

LET'S DO THIS.

Jessica Leonard, Director Brand Activation
Jessica.Leonard@alaskaair.com

Alaska[®]
AIRLINES

Alaska[®]
AIRLINES

 virgin
america

OUR PURPOSE:

***Creating* an airline
people love.**

The Alaska Airlines brand and the ideas that made it successful.

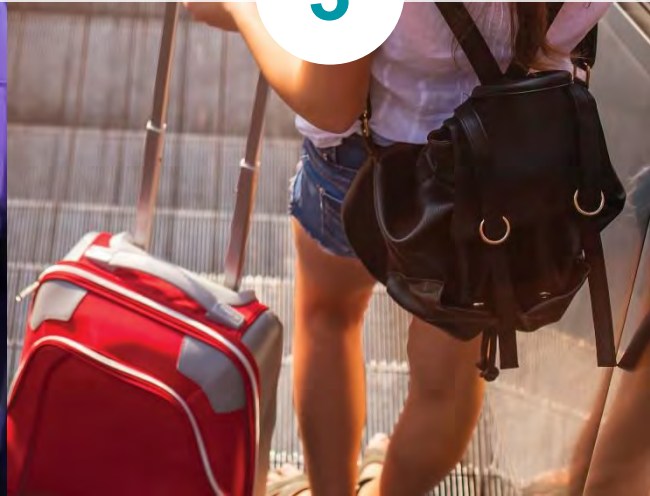
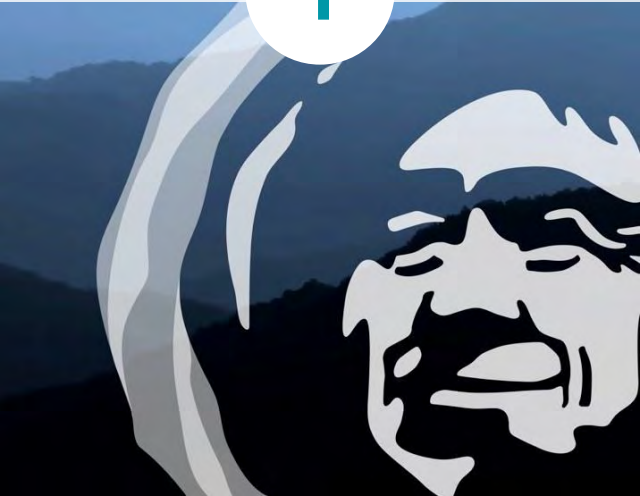
1

The Virgin America brand and the ideas that made it successful.

2

The research & analysis done giving us new understanding of what flyers want.

3



Alaska goes far beyond just service.

Kris Frye 🌐 traveling to Anchorage, Alaska from 📍 Nashville International Airport
August 17, 2016 · Nashville, TN · 📍

Just boarded my flight to Seattle. Though I was originally worried about my first flight with a dog Alaska airlines has gone above and beyond. This is what they sent me. My little Apollo is in good hands.



👍❤️ 16 6 Comments

The adventures of Piglet and Aurora: Two lost toys have an Alaskan adventure

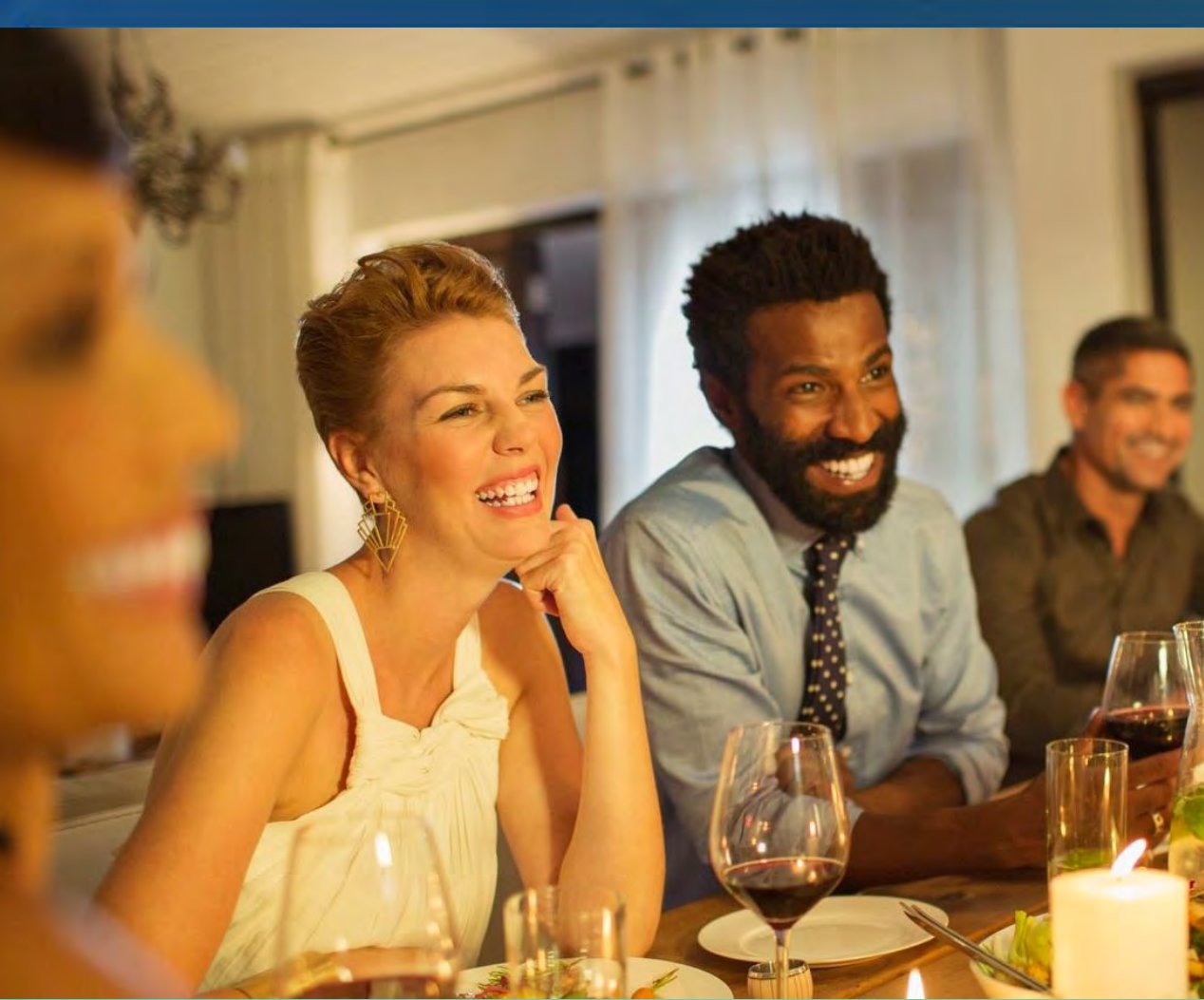
Posted on July 31, 2016 by Diane McGinness, Staff Writer 16 Comments



A handwritten note on behalf of a pup, reuniting a child with a toy
Celebrating and supporting life's moments: big and small

Virgin breaks
convention
to create
**moments
of wow.**





**This is an
authentic,
feel-good
moment.**

This is something more than service.

This is **Hospitality**.

Service: The assistance or advice given to customers during and after the sale of goods.

Hospitality: The friendly and generous reception and treatment of guests or visitors.

**What matters most for
air travel?**

Focus on connectivity and entertainment



Satellite Connectivity



Free Movies



Free Chat

Fresh, healthy West Coast food offerings with the ability to order and pay pre-flight

Modern vibe, Loyalty program with Upgrades



Campaigns

Brand Proposition for Customers

Different works.

Alaska and Virgin go together like

Schwarzenegger and Devito. Stockton and Malone.

Thunder and Lightning. Campfires and Marshmallows.

Salt and Pepper (the spices *and* the 90s group).

We're an odd couple.

A traditional, wholesome veteran and
their audacious, cheeky partner.

And like every other famous odd couple before us,
our differences compliment each other.

They make us stronger.

And only together can we accomplish our mission to shake-up
the corporate airline empire and make flying better for everyone.

Because that's how different works.

The best love stories:
Different Backgrounds + Hostile World

Creative Examples

**Electricity
and guitars
was a
surprisingly
great combo,
too.**

More flights. More rewards.
More to love.

DifferentWorks.com



**A camera
in a phone
was an
unlikely
combo, too.**

More flights. More rewards.
More to love.

DifferentWorks.com



virgin america

**WE'VE JUST
UPDATED OUR
RELATIONSHIP
STATUS.**

More flights. More rewards. More to love.
DifferentWorks.com



**Salt and caramel
was an unlikely
combo, too.**

More flights. More rewards. More to love.
DifferentWorks.com



EXPERIENCE WAIT-LESS-NESS.

→ 20-minute baggage guarantee.

Alaska
AIRLINES



FASHIONABLY ON TIME.

→ #1 on-time airline 7 years running.

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AIRLINES



On-Time North America
Major Airline 2010-2016.

FIND YOUR HAPPY PLAYA.

→ Nonstop flights to Mexico.

Alaska
AIRLINES



GONE WITH THE WHIM.

→ 84 daily nonstops within California.

Alaska
AIRLINES



Daily average for 2011.

We are
Creating an airline people love

For

**Leisure Enthusiasts—with Creative Class tastes—
who want to enjoy their airline experience**

By delivering

Hospitality

A guest-first experience
that's personal, enjoyable
and generous

with

Personality

A West Coast vibe
that's thoughtful, vibrant
and unconventional

To always

Be Remarkable