



## **P&O Cruises creates a 'buzz' in BrandIndex**

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P&O Cruises is the only cruise company to sail in to the 2015 top five YouGov BrandIndex Buzz ranking for travel agents, hotels and guides. <?xml:namespace prefix="o" ns="urn:schemas-microsoft-com:office:office"?>

The BrandIndex measures the public's perception of brands on a daily basis across a range of methods and annual rankings are compiled from scores across the year.

P&O Cruises is ranked fourth in the travel category for 2015. It is also second in the top five most improved brands of 2015 within this sector, improving its score by 0.9 on last year.

Brands are rated using YouGov BrandIndex's Buzz score metric, which measures the key messaging heard about a brand through advertising, news, word-of-mouth or friends and family during the previous two weeks. It also measures recent brand sentiment and indicates whether the awareness has been positive or negative.

P&O Cruises senior vice president of sales and marketing Paul Ludlow said: "We are the market leading cruise line for British guests and it is great to see this being consolidated among the UK consumers - improving on last year and coming fourth overall is a huge achievement."

The end of 2014 saw a new brand positioning unveiled with the launch of a multi-million pound consumer marketing push, spearheaded by a new TV advert starring Rob Brydon, and 'This is the Life' advertising strapline. It aims to inspire everyone - both seasoned cruisers and those new to cruising - to discover the joys of life through an unforgettable holiday experience. A continuation of this campaign throughout 2015, along with the striking new livery being introduced across the fleet and the launch of Britannia has re-energised the brand identity for Britain's favourite cruise company over last 12 months.

Ludlow added: "Through our 'This is the Life' strapline we have created a compelling and distinctive brand which resonates with guests - both new and past guests - putting us at the forefront of the British holiday market, not just the cruise industry."

For more information or to book a holiday call P&O Cruises on 0843 373 0111, visit [www.pocruises.co.uk](http://www.pocruises.co.uk) or call in to your local travel agent.

## **About P&O Cruises**

P&O Cruises has a fleet of eight ships offering holidays tailored to British tastes combining genuine service, a sense of occasion and attention to detail, ensuring passengers have the holiday of a lifetime, every time. Azura was launched in April 2010 – officially named by Godmother Darcey

Bussell CBE. Small ship Adonia was added to the fleet in May 2011, named by Dame Shirley Bassey, DBE. Britannia, a new 141,000 ton ship, was named by HM The Queen on March 10, 2015.

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