## **PULSAR\***

## Social Brand Personality

Airlines 2019-2020

### Social Brand Personality | Methodology

#### DATA

TRACKED:

Mentions of Delta, British Airways, or Lufthansa (including hashtags and Twitter handles)

**DATE RANGE:** 

August 1 1st - August 15 15th 2019 vs.

August 1 1st - August 15 15th 2020

SOURCES:

Twitter, Blogs, Forums (including Reddit), News and Reviews

#### **SBP REFERENCES**

**DIMENSIONS:** 

Tracked by keyword syntax based on Aaker's 1997 Brand Personality Dimensions

**ARCHETYPES:** 

Based on Jung's 12 Universal Archetypes (1947)



### **Top-Tier Airlines**

Across the three airlines, we can see many small shifts in their social brand personality from 2019 to 2020. The largest shifts are in the dimension Ruggedness as airlines work to develop new safety procedures to combat COVID-19. By some, they are perceived as being 'uncomfortable', while for others, a necessity. All three airlines generally see a decrease in perceived standing across dimensions, likely because this industry is more prone to customer complaints, particularly around COVID-19 disruptions.

**BRITISH AIRWAYS** 



▲ DELTA

Lufthansa

# **Delta** 2019-2020

#### **SINCERITY**

Sincerity sees a small fall from 2019 due to post-truth advocates alleging that Delta is taking advantage of COVID-19 fears to "force people" to wear masks.

Despite this, a large number of people continue to commend Delta for having friendly, professional staff and favorable refund policies.



Archetype:

#### **DELTA: THE RULER**

Delta is celebrated for its strict enforcement of safety standards on staff and passengers alike



#Sue @Delta #Airlines cannot Invent #LAWS they are just bullying people and trying to enforce fake laws. I'd sue them for \$5Million or more, call @LLinWood

**Dimensions:** 

SINCERITY

Family-friendly, Wholesome

**EXCITEMENT** 

Carefree, Spirited, Youthful

COMPETENCE

Leadership, Success, Influential

**SOPHISTICATION** 

Elegant, Prestigious, Luxury

**RUGGEDNESS** 

Outdoorsy, Athletic, Tough

**AUTHENTICITY** 

Polished, Purposeful, Deliberate



Why don't you join honest airlines like @Delta who #RefundPassengers?



Flew first class for the first time (cuz my flight got delayed and they had to rebook me for a flight 4hrs later than my original so they gave me a first class seat which I appreciate, thank you @Delta)

And man oh man. These seats are lowkey the ish

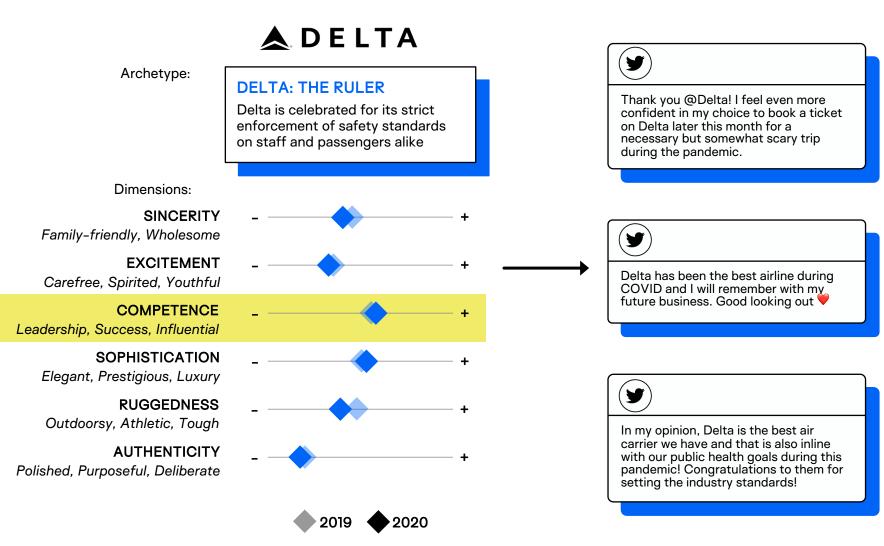




# **Delta** 2019-2020

### COMPETENCE

Delta's perception for Competence has grown slightly since 2019 despite complaints about poor customer service, delays and cancellations –likely due to Delta's decision to remove passengers who don't comply with strict COVID–19 safety regulations from flights; the decision was met with praise by headline seekers and opinion makers on COVID–19 policy.

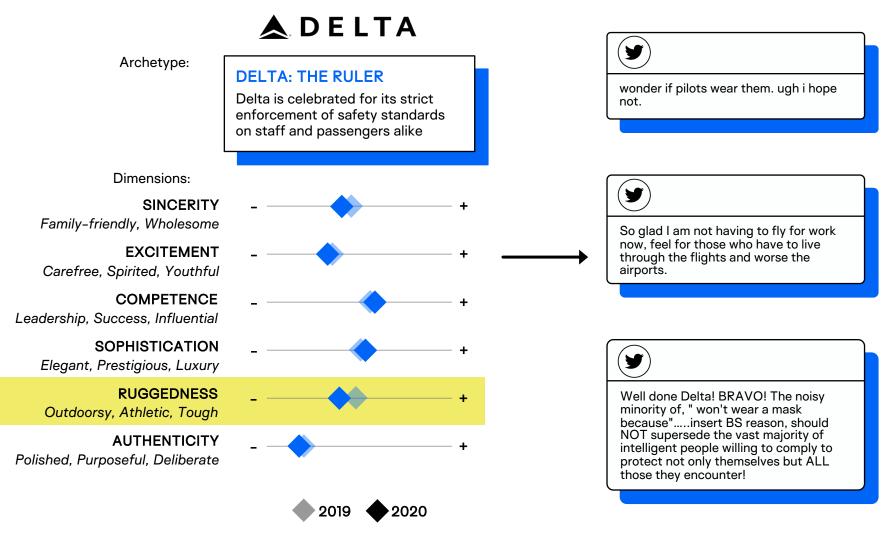


# **Delta** 2019-2020

#### **RUGGEDNESS**

Delta's perception for Ruggedness has decreased this year as 'anti-maskers', who seek to assert their toughness and independence by refusing to wear masks, complain when they are forced to comply.

This decrease in Ruggedness is perceived as positive by those who wish to take precautions when flying during the pandemic.



# British Airways 2019-2020

#### SINCERITY

British Airway's perception for Sincerity fell from 2019 to 2020 following mass-layoffs as a result of COVID-19.

People saw this decision as a betrayal of hard-working, loyal employees, as a result, and argued that British Airways was being greedy and corrupt.

## BRITISH AIRWAYS

Archetype:

#### **BA: THE EXPLORER**

BA is seen as an ideal airline for flying to exotic destinations to have new experiences

**Dimensions:** 

SINCERITY

Family-friendly, Wholesome

**EXCITEMENT** 

Carefree, Spirited, Youthful

**COMPETENCE** 

Leadership, Success, Influential

**SOPHISTICATION** 

Elegant, Prestigious, Luxury

**RUGGEDNESS** 

Outdoorsy, Athletic, Tough

**AUTHENTICITY** 

Polished, Purposeful, Deliberate



I sincerely wish people could see the heartbreaking posts on social media from my friends and colleagues who have dedicated their entire career to @British\_Airways. As a company you should be ashamed for bullying these people out of a job they loved. Shame on you D 6. #BABetrayal



Been consoling my daughter who was made redundant by @British\_Airways yesterday. She is utterly devastated and we both said we woke this morning hoping it was a bad dream. Sadly it's very real. Hope Fanta, Olive and Mr Greedy sleep well. #babetreyal #NationalDisgrace



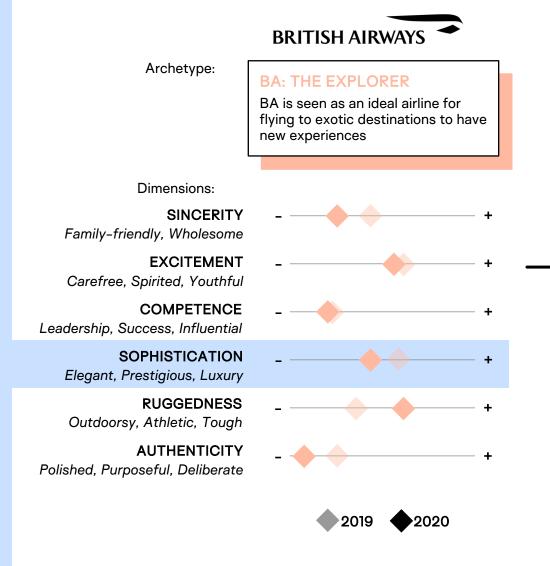
I've had good fortune to be flown by some excellent crews at British Airways, very knowledgeable and friendly staff.



# British Airways 2019-2020

#### SOPHISTICATION

British Airway's Sophisticated perception falls from 2019 to 2020 as people increasingly complain about flight cancellations, confusion over pricing and access to facilities, and lost luggage.





@British\_Airways Really unhappy BA! After cancelling 2 flights on Us, we rebook the cancelled return flight 2 wks ago, encouraged to upgrade to Club, which we do AT COST, to find there is no club lounge! Bad Form!Paying£140 for a croissant! Money bk pls!



@British\_Airways hi still waiting for an explanation as to why my holiday and flights to Majorca have been cancelled for next month when it's still available to book online just at a more expensive price?! DM'ed you the details!

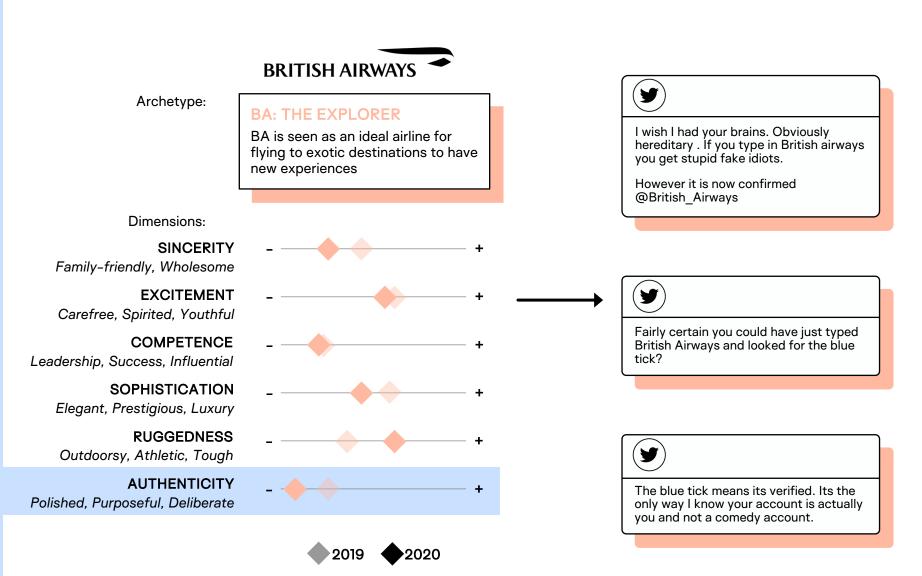


@British\_Airways Why is there no access to Bucharest Airport lounges with BA business class tickets? The flight itself is not worth the extra cost, but what happened there??

# British Airways 2019-2020

#### **AUTHENTICITY**

British Airway's fall in perceived Authenticity was the result of fake British Airways accounts and websites online. These accounts legitimate lack of authenticity results in the brand as a whole being perceived by some as not being confusing and unpurposeful with their online presence.



## Lufthansa 2019-2020

Lufthansa's Sincere perception falls from 2019 to 2020 as customers increasingly complain about not receiving refunds, citing their poor customer experiences to suggest that Lufthansa is a company of 'cheaters & fraudsters'



### Lufthansa

Archetype:

#### **LUFTHANSA: THE CREATOR**

Lufthansa is known for its early adoption of new aircraft designs, making it a favorite of aviation fans



SINCERITY Family-friendly, Wholesome

**EXCITEMENT** 

Carefree, Spirited, Youthful

**COMPETENCE** 

Leadership, Success, Influential

SOPHISTICATION

Elegant, Prestigious, Luxury

**RUGGEDNESS** 

Outdoorsy, Athletic, Tough

**CURATION** 

Polished, Purposeful, Deliberate



This happened to me as well @lufthansa. Plus the email I received claiming a "change in the aircraft" when there was none and all you did was start selling middle seats is a bad look. Just be honest with customers please.



So, who else had travel booked via @lufthansa and now finds they can't get their European flights refunded because they earlier "chose" to accept a credit - even when they were told that was the only option? ...



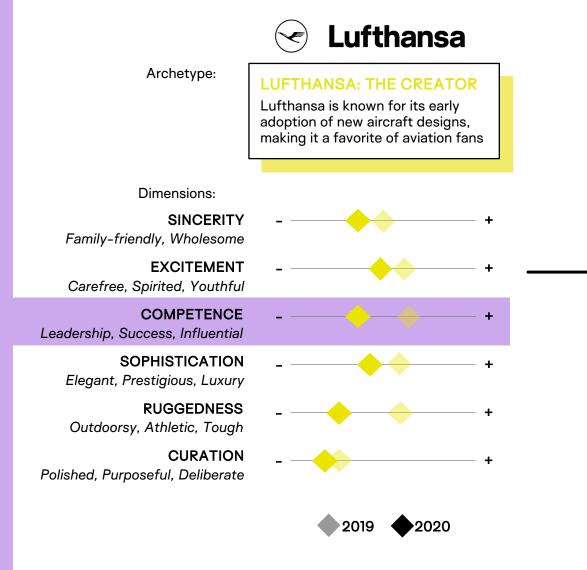
So yeah, all those "grateful to Kiwis for taking care of Germans" messages and flybys @lufthansa did earlier this year seem to actually have been nothing more than marketing fluff, not a sincere sentiment



## Lufthansa 2019-2020

#### **COMPETENCE**

Lufthansa's customers perception for its Competence decreases sharply between 2019 and 2020 due to an uptick in complaints about poor customer service and failing to deliver on promises of refunds.





@lufthansa I'm having the worst experience with a flying company. I've landed on Sunday and my suitcase has not been delivered although they say it is at the airport. The customer service is the worst, they keep putting you on hold and say they handle the situation but NOT



Still waiting our #refund since more than 4 months. That is a stole, pure. Nobody shouldn't buy a ticket with you. Is that the German way to work?



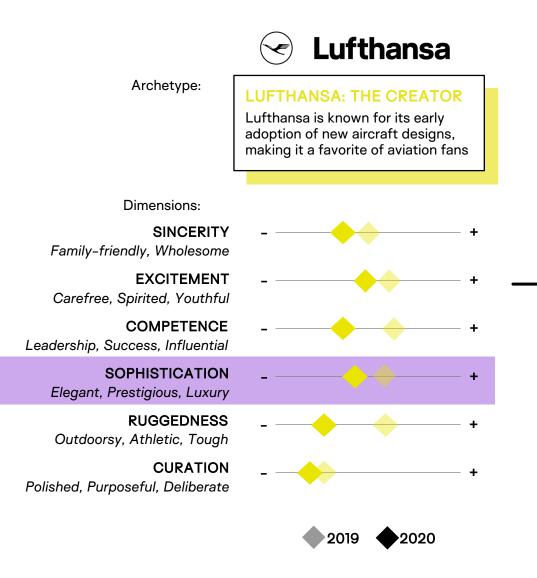
Lufthansa is the worst!!! never every booking with them again! still waiting for my refund!!

## Lufthansa 2019-2020

#### SOPHISTICATION

Lufthansa sees a decline in perceived Sophistication, often being described as expensive while lacking prestige and luxury.

Others however, are positive when discussing Lufthansa's sophisticated lounges and aircraft color schemes – referring to them as classy and among the best.





@flyspicejet please consider flying Munich to Mumbai route. It has very heavy traffic and the only flight that flies on the route is Lufthansa which are very expensive. Just a suggestion



Tam travelling Virgin today and had a usual upper class checkin desk and now in the Lufthansa lounge which is very nice – while not Virgin it is definitely not shabby.



We are supposed to be going to Germany to see my f-i-lin mid September. EasyJet cancelled our flight so re booked with much more expensive Lufthansa. Fingers crossed it will still go ahead.

### **PULSAR\***

Pulsar is the leading Al-powered audience intelligence platform, combining conversational and behavioral signals from the world's leading digital sources to help organizations understand their audiences and create messages that matter to them.

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