
More To Love – Alaska Airlines

By Duane Knapp & Don Morgan

The highest form of admiration is achieved when your customers say, “I love you!” GMA Research and BrandStrategy, Inc. conducted a survey of more than 600 consumers in the Puget Sound region and they love Alaska Airlines! Consumers were asked to name brands that they love (i.e., admire, respect, trust and make your life better).

Alaska Airlines ranked fourth out of 27 national and local brands and they earned the distinction of being in the top three most “enthusiastically recommended” brands.

These accolades shouldn’t surprise anyone since they have been winning lots of awards.

Alaska Airlines has been implementing a strategy that focuses on the best interests of their customers and it’s really paying off. Their frequent flyer program is one of the most generous in the U.S. and according to Skift.com, “Alaska is betting its program can be a differentiator that keeps customers loyal.”



With the addition of Virgin America, they will be offering the most non-stop flights on the West Coast with nearly 1,200 daily flights and services to 118 destinations. More importantly, Virgin America has been very focused on exceptional customer service with their purpose statement, “Creating an airline that people love.”

It’s one thing to be loved by customers, but the real key is their enthusiasm for recommending the brand to others. We believe that a brand is only as good as its Promise and Alaska Airlines is delivering on its Promise...”Our relentless desire to make flying a different experience for guests.” This works well with their advertising campaign of...fly nice™.

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