



CREATIVE BRIEF TEMPLATE

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Project Name: Concierge Series Cruise Departures		Date: 6-26-07
Department: Marketing	Phone: Extension 2057	E-mail: WayneKilburn@aaawin.com
Project Initiator: Wayne Kilburn		
1) What is the business objective?		
Increase sales of Concierge Series cruises by 10%		
2) What is the desired call to action?		
Generate phone and in person inquiries to travel agents regarding AAA Concierge Series departures.		
3) Is there an ROI or tracking of effectiveness in place?		
Sales of Concierge Series packages will be monitored Agents will be required to track lead sources Unique toll-free phone number will be used and tracked		
4) Who is the primary target audience?		
<p>Most Concierge Series passengers are AAA members, and place a high degree of trust in the AAA brand. AAA membership is not required to book these departures. Most have affluent attitudes, and see themselves as youthful, energetic and active. These passengers seek value from their traveling experience.</p> <p>Many are veteran travelers who want to experience a particular destination. They have the time, money and inclination to participate in leisure travel. A significant portion have participated in one or more previous Concierge Series departures.</p> <p>The majority are over 50 years old. However, a significant number of younger passengers travel on the Alaska departures. This may be primarily attributed to Alaska being seen as an “entry destination” into the broader cruising market. Also, the Princess Cruise Lines departures attract a significantly younger demographic than similar departures on Holland America, Viking River Cruises and Celebrity Cruises.</p> <p>Target center definition - higher income (\$50k+/68%), white (82%), non white (18%), married (59%), single (22%), other (19%), Boomers (39%), matures (25%) Xers (25%), Echo-Boomers (11%)</p>		
5) What marketing channels are proposed?		
A series of four color flyers promoting our Concierge Series cruises. Each departure will have its own flyer.		



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Six 2-page ads in Journey magazine (one 2-page ad each issue)

Two direct mail drops, 15,000 pieces each

6) What is the unique selling proposition of this product / service?

Experience unique/popular itineraries with the safety and convenience of a knowledgeable, trusted host.

7) What is the primary feature in this offer?

- Unique itineraries
- Reputable travel partners
- Specially negotiated AAA Concierge Series pricing
- Experienced AAA host(s) on every departure
- Private onboard parties
- Onboard gifts
- Shipboard credit
- Pre- and/or post-cruise hotel stays on some departures
- The ability to be part of the Concierge group, to participate in individual activities, or a mixture of both

8) What is the primary benefit?

Value for your Travel dollar
Unique life experiences
Security
Peace of mind

9) What attributes or core values should be conveyed?

Potential clients trust the AAA brand, although they may not necessarily associate it with leisure travel. They believe AAA to be genuine, respectful, trusted, empathetic, versatile, creative, accepted, reliable, knowledgeable, responsive, persevering and progressive.

10) Can this offer go against the competition?

AAA Concierge Series departures offer a unique, value-filled hosted travel experience. Features that support this message include:

- Unique itineraries
- Reputable travel partners
- Specially negotiated AAA Concierge Series pricing
- Experienced AAA host(s) on every departure



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- Private onboard parties
- Onboard gifts
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11) Are there any intangibles that need to be addressed, i.e.: *politics, sensitivities, conflicts?*

Avoid using photos of people who “look old”. All mature models must look healthy, active and fit.

12) What are the mandatory aspects of this work?

Must include AAA logo, toll-free telephone number, Concierge Series logo, departure name and dates, ship name, departure features, exclusive AAA benefits, host biography, vendor logo, AAA Travel office locations and contact information, itinerary, map and pertinent disclaimer copy.

David Caesar, Lisa Anciaux, Steve Pomranz, Ellen Sevier, Wayne Kilburn and George Johnson to approve final creative execution.

BACKGROUND

AAA Travel’s Concierge Series program offers hosted departures to a number of unique or popular cruise destinations. Passengers receive specially negotiated pricing and amenities. Among these are: significant discounts off vendor brochure rates, the services of an on board AAA host or hosts, private parties, gifts, shipboard credit, and often pre- or post-cruise hotel stays. Passengers have the flexibility to choose their level of involvement with other Concierge passengers. Clients may be part of the “group”, participate in individual activities and excursions, or a mixture of both. These discounts and amenities provide significant value to the Concierge Series departures. This value is not always apparent to price comparison consumers.

Communication Objectives include:

- Communicate the enhanced value of Concierge Series departures over other competing departures.
- Build customer loyalty - Concierge Series departures include unique, and/or popular itineraries.
- Build customer trust - Concierge Series departures are backed by the AAA brand, a trusted travel expert.
- Communicate service - Concierge Series hosts are there to provide the extensive service - adhering to the needs of the guest and knowing that there is someone who will be there to help them and guide them.
- Create a perception of the Concierge Series departures as being special, distinctive, attainable, convenient, enjoyable, memorable, and an experience worth repeating.

13) What is the timetable and deadline for this project?

First flyer must be available for distribution by March 1, 2007.

First ad must be ready for insertion in the May/June 2007 issue of Journey

Direct mail to be dropped in June 2007 and October 2007.



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14) What is the budget?

Flyers - \$800 for each flyer

Magazine ads - \$15,600 per insertion, plus production costs

Direct mail - \$5,000 each drop