

P&O Ferries

Address the negative perceptions of ferry travel and raise awareness of P&O Ferries as a credible and cost effective alternative to low cost airlines.

Background

P&O Ferries is one of Europe's largest, most recognised ferry operators, with more than 170 years of maritime heritage. The company is very customer focused with most marketing initiatives tested through customer insight programmes before launch. While the existing style of marketing works well at retaining existing P&O Ferries customers, it does nothing to entice non-ferry customers into reviewing their existing travel habits and considering the ferry as a viable alternative.

The majority of non-ferry customers harbour distant childhood memories of ferry travel in the 70's and 80's and see the ships as slow 'rust buckets'. Unfortunately some of our competitors still offer this kind of service, which does not help the industry.

With airport disruption, increased security and reduced baggage allowances all adding to the discomfort and inconvenience of airline travel, now is the perfect time for people to consider the value of travelling by ferry. With recent company failures in the travel industry (including direct competitors in the Dover-Calais & Portsmouth-Spain markets) there is a feeling that consumers are seeking the security of an established company that they can trust to look after their hard earned annual holiday.

The Challenge

To develop a tourist creative concept targeting non-ferry customers, addressing the negative perceptions of ferry travel. We wish to raise awareness of P&O Ferries as a credible and cost effective alternative to low cost airlines. The concept should demonstrate an ability to work across a range of media.

Although we are asking customers to consider ferries, we are not doing our direct competitors' work for them; the take-out must be to travel with P&O Ferries.

Target Audience

- Non ferry customers considering European travel in spring/summer 2010.
- Customers prepared to take their car to the continent.
- Customer groups increasingly inconvenienced by airline travel and restricted baggage limits (eg: young families, skiers/snowboarders and campers).
- Customers who may sacrifice their summer holiday due to the economic climate and believe that holiday travel is too expensive (ferry travel offers a very cost effective alternative).
- Customers seeking the security of an established and trustworthy brand.

Not...

- Passengers on foot without vehicles.
- Customers looking for daytrips / minicruises.

The Message

The key brand proposition is: You can rely on P&O Ferries for your travel and holiday needs. Customers should think and feel the following:

- P&O Ferries understand how important my holiday is to me.

- P&O Ferries are a stable brand that won't let me down.
- P&O Ferries can help provide me with a value for money family holiday.

Brand Values

Listed in the 2007/08 edition of 'Superbrands', P&O Ferries is one of the UK's strongest brands. The company also holds a number of awards including 'Ferry Company of The Year', 'Best Cross Channel Operator' and 'Best Ferry Operator'. The brand's key values can be summarised as follows:

- Value for money.
- Flexibility; variety of routes and destinations and good frequency of service.
- Trustworthy and established
- Relaxing; part of the holiday, break from your drive, refreshment, eating, shopping.
- Hassle-free; no strict baggage restrictions, no long airline queues, departure times to suit.
- Empowerment; freedom of your own car, your own travel itinerary etc.

Media and Mandatories

You are free to demonstrate your creative thinking in any media you wish. However, creative concepts should have the ability to work across a variety of media. You should incorporate the P&O logo into your work; available in the project pack.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>