



PRINCESS CRUISES

escape completely®

BRANDED WEB SERIES CONCEPTS
(TWO TOTAL)



CRUISE CONFIDENTIAL

CONCEPT OVERVIEW

Cruises occupy a position of romance, glamor and adventure in the minds of most Americans. But outside of those who have actually had the privilege of cruising few people know what it really takes to operate these floating cities at sea. ***CRUISE CONFIDENTIAL*** is a 6-episode series that provides an inside look at the operations onboard one of Princess Cruise's top vessels. The series will follow the **CRUISE DIRECTOR**, a **CHEF** and a **CRUISETOUR SPECIALIST** working the **VOYAGE OF THE GLACIERS** route.

Our cameras will begin rolling before the ship sets sailing catching up with each member as they prepare to sail. And our cameras will keep rolling until the ship returns to port after its seven-day journey. By following these three, we'll not only gain unique insight into what it takes to put together a magical cruise experience, we'll also meet a wide range of passengers with whom they interact.

The series will be shot and edited in a fun, documentary-style manner, and we'll intercut between the stories of each of the featured crew members. We'll augment this footage with passenger interviews as well as quick sound bites from other core onboard personnel. By the end of the series the viewer will feel like they were on board for the entire adventure and the Princess Cruise experience will be amplified in their eyes.

POTENTIAL EPISODES

"Setting Sail"

In the first episode of the series we'll follow the three crew members as they make their final preparations to sail. We'll catch the "organized chaos" of prepping the ship to make sure that everything is perfect for the journey. The episode will end with the passengers boarding for the awesome adventure ahead.

"Port of Call"

This episode will focus heavily on the CruiseTour specialist (though we'll also feature the chef and cruise director). The episode will open just before the ship docks. Our cameras will follow the specialist as he/she makes final onboard preparation -- all the way through the dockside excursion.



SERIES DETAILS

- Episodes will be 3-5 minutes in length
- Episodes will be broken down into three sections:

THE DAY STARTS: We'll catch up with each of the three crew members and hear about their key priorities, duties, etc. for that day

IT'S ALL ABOUT SERVICE: As the day gets into full swing we'll intercut between each crew member as they provide top-notch service to the ship's passengers. During this section of the episode we'll also feature interviews with passengers and other crew members.

ANOTHER ONE FOR THE BOOKS: We gather all three crew members for an end-of-the-day drink or dinner. They'll recount their experiences that day and provide insight into what they (and the viewer) can expect the next day and in the next episode.



OUT OF THE ORDINARY

CONCEPT OVERVIEW

It's said that Americans are among the busiest and most productive workers in the world. As a result we often forego our own health and well-being for the sake of career. In the 6-episode, documentary series ***OUT OF THE ORDINARY*** we'll cast three very different, but equally busy, 45-65 year-old couples and document their lives before, during and after chance-of-a-lifetime Princess Cruise vacation.

The three couples will be REAL people who we'll identify via a UGC video promotion on the Princess Cruise site. We'll work closely with Princess Cruises to establish the criteria for a winning entry (e.g. on-camera presence, reason you think you deserve a dream vacation, etc.). We're not looking for "professional-quality" submissions. We're looking for passion, personality and excitement.

Once the three winning couples are selected our camera crews will spend 3-to-5 days at home with each to get a sense of their daily lives. And we'll will catch up with all three again as they board the same Princess Cruise ship bound for the **VOYAGE OF THE GLACIERS** route.

We'll document every element of their experience -- from the moment they out onto their state room balcony for the first time, to their CruiseTour excursions, and everything in between. Our cameras will catch up with each newly-invigorated couple again a few weeks after the trip as they get back into the swing of daily life.

The series will be shot in a fun, upbeat, documentary-style manner designed to both inform and entertain. In addition to our couples we'll also feature interviews with crew members, onboard performers and other passengers. By the time the viewer is done watching the series they'll have a thorough understanding the Princess Cruises experience.



POTENTIAL EPISODES

“The Daily Zoo”

In the first episode we'll meet the THREE very different couples at home. We'll capture their real emotion and excitement about being chosen. We'll then intercut between each of the three couples as they go about their hectic, but very different lives.

“Rest for Some ... Adventure for Others”

A couple days into the journey we'll catch up with the couples as they plan a very different slate of onboard activities for the day. While Couple “A” is headed down to **KETCHIKAN** for a day of sport fishing, Couple “B” is spending a relaxing morning in the **SPA**. As for Couple “C,” they're looking to round out their home collection by buying art at the **ART AUCTION**.

“I Love the Nightlife. I Like to ...”

This episode is all about vast array of nighttime activities. We'll follow one couple as they take in a **PRINCESS SIGNATURE SHOW** and meet with performers after the show. We'll connect with a second couple as they test their luck at the **CASINO**. And we'll track down the third couple as they take in a romantic dinner at one of the ship's fine restaurants.

SERIES DETAILS

- Episodes will be 3-5 minutes in length
- Each episode will intercut between each the three couples as they experience their own highly-personalized cruise experience.
- We'll provide all three couples with FLIP and digital still cameras to document their experience. We'll use some of the material they capture in each episode to real provide an intimate and personal feel to each couple's experience.
- NOTE: We've set this series on the 7-day Glaciers cruise but the concept can be easily adapted to highlight any cruise ship or route.