

# CASE STUDY

## PROVING NEWSPAPERS WORK: TARGETING AFFLUENT BOOMERS

### The Challenge

To effectively remind Canadians about Cruise Plus' offers on a year-round basis. Furthermore, Cruise Plus wants entice by providing lots of information on locations, pricing as well as informing vacationers of some of the more interesting and innovative options.

### The Objective

The goal is to reach out to the affluent, baby-boomer market. These individuals have the money and, in some cases more time (if retired or semi-retired), to cruise. They like cruising as it provides a comfortable and relaxed vacation that allows them to see a variety of destinations. It also provides the opportunity to meet other like-minded individuals with similar interests.

### The Plan

On a regular basis, Cruise Plus wants to provide the most updated information on cruises. Newspapers suit this need. They provide the opportunity for lots of copy – details on the cruise, its ports, the dates and special 'celebrities' on board and of course pricing and contact information for booking.

The travel sections of newspapers are a destination for vacation information. In addition, readership is strong in boomer-age category making it a perfect environment for Cruise Plus advertising.

Finally, Cruise Plus sometimes provides last-minute offers – newspapers are one of the only media that can deliver on this quick turnaround and effectively reach the target audience.

### The Creative

The ads are filled with copy and visuals (photographs and/or maps) to draw in the vacationer and inspire action. The Cruise Plus logo links all the ads – and builds brand awareness.

### The Results

Cruise Plus has used newspapers – as its only media support – for years! It advertises in daily and community newspapers across Canada and in San Diego.

"I would give newspapers a solid eight out ten for performance. The effectiveness of all media has declined due to a proliferation of options. We continue to choose to use newspapers exclusively because when we provide a strong call to action, we see results!"

– David Frinton, Cruise Plus

*Big Agency Deals...  
Small Agency Fees!*

**CruisePlus** ALL PACKAGES INCLUDE TORONTO AIR & ALL TAXES **1-800-854-9664**

**1 VANCOUVER TO BUENOS AIRES** 39 nights Oct 4, 2014 ms Zaandam

INSIDE	\$5,749 Cdn.
OCEAN VIEW	\$6,349 Cdn.
BALCONY	\$8,449 Cdn.

**INCLUDES:** air, transfers in Buenos Aires, 3 nights hotel, 36 night cruise, \$100 per stateroom onboard credit & all taxes.

**2 BALTIC** 14 nights May 20, 2014 ms Eurodam

INSIDE	\$3,199 Cdn.
BALCONY	\$3,749 Cdn.
S. SUITE	\$4,549 Cdn.

**INCLUDES:** air, 2 nights hotel in Copenhagen, 12 day cruise, \$100 per stateroom onboard credit & all taxes.

**3 SOUTHERN CARIBBEAN** 15 nights March 27, 2014 ms Maasdam

INSIDE	\$1,949 Cdn.
OCEAN VIEW	\$2,149 Cdn.
BALCONY	\$3,449 Cdn.

**INCLUDES:** air, 1 night hotel, 14 night cruise, \$100 per stateroom onboard credit & all taxes.

See more great deals at [cruiseplus.ca](http://cruiseplus.ca)

Save money with the **CruisePlus Rewards Program** \*\*  
Get onboard credits on every 7-day or longer sailing

\*New bookings only. Prices listed are in Canadian dollars and are per person based on 2 sharing and subject to availability at the time of booking. Should the cruise line raise rates based on re-installs fuel surcharges, these would be additional. Ship's Registry: Netherlands. CruisePlus Management Ltd. (CPCL) #3325-0. CruisePlus Rewards\*\* savings vary depending on the date of the booking and number of bookings made with CruisePlus and are not applicable to every sailing. All of our bundled packages include shipboard credits and CruisePlus Rewards savings and cannot be combined with any other booking incentives or promotions.

**Bon Vivant**  
ADVENTURES IN CULINARY TRAVEL

A Bon Vivant EXCLUSIVE Authentic Culinary Experience with Chef Christine Cushing

*Islands & Icons Voyage*  
10 days on Riviera  
Istanbul to Venice  
August 5, 2014  
Price starting from: \$4,399\* US  
\*Trade Staterooms, including Air, Cruise and all government taxes and fees.

Category	Brochure Fare	Bon Vivant Price
Penthouse Suite PH	\$82,598	\$7,599*
Concierge Veranda A2	\$14,998	\$6,399*
Concierge Veranda A3	\$14,798	\$6,299*
Concierge Veranda A4	\$12,598	\$6,199*
Veranda Stateroom B3	\$11,998	\$5,999*
Veranda Stateroom B3	\$13,998	\$5,899*
Veranda Stateroom B4	\$13,798	\$5,799*
Inside Stateroom F	\$10,998	\$4,399*

Please note \$200 per guests has been added to the price listed above to cover the excursions in Zakynthos and Santorini developed exclusively for the Bon Vivant passengers by TravelGreece and Chef Christine Cushing. The \$200 is non-commissionable.

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[www.cruiseplus.ca](http://www.cruiseplus.ca)  
Top Vancouver Island agency!

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For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)

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