

# Case Study – Airline Message Communication



"I like being in the air and looking at the sky and down below. I like being able to turn everything off for those couple of hours you're in a plane."



- **Business Objective:** Optimize reservations for a new type of airplane by developing compelling messaging
- **Research Objective:** Understand the perceived benefits of a new airplane design from potential flyers' point of view
- **Method(s):** A quick and low investment approach was used to obtain feedback on a new airplane concept.
  - A QuickQual<sup>SM</sup> study using the Gutcheck platform and panel was conducted with people who had flown within the last two years.
  - In-depth interviews were completed by phone in conjunction with an online platform for showing a video of the plane design and features
- **Results:** We identified the benefits that should be emphasized/leveraged in marketing and communications as well as potential positioning strategies for the new airplane.