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Due Date 05/06/24

Assignment Title Ad Backgrounder, Analysis, and Evaluation

Section I: Ad Submission and Backgrounder

- I. Introduction: Through a critical examination of a Princess Cruises advertisement (see Appendix I) in *AARP The Magazine* (see Appendix II), the subtleties of advertising strategies will be evaluated to discern their effect on consumer decisions regarding broader cultural and social constructs. The usage of pathos within this specific advertisement invokes a feeling of nostalgia of love in their older targeted audience (Course Sidekick, 2023). Frith (1998) insists an analysis of an advertisement is critical to understanding the full meaning of the message.
- II. Ad information
 - a. Where you got the ad from (medium)
 - i. Name of magazine – *AARP The Magazine*
 - ii. Information on publisher of the magazine
 1. Name and location of the publisher
 - a. AARP
 - b. Washington DC (AARP, n.d.-a)
 2. History of the publisher relative to the project
 - a. Founded in 1958 by Dr. Ethel Andrus (Flinn, 2012)

- b. Evolved from National Retired Teachers Association (NRTA) established in 1947 (Flinn, 2012)
- c. Mission – enhancing quality of life of aging individuals (AARP, n.d.-b)
- d. 38 million members (AARP, n.d.-b)

b. Publication date, issue number, etc.

- i. January 30, 2024
- ii. February/March 2024 issue
- iii. Subscriptions available (\$16 annually, or \$4.50 per magazine)
- iv. Found this addition of *AARP The Magazine* in the mail (addressed to my mother)

c. Sender

- i. Princess Cruises - part of Carnival Corporation
- ii. History relative to the project
 1. 5.5% passengers share, 5.3% revenue share (Cruise Market Watch, 2024)
 2. Founded in 1965 by Stanley B McDonald after chartering SS Princess Patricia (Princess Cruises, n.d.)
 3. Acquired by Peninsular and Oriental Steam Navigation Company (P&O) in 1974 (Princess Cruises, n.d.)
 4. P&O Princess International demerged from P&O in 2000 (Princess Cruises, n.d.)

5. P&O Princess International acquired by Carnival Corporation in 2003 (Princess Cruises, n.d.)
6. Princess Cruises agrees to become a backdrop for TV series “The Love Boat” in 1975 (Princess Cruises, n.d.)
7. Diamond Princess quarantined for COVID-19 in Port of Yokohama Japan February 3, 2020 -quarantine disaster (Lanz & Feltault, 2020)

d. Receiver(s)

i. Intended

1. Ad placement in *AARP The Magazine*
 - a. mass audience of 38.7 million
 - i. three demographic editions for people in their 50s, 60s, or 70s (AARP, 2022)
 - b. demographics (AARP, 2022)
 - i. ages 50-59: 4 million
 - ii. ages 60-69: 6.25 million
 - iii. ages 70+: 11.25 million
2. Romantic travelers
3. Nostalgia-driven travelers
4. Adventure seekers
5. Senior/older adults

ii. Unintended

1. Younger Families

2. Travel enthusiasts
3. Those who browse through magazines and see the ad

e. Advertiser's goal(s)

i. Explicit

1. Brand awareness
2. Sales

ii. Implicit

1. Spark nostalgia and emotion
2. Associate with adventure

f. The context of the ad/medium

i. Cultural

1. U.S. luxury travel is indicative of a high level of indulgence
(Hofstede, n.d.)
2. Simple, easy, organized travel (NomadicMatt, 2012)

ii. Social

1. Increasing divorce rates amongst older married couples (Carlson, 2021)
2. Nostalgia marketing

iii. Economic

1. Princess Cruises is upscaled compared to other mainstream cruise lines (Rawson, 2023)

2. Gen X and Baby Boomers spend more on leisure travel (Gillespie, 2023)

iv. Legal/Regulatory

1. Cruise industry primarily regulated by U.S. Coast Guard, International Maritime Organization (IMO), and International Labor Organization (Ehline, 2022)

III. Why I chose the ad

- a. I have always enjoyed traveling, especially cruising since cruising is very accessible for those like me in a wheelchair. Although I have been on several cruises, I have yet to sail on one of Princess Cruises' ships. I also have great interest (or more so, desire) in romance, so naturally this advertisement popped out to me. Despite not being in the intended age demographic for AARP *The Magazine*, or this Princess Cruise advertisement, its brevity combined with an appealing image depicting two locations I would love to visit. My limited familiarity with "The Love Boat" also caught my interest in the advertisement.

IV. Ad Analysis Chart and Recommendations

	Ad	Analysis	Recommendations
1	Romantic appeal	<ul style="list-style-type: none"> Emotional tagline focused on love Uses pathos to appeal to innate emotion of love (Course Sidekick, 2023) Emphasis on romance to possibly appeal to those struggling with relationships/divorce (Carlson, 2021) 	<ul style="list-style-type: none"> Imagery depicting happy romantic involvement Consider including testimonials from previous passengers promoting romantic getaways Make effort to include platonic and travelers
2	“Come feel the <u>love</u> on the original Love Boat”	<ul style="list-style-type: none"> Cultural reference to television show “The Love Boat” drives nostalgia marketing (Fragopoulo, 2023) 	<ul style="list-style-type: none"> Include imagery directly referencing “The Love Boat” – set pieces, inclusion of cast, scene from show etc.
3	Iconic locations such as San Francisco (Golden Gate Bridge), Singapore	<ul style="list-style-type: none"> Popular locations with heavy traffic Not focused on intimate/romantic destinations 	<ul style="list-style-type: none"> Include imagery focused on intimate, serene destinations (private beaches, unique excursions) Less imagery of highly populated destinations
4	Large luxurious cruise ship navigating safely under Golden Gate Bridge	<ul style="list-style-type: none"> Safe operation of cruise ship - credibility No other ships in image – importance 	<ul style="list-style-type: none"> Avoid imagery of cruise ship traveling under bridges – avoid correlation to Francis Scott Key Bridge collapse (Shear et al., 2024)
5	Lack of pricing details	<ul style="list-style-type: none"> Absolutely no mention of pricing in ad Focuses on peripheral route processing of ELM (Petty & Briñol, 2012) 	<ul style="list-style-type: none"> Include some pricing detail – “prices starting at...” Appeal to Central Route processing (Petty & Briñol, 2012)
6	Direct response element (QR code)	<ul style="list-style-type: none"> Facilitator as trigger (Fogg, n.d.) QR code increases ability 	<ul style="list-style-type: none"> Include text directions on how to use QR code “Scan with phone camera to access latest deals”

		<ul style="list-style-type: none"> • Older individuals may not understand QR codes 	
7	“follow your heart, wherever it takes you”	<ul style="list-style-type: none"> • References heart – emotional appeal • Call for adventure • Adventure appeals to nonromantic audience 	<ul style="list-style-type: none"> • Avoid using cursive font – older audience = higher likelihood of vision impairment • Sans font • Contrast color from second line - use red to invoke passion (MasterClass, 2021)
8	Singapore – unique destination for U.S. travelers (primary target audience)	<ul style="list-style-type: none"> • Scarcity (Cialdini, 2002) – limited cruise options in SE Asia • Unique destinations – most cruises out of U.S. go to Caribbean 	<ul style="list-style-type: none"> • Show unique locations which are more iconic/recognizable – Alaska (Skagway Ketchikan, glaciers, etc.), Caribbean (Nassau/Atlantis, etc.)
9	Color palette with light blue skies, deep blue ocean. Iconic red Golden Gate Bridge, orange/yellow lights of Singapore Seascape reflected on light blue body of water, green land. Tagline and brand logo are dark blue	<ul style="list-style-type: none"> • Tagline in dark blue = confidence (Cartwright, 2022) • Light blue skies = feeling of peace, ocean blue = tranquility (Cartwright, 2022) • Red Golden gate Bridge equal passion/energy, encourages action (Cartwright, 2022) • Orange/yellow city lights = joy/happiness, positive messaging (Cartwright, 2022) • White cruiseship = safety (Cartwright, 2022) • Green land = growth/ambition (Cartwright, 2022) 	<ul style="list-style-type: none"> • More use of red in text to invoke feeling of passion (Cartwright, 2022) • slightly increased size of brand logo

10	No mention of environmental commitment	<ul style="list-style-type: none"> • Complete of environmental commitment 	<ul style="list-style-type: none"> • Include short statement on commitment to environmental efforts (Princess Cruises, n.d.-a)
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V. Ethics (Use TARES)

a. TARES

- i. Truthfulness – Continued emphasis by PCL regarding love/romance; ad shows good weather, not always the case when cruising. Image locations not representative of most cruise destinations, zero cruises to Singapore leaving U.S. ports (Princess Cruise Line, 2024)
- ii. Authenticity – Sincere and genuine efforts focused on love/romance. PCL puts emphasis on romance, especially for older couples, with private lounges, intimate staterooms, other activities for couples on cruises (McDaniel & Drake, 2023). Continued connection to “The Love Boat” – upcoming cruise with cast (Princess Cruises, 2024)
- iii. Respect – Apparent respect for persuadee, no stereotyping, no misleading information on cruise pricing, no deception, viewer’s autonomy respected
- iv. Equity – Promote romantic, familial, and platonic relationships in ad to increase inclusivity, promote other experiences when choosing PCL
- v. Social Responsibility – Cruising is detrimental to the environment; important to mention environmental commitment for societal good

b. Claim – is this ad ethical?

- i. Ad largely adheres to ethical standards per the TARES test (Baker & Martinson, 2001). Makes no assumptions on race, gender, or sexuality. Room for improvement regarding nonromantic relationships and should mention efforts to increase environmental sustainability

VI. Evaluation Plan

- a. Evaluate the PCL’s advertisement campaigns’ effectiveness in promoting cruises amongst target audience (50s–70s). Grow brand awareness and sales amongst younger cruisers. Evaluate to improve effectiveness and allocate resources appropriately (Asibey et al., n.d.)
- b. Goals
 - i. Increase brand awareness by 25% over 5 year period
 - ii. Increase number of younger cruisers by 20% over 5 year period
- c. State your objectives
 - i. By the end of year 2, increase number of ads viewed online and print media by 25%
 - ii. Curate 50% more social media ads targeted at younger audiences
- d. Identify your evaluation audiences
 - i. Cruise travelers in the U.S. 50 – 80 years old
 - ii. Cruise travelers in the U.S. 18 – 49 years and younger
- e. Establish your baseline

- i. Current level of brand awareness
 - ii. Current sales
 - iii. Customer satisfaction
 - iv. Website traffic
 - v. Market share
- f. Evaluation questions
 - i. What is the response from a sample group regarding the ad campaign?
 - ii. Based on response, is there a need to change audience or messages?
 - iii. Are ad platforms appropriate?
 - iv. Are goals of increased brand awareness and sales being met?
 - v. Are there more younger individuals/families booking with PCL?
- g. Measurements (at least one for each goal)
 - i. Goal 1
 - 1. Online focus groups
 - ii. Goal 2
 - 1. Online consumer panel basic surveys
- h. Evaluation technique
 - i. Focus groups
 - ii. Quantitative data collection
 - iii. Quantitative data analysis (Asibey et al., n.d.)
- i. Budget estimate (for this one, you can be general- it's most important that you focus on what the evaluation reading covered)
 - i. total budget \$2,000,000 (over 5 years)
 - 1. Staff expenses – \$1,200,000
 - 2. External consultant fees – \$100,000
 - 3. Cost of selected evaluation techniques – \$200,000
 - 4. Travel and incidentals – \$100,000
 - 5. Editing, design, production, and dissemination costs – \$400,000 (Asibey et al., n.d.)

VII Conclusion

For this advertisement, recommendations were made to appeal to the inclusivity of all travelers instead of only romantic couples, as one of the goals stated is to increase the number of younger cruisers with Princess Cruise Line. The original advertisement is placed in a medium aimed at older audiences, and touches on nostalgia by referencing of the television series "The Love Boat." As Frith (1998) states, "not everyone holds the same beliefs," indicating this dependence of nostalgia can alienate potential travelers of younger demographics. The focus on romance, while likely effective, also risks alienating single travelers or those who do not adhere to the societal norm of monogamy. Also recommended were advertisement campaigns and other forms of media, such as social media to attract younger customers. By adhering to the TARES test for ethical persuasion (Baker & Martinson, 2001), advertising campaigns can be conducted with the intent on meeting the goals of raising brand awareness by 25%, and young travelers by 20%.

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Appendix I: Ad



The advertisement features a split background. The top half shows the Singapore skyline at dusk, with the Marina Bay Sands hotel and the Singapore Flyer wheel of fortune. The bottom half shows the Golden Gate Bridge in San Francisco with a Princess cruise ship sailing in the water. The Princess logo is at the top center.

PRINCESS

Follow your heart, wherever it takes you
Come feel the love on the original Love Boat®



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Appendix II: Magazine Cover



