

Airline Branding Assignment

The Assignment

The goal of this assignment, is to conduct research on 3 major Canadian Airline branding. You will be required to write a min 300 word report based on your research. You are able to gather information from any site, book or article available, citations will be require. This report must be written in your own words. Copying and pasting from any source will result in a 0. Ensure you complete the following questions for all 3 airlines listed.

Take a look at the Canadian airlines listed below, discuss the role of their logo and uniform as a marketing tool and the importance of these symbols in a crowded aviation market.

Air Canada

WestJet

Air Transat

What does their logo stand for and what message does it promote? What consumer profiles are they targeting, how?

How are they building consumer loyalty using their brand?

Based on your research, choose one airline that stands out to you personally. What is it about this airline that attracts your attention?

Assignment worth: 10%

Achievement Grade: 2%