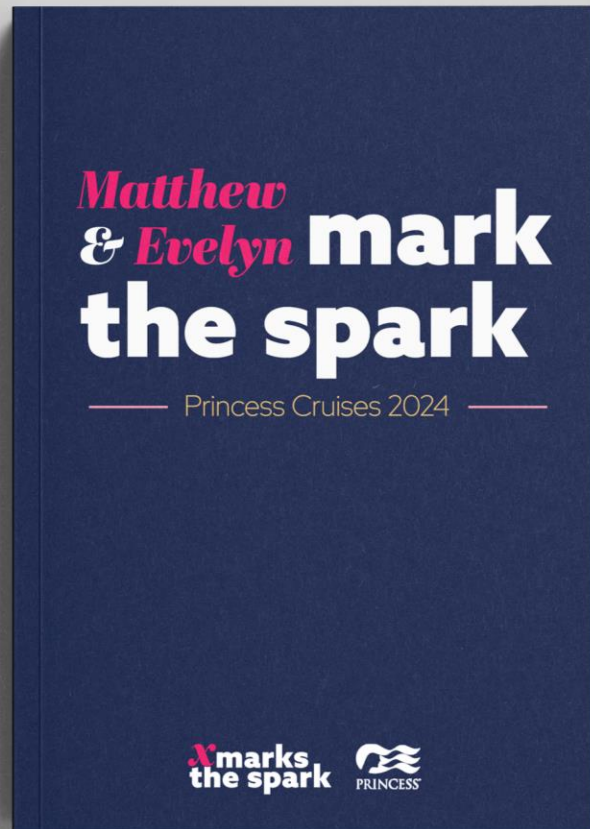




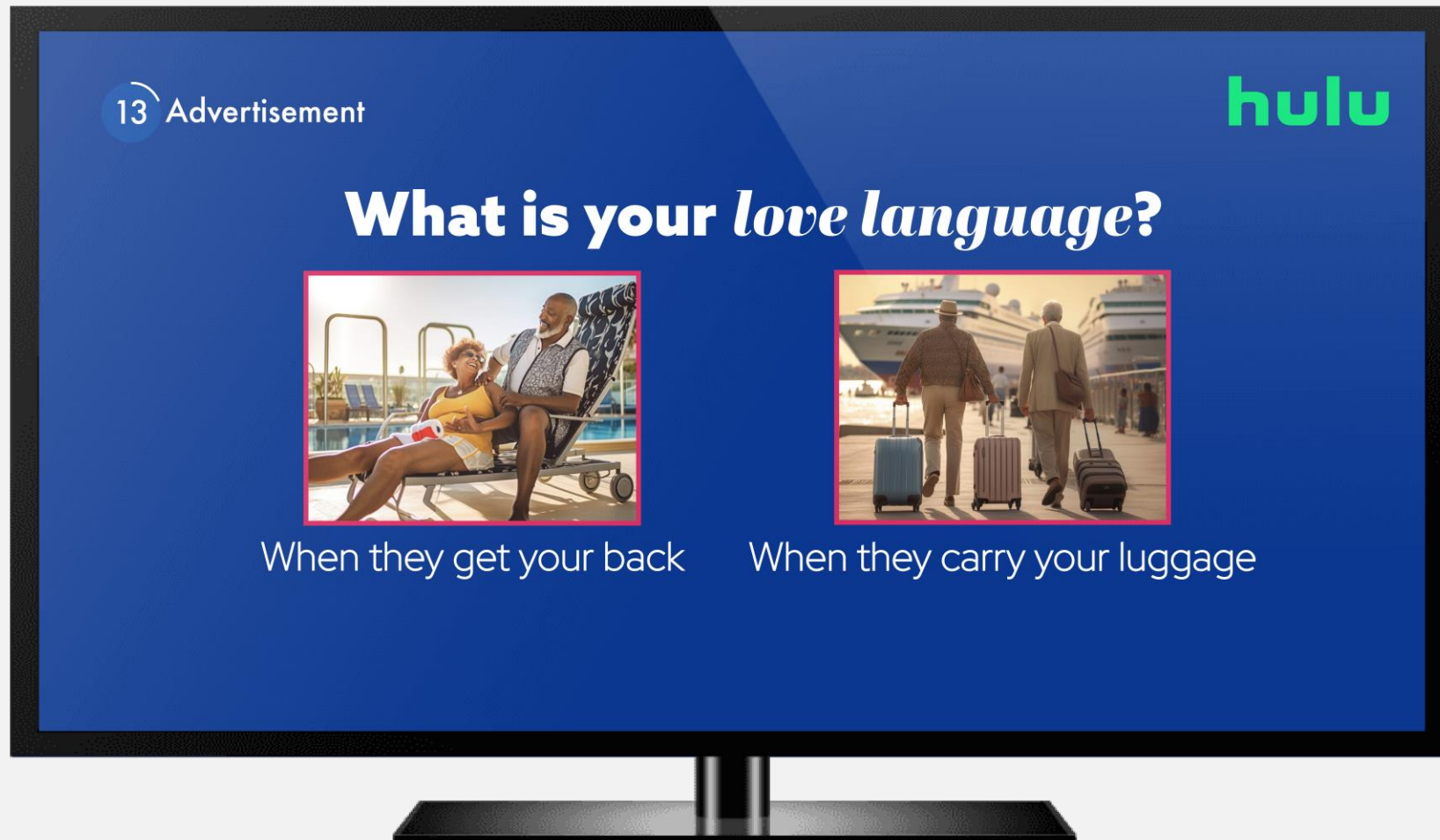
MAIL PACKAGE



## BOOK OF MEMORIES



Shutterfly®





## SOCIAL MEDIA



Thank You