

Princess Cruises Love Boat

Princess Cruises and Woman's Day teamed up to give away a wedding aboard the stunning Royal Princess when she docked in Auckland on Valentine's Day. As the original Love Boat, Princess Cruises has a dedicated wedding team, Princess Perfect Weddings, offering couples the chance to tie the knot or renew their vows in a dream setting.

The competition ran for two weeks in January, allowing Woman's Day readers to nominate themselves or a deserving couple. The Princess Perfect Weddings team planned the special day, with Woman's Day capturing every moment. The winning couple's love story was then featured in a Woman's Day March issue.

The campaign was a success due to:

- **High engagement** – 285+ entries in two weeks, over 1,000 competition page views, and strong social media interaction.
- **Exclusive prize** – A wedding onboard a luxury cruise on Valentine's Day created engagement.
- This campaign through print reached **510,000 AP18+** on average 1.33 times, this is 11.98% of total AP18+ audience.
- This campaign through social media reached over **73,000 users**.

WOMAN'S DAY + PRINCESS CRUISES PROMOTION

WIN a Valentine's Day wedding ON ROYAL PRINCESS

Princess Cruises is the original Love Boat and there's no place more romantic to tie the knot or renew your vows than onboard with Princess' Perfect Weddings!



THE PRIZE INCLUDES

- Ceremony conducted at a private, dedicated venue either indoors or outdoors
- Fresh florals for the couple
- Fresh florals for the wedding party
- Bridal hair and makeup
- Solo live musician during the ceremony
- Wedding cake
- Reception lunch for bride, groom and up to 10 guests
- Photographer

To win, go to nowtolove.co.nz/win and tell us why you want to get married or renew your vows on Royal Princess.

princess.com 

“This vow renewal was about celebrating life and celebrating love.”

Woman's Day winner, MADELEIN NIEUWOUTD

WOMAN'S DAY WINNERS 'OUR LOVE IS MORE MEANINGFUL NOW'

After a gruelling cancer battle, Madelein and her hubby Jan celebrated life on Valentine's Day

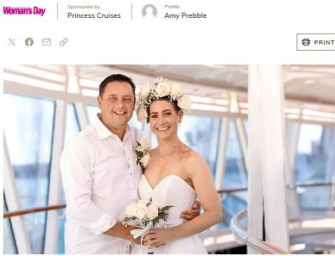


Princess Perfect Weddings

Celebrate your love to its fullest with Princess Perfect Weddings. Princess Cruises offers a wide range of wedding packages to suit every budget and style. From intimate ceremonies to grand celebrations, we have everything you need to make your day unforgettable. Our experienced wedding team will ensure every detail is perfect, from the venue to the catering. Princess Cruises offers everything you need for a perfect wedding, including legal and symbolic ceremonies, professional photography and videography, live music, and more. Whether you're looking for a romantic getaway or a grand celebration, Princess Cruises has the perfect venue for you. For more info, visit princess.com/weddings.

Woman's Day winners Madelein and Jan renew their vows celebrating life and love

After a gruelling cancer battle, Madelein and her hubby Jan celebrated life on Valentine's Day



When Madelein Nieuwoudt went shopping for the perfect dress to wear on her Valentine's Day vow renewal, she had a very specific goal in mind.

"I wanted a short, pink dress that had lace around the shoulders to cover up my scars and radiation burns," says the brave breast cancer survivor.

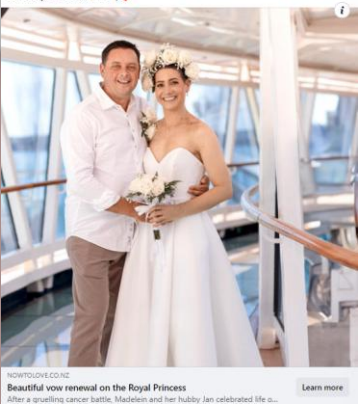
"But I ended up getting the opposite! I decided I was going to show my warrior scars and show what cancer is all about. This vow renewal was about celebrating life and celebrating love. I got my dream dress, a princess-cut, party white dress that shows all my scars!"



Madelein, 40, was over the moon when she won a Woman's Day competition to renew her vows to her husband Jan, 44, in a gorgeous ceremony.

Woman's Day NZ with Princess Cruises

Breast cancer survivor Madelein renews her vows to soulmate Jan in a gorgeous ceremony held on the Royal Princess cruise ship



Beautiful vow renewal on the Royal Princess
After a gruelling cancer battle, Madelein and her hubby Jan celebrated life on...

Woman's Day

Breast cancer survivor Madelein renews her vows to soulmate Jan in a gorgeous ceremony held on the Royal Princess cruise ship



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womansdaynz "I wanted a short, pink dress that had lace around the shoulders to cover up my scars and radiation burns, but I ended up getting the opposite! I decided I...

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dibs1966 Beautiful

7 March

Club Med launched an exclusive offer for New Zealand travelers, providing up to 25% off stays at their luxury snow resorts in Japan and the European Alps for trips between November 2024 and May 2025. The promotion aimed to position Club Med as the ultimate winter escape, offering an all-inclusive, hassle-free holiday experience.

To maximise reach and engagement, the campaign was featured in New Zealand Woman's Weekly and Woman's Day, two of New Zealand's most trusted lifestyle publications. Through editorial sponsored content, the campaign connected with travel enthusiasts, with the exclusive deal providing a strong incentive to book their dream winter getaway at a discounted rate.

The campaign was a success due to:

- **Exclusive Offer:** The 25% discount on luxury snow resorts created a compelling reason to book.
- **Targeted Publications:** New Zealand Woman's Weekly and Woman's Day have a strong readership among travel-savvy and family-oriented audiences, making them the ideal platforms to promote premium holiday experiences.
- **Multi-Channel Approach:** By leveraging both editorial content and advertising, the campaign balanced credibility with visibility, maximising engagement.
- This campaign through print reached **770,000 AP18+** on average 1.48 times, this is 18.11% of total AP18+ audience.



What's hot

RIGHT NOW

What we're loving this week

Ultimate winter getaway

An all-inclusive premium snow holiday the whole family will love? Sign us up! Exclusive to New Zealand travellers, Club Med's Epic Ski Sale is on now, with up to 25 percent off luxurious snow resort stays in Japan and the breathtaking European Alps when you travel between November 2024 and May 2025. Club Med's all-inclusive offering ensures your holiday is as seamless and enjoyable as possible. From ski passes and group lessons, to gourmet dining, entertainment, kids' clubs and an open bar, every detail is taken care of, so you can make the most of your time on the slopes and create unforgettable memories with your loved ones. To book your dream snow holiday at Club Med, with up to 25 percent* off, visit a travel agent or clubmed.co.nz



Meet your new main squeeze

Pic's Peanut Butter has launched brand-new squary bottles filled with the Nelson brand's good stuff! Available in Smooth and Smoothy (smooth with a hint of crunch), these easy-squary bottles make a perfect case for ditching the cutlery. Simply drizzle over baking, smoothie bowls or toast and devour. Available from Woolworths, rrp \$8.80.



Money matters

AMP Wealth Management has become the first of New Zealand's large, non-bank KiwiSaver providers to offer term deposits. AMP managing director Jeff Ruscov says many customers continue with

KiwiSaver after turning 65 to maintain their returns, but AMP's partnership with Heartland Bank means they can now also choose to place their funds in term deposits to further protect their money and benefit from a fixed return and a regular income stream. "Term deposits add another key option for our customers to manage their savings and investments," he explains. "It's about us putting what our customers need and are asking for at the heart of what we do." For more information, see amp.co.nz



44

New Zealand Woman's Weekly

[illegible]

Princess Cruises Experience

When Anna Lee, our lifestyle editor, was offered the chance to go on a luxury holiday with Princess Cruises, she jumped at the opportunity!

Princess Cruises aimed to inspire travelers with an authentic, first-hand account of their luxurious, adventure-filled cruises. By featuring Anna's experience in NZ Listener and Woman's Day, they reached travel enthusiasts with engaging, trusted content.

Anna's honest review captured the essence of life at sea, showcasing unforgettable moments and amenities, and painting a picture of a dream holiday while driving awareness around Princess Cruises as the ultimate luxury escape.

The campaign was a success due to:

- **Authenticity:** Having Anna experience and review the cruise firsthand created a genuine and relatable story, building trust with readers.
- **Connection:** The compelling narrative not only showcased the cruise's luxury but also made readers envision themselves on board, driving excitement and desire.
- **Brand Positioning:** Princess Cruises came across as the ultimate luxury escape, aligning perfectly with their brand goals.
- This campaign through print reached **522,000 AP18+** on average 1.05 times, this is 12.27% of total AP18+ audience.



Short-stay Vacations in NZ

Tātaki Auckland Unlimited and Wellington NZ wanted to showcase their cities as the perfect destination for a short getaway, driving brand awareness and website traffic for events and activities in Auckland & Wellington.

To achieve this, sponsored content articles were featured in Kia Ora. For Tātaki Auckland Unlimited, the article outlined a spring weekend itinerary in the City of Sails, while for Wellington NZ, it showcased the latest places to visit in the capital with a 48-hour guide. Both aimed to inspire travel and encourage readers to plan their visit through their respective websites.

The campaign was a success due to:

- **Targeted Placement:** Featuring in Kia Ora meant both Tātaki Auckland Unlimited and Wellington NZ reached domestic travelers already in a holiday mindset, creating a seamless connection.
- **Aspirational Content:** The curated itineraries made planning a short getaway feel effortless, tapping into the growing trend of local travel and weekend escapes.
- **Strong Call to Action:** By directing readers to their websites for more details, both campaigns extended engagement beyond the article.
- These campaigns through print reached **678,000 AP18+** on average 1.33 times, this is 15.93% of total AP18+ audience.



Gold Coast Goals

Tourism & Events Queensland aimed to inspire readers to consider the Gold Coast as a diverse and family-friendly holiday destination. They achieved this through sponsored content in both print and online on nowtolove.co.nz.

Woman's Day targeted families, highlighting Gold Coast and Tamborine Mountain as ideal places for a family vacation, encouraging readers to explore beyond the typical beach and theme park experiences.

Meanwhile, New Zealand Woman's Weekly aimed to position Coolangatta as a top destination on the Gold Coast, emphasising its vintage charm, signature events like the Cooly Rocks On Festival.

Together, these articles encouraged readers to explore the Gold Coast's vibrant atmosphere and discover a different side of the region, beyond the typical tourist attractions.

The campaign was a success due to:

- **Targeted Audience:** By using Woman's Day and New Zealand Woman's Weekly, the campaign effectively reached families and readers interested in diverse vacation options.
- **Diverse Destinations Highlighted:** The focus on showcasing a variety of attractions, from family-friendly activities to the vintage charm of Coolangatta, successfully appealed to different types of travelers.
- This campaign through print reached **588,000 AP18+** on average 1.26 times, this is 13.83% of total AP18+ audience.

