

P&O Princess Cruises plc case study

Creating New Identities:Case Study P&O Princess Cruises plc

P&O Princess Cruises plc was established as a new B2B company in October 2000 as a result of the de-merger from P&O plc. Hetherington Veal was briefed to establish P&OPC with a corporate identity representing the company as a forward- looking manager of great cruise brands.

It was important to distinguish the new P&O Princess Cruises plc from P&O plc conglomerate - (Ferries and Logistics).

The target audience was to be investors, city analysts and the press.

The identity was to be used alongside the the brands that it owned so it had to be simple with no iconography that may clash. Yet it had to clearly express the nature of the company.

The solution was to combine the strong upright typeface of the 'P&O Princess' (reminiscent of the great cruise liners of the 30's), to capture the gravitas of the company, while the more emotive ripple of the 'Cruises' suggested not only context, but the leisure and luxury side of the cruise industry. After all, analysts have feelings too! Simple, strong and elegant.

An identity is not just a logo - its application provides the opportunity to reinforce the messages of the company. The strong, simple, elegant values were expressed across a range of items from stationery and on-line guidelines, to press packs.

Hetherington Veal designed the CD-rom, to be sent to journalists, with carefully selected images, as part of the overall strategy to alter perceptions of the cruise industry, by providing more appropriate imagery to accompany newspaper articles.

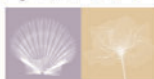
The first annual report provided a great opportunity to further reinforce the brand values. Simple, clear, elegant and strong.

P&O Princess Cruises returned to Hetherington Veal for their second year's annual report, to build on the success of the first.

Carnival Cruises acquired P&O Princess Cruises in 2002, which made this annual report the last ever for the company.

Hetherington Veal were finalists in the 2002 International Design Effectiveness Awards for their work with P&O Princess Cruises plc.

A 2 minute film outlining the work, designed and produced by Hetherington Veal, was broadcast during the awards ceremony.



So why has the design been deemed to be successful?

- 1) Analyst coverage in the UK was 3 on de-merger date. Today that has increased to 14.
- 2) Share Price. At date of de-merger the investor share price on the London Stock Exchange was 290.00p. Today it is 460.00p, despite very difficult trading conditions as a result of the downturn in the American economy and the events of 11 September. **Source: Financial Times.**
- 3) There has been a huge boost to company morale as a result of promotion to the FTSE 100.
- 4) Awards. Investor Relations Magazine 2001 Highly Commended - Best Investor Relations for a new issue
Shares Magazine 2002
- 5) A clear change in perception can be seen in the tone of voice of press articles about the cruise industry in general, and P&O Princess Cruises in particular. Source: Financial Times
- 6) Shift towards broader investor base. The percentage of European holdings has increased from 7% to 28% since 2001. Again a clear sign of achieving a broader customer base. **Source: CSFB & Computershare**

