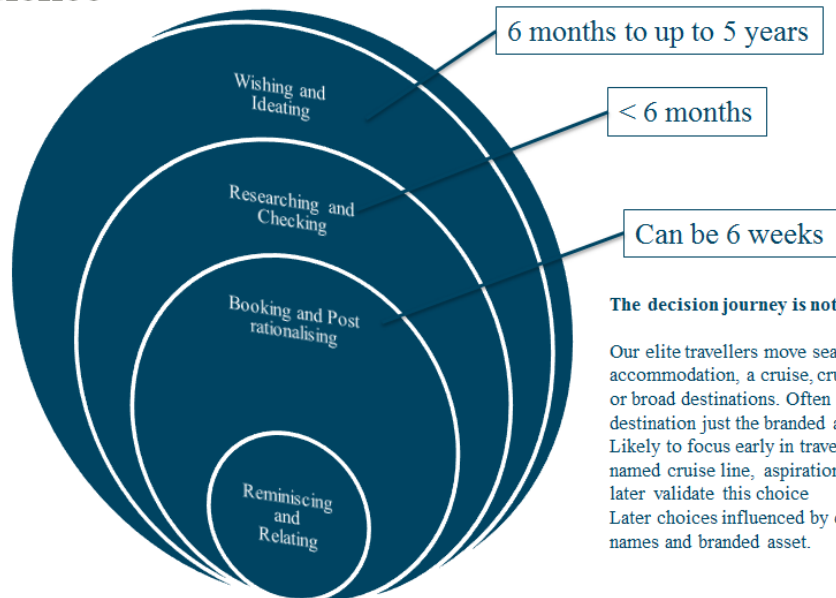


Understanding the luxury Path to Purchase of our audience



The decision journey is not a linear funnel

Our elite travellers move seamlessly between accommodation, a cruise, cruise liner, specific destinations or broad destinations. Often they are not even thinking of destination just the branded assets they like. Likely to focus early in travel decision process on a specific named cruise line, aspirational resort or experience – then later validate this choice. Later choices influenced by destination reputation, brand names and branded asset.

Appendix item 1

The above is the slide showing the new model proposed by this research.

How T&I complements the internet

We know the average consumer of travel has many different media sources for their holiday, but what this research confirmed is the role each plays



**Creates
Interest &
Trust**

The interest
The idea
The quest to find more

"If it's in the newspaper and if it's publicised like this I'd go and check it out. It seems trusted. I wouldn't hesitate"
J, female, 33



Checks

The location
The opinion
The ratings
The options

"So it's kind of like internet research to figure out when the best weather time was to go and then we did a lot of research to try to figure out what tour company to actually book it with"
J, male, 38

Appendix item 2

The above is the slide showing how The Australian complements digital

Wishing ads work best with pictures that are ...

Highly Visual



"You can picture yourself there... beautiful... is it a cruise line?..." S F 30

Experiential
in nature



"That would be awesome, I couldn't see where it was at first... very special experience..." S M 42

Novel



The above visuals were effective in generating empathy, wishing and delivered on all three outcomes: experiential, novel and visual. Importantly, your consumer can **'picture themselves here'**.

10

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For the informed Australian

Appendix item 3

The above is the slide showing what made great 'wishing' ads

The imagery

Great imagery draws people in – even if they are not interested in the destination originally.

If the destination (or even cruise ship) isn't obvious from the picture, then the eye seeks out other clues. The image right is a good example, people liked the rooftop image, but could not tell from the photo where it was, so they read the words to find out.

The "daze" point in general is more likely to come on when the viewer can picture themselves in that location – for example an image of six Venetian gondola's did not trigger the daze point, but an image of one did.

When relevant (e.g. Cruise ship companies), the map can be an easy way to convey information on where it goes, the eye uses this as a shortcut for information.

"I see all the pictures and then I'm – so taken in all the information on the page and then start to look to actually. I would be taken in by the imagery..."
A, male



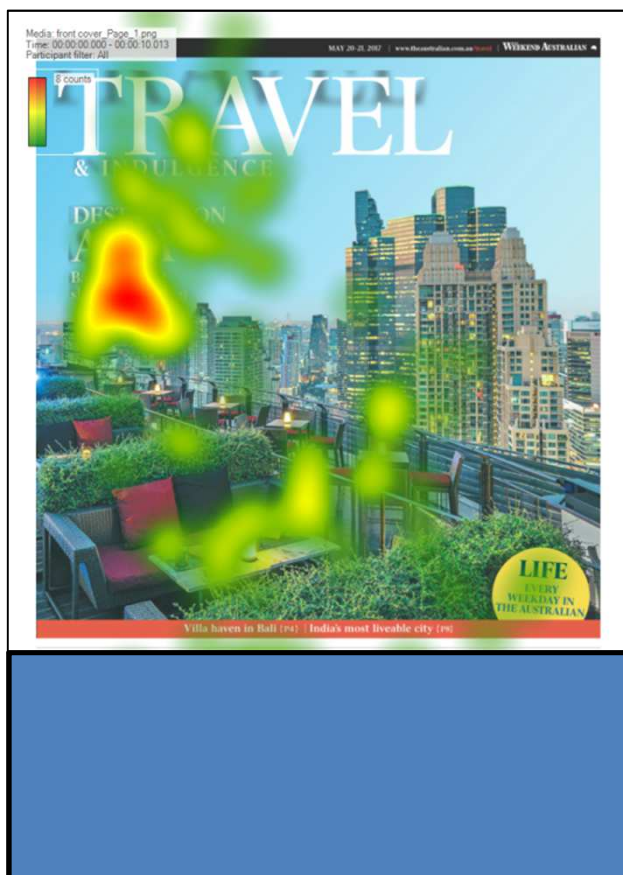
14

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Appendix item 4

The above is the generic slide on what imagery worked

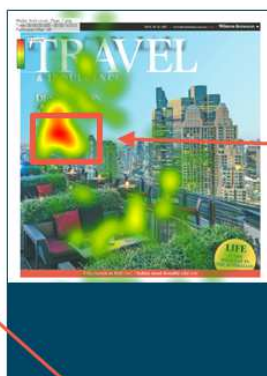


Appendix item 5

An actual output of the eye tracking. Their own advertisement were shown to the respective advertiser while the key points (both good and bad) were given to the advertiser. Advertisers only saw their own work and it was not shared with any other clients.

Please note, the advertisement at the bottom of this front page has been blocked

Example of a great ad for Wishing



An ad that is easy for readers to picture themselves here

This lounge area really engaged readers on the moment and concept getting the reader to think about what it would feel like to be there.

Appendix item 6

This is an example of the personalised page that was given to select advertisers on their advertisement during the meeting

Please note this is just an example of what they looked like using an editorial page