



## **Princess Cruises Draws on Real Cruise Stories to Show Australian Travelers How to Come Back New**

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(February 9, 2015) -- Princess Cruises has unveiled its first Australian-produced advertising campaign showcasing the transformative power of a cruise through real life passenger stories of mateship, family life and major lifetime events.

Developed locally by Princess Cruises in association with MediaCom and Parliament Films, the online video campaign is the first to use real guests. Launched today, the series is an evolution of the cruise line's Come Back New campaign, which launched last year.

Drawing on the experiences of existing Princess cruisers, the Come Back New Stories are evocative and emotional videos designed to inspire viewers with thoughts of travel and reconnection.

One video tells the story of lifelong friends from Wagga Wagga, Vince Hunt and Bob Case, who recently journeyed to New Zealand on Princess Cruises' Sun Princess for a nostalgia-filled adventure, similar to the backpacking adventures they undertook in their 20s.

Other stories include the Ryan Family – father Jeff, mother Bente and children Lisa and Tim – who cruised to Bali on Diamond Princess to celebrate Jeff's 50th birthday, and husband and wife Gary and Michelle Leaney, who celebrate their 28th wedding anniversary with a surprise cruise to Queensland.

Princess Cruises Marketing Manager Australia and New Zealand Nick Ferguson said the videos showcased a new cruise story, focused on sharing and recreating the feelings of real passengers and the reasons for their cruise.

"We wanted our past and future guests to see the real-life, positive impact that our cruisers experience during a holiday with us so they can be inspired to take their own transformative journey with Princess Cruises," Mr Ferguson said.

"The best way to highlight this was by sharing stories that show how real travellers transformed while cruising on one of our ships," he said.

The series launched today and will be progressively rolled out across social media and digital platforms until March 31, 2015.

The Come Back New Stories can be viewed [here](#)

For more information call 13 24 88, visit [www.princess.com](http://www.princess.com)

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