

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:

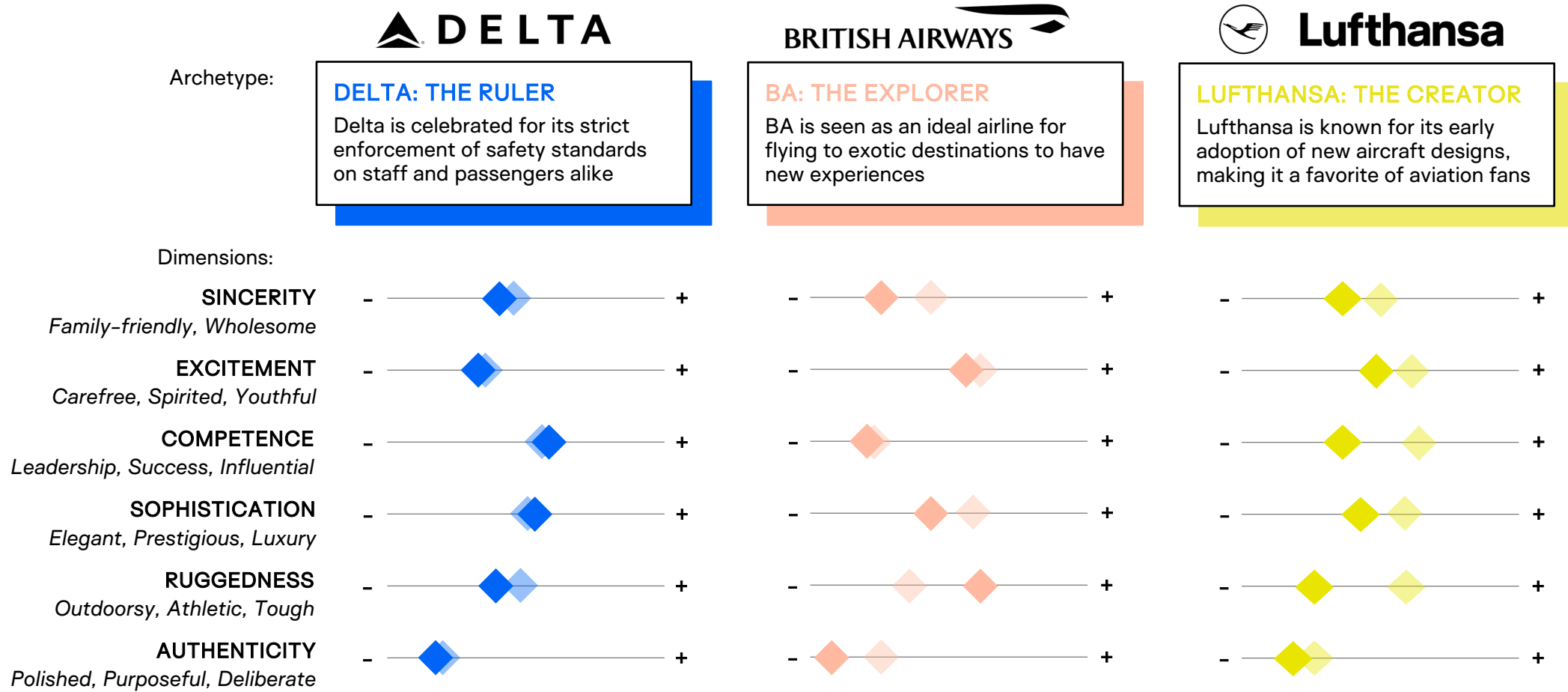
Tracked by keyword syntax based on Aaker's 1997 Brand Personality Dimensions

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.



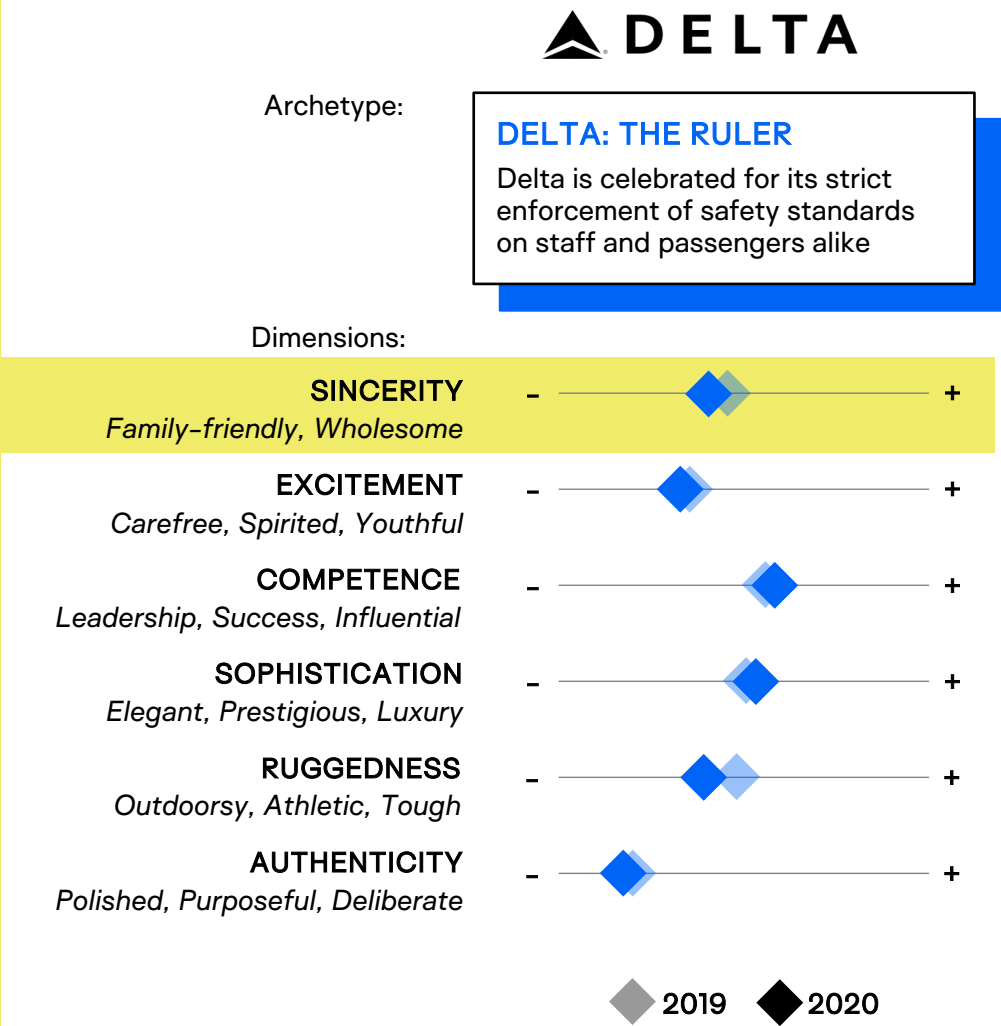
Delta


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.





#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



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)

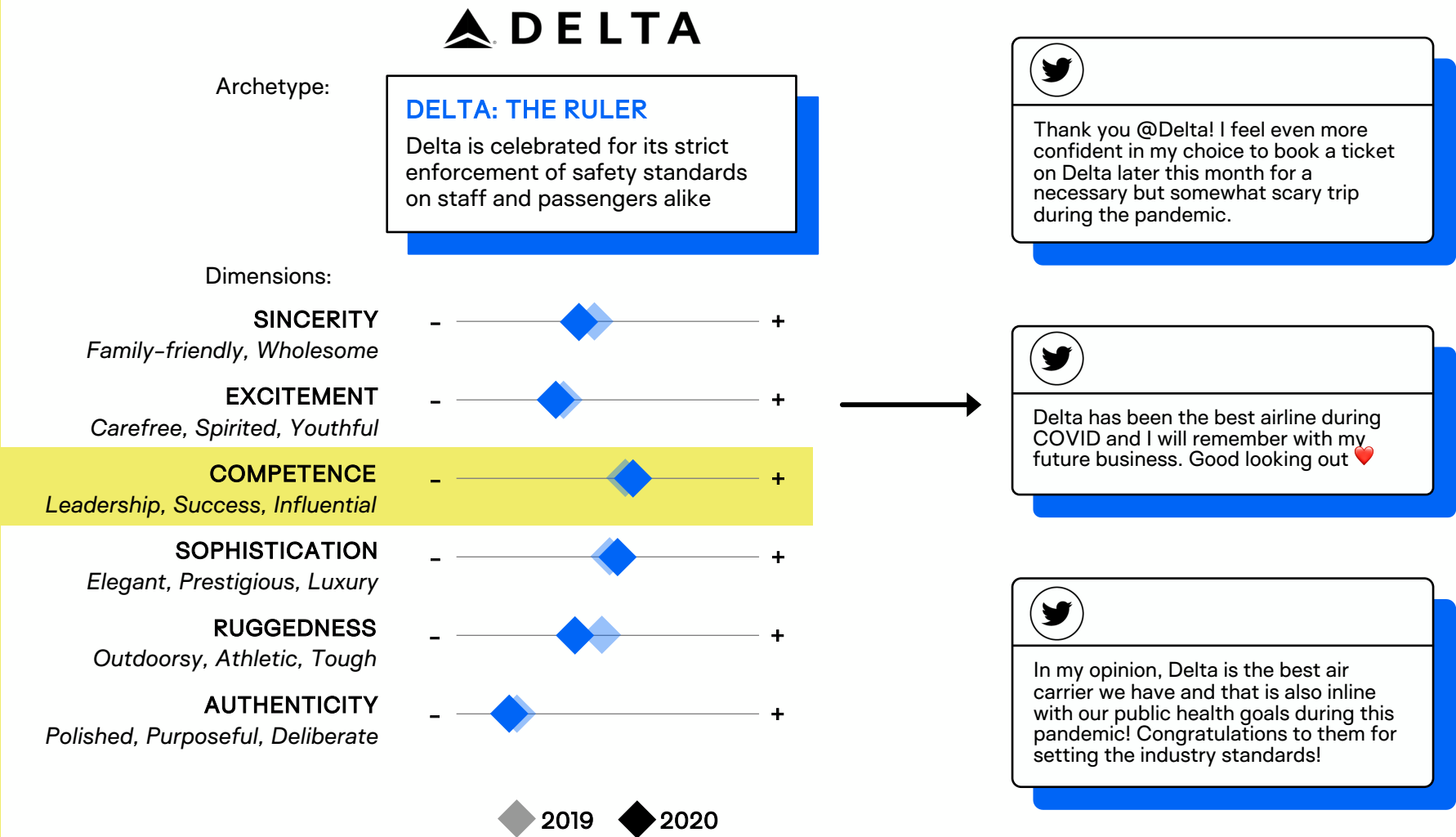
And man oh man. These seats are lowkey the ish 🤔🤔

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.



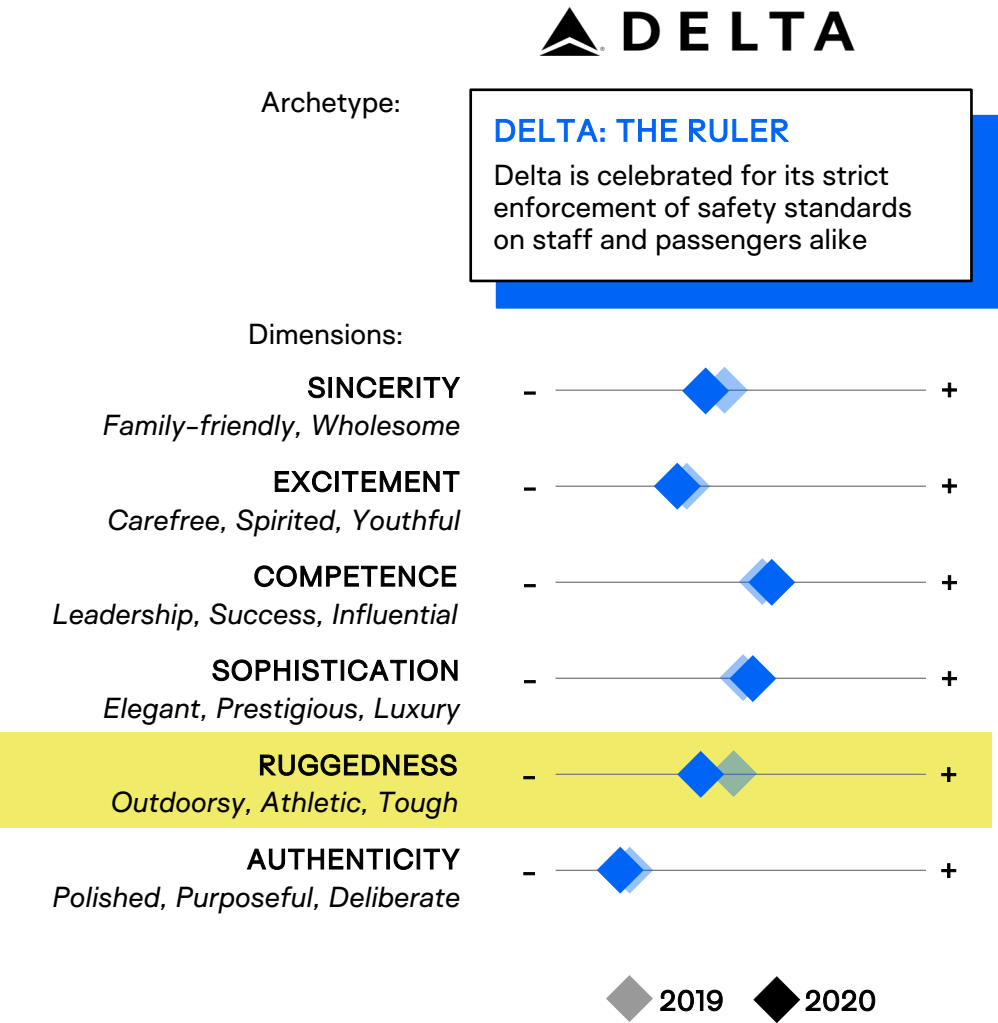
Delta

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.



wonder if pilots wear them. ugh i hope not.

So glad I am not having to fly for work now, feel for those who have to live through the flights and worse the airports.

Well done Delta! BRAVO! The noisy minority of, " won't wear a mask because"insert BS reason, should NOT supersede the vast majority of intelligent people willing to comply to protect not only themselves but ALL those they encounter!

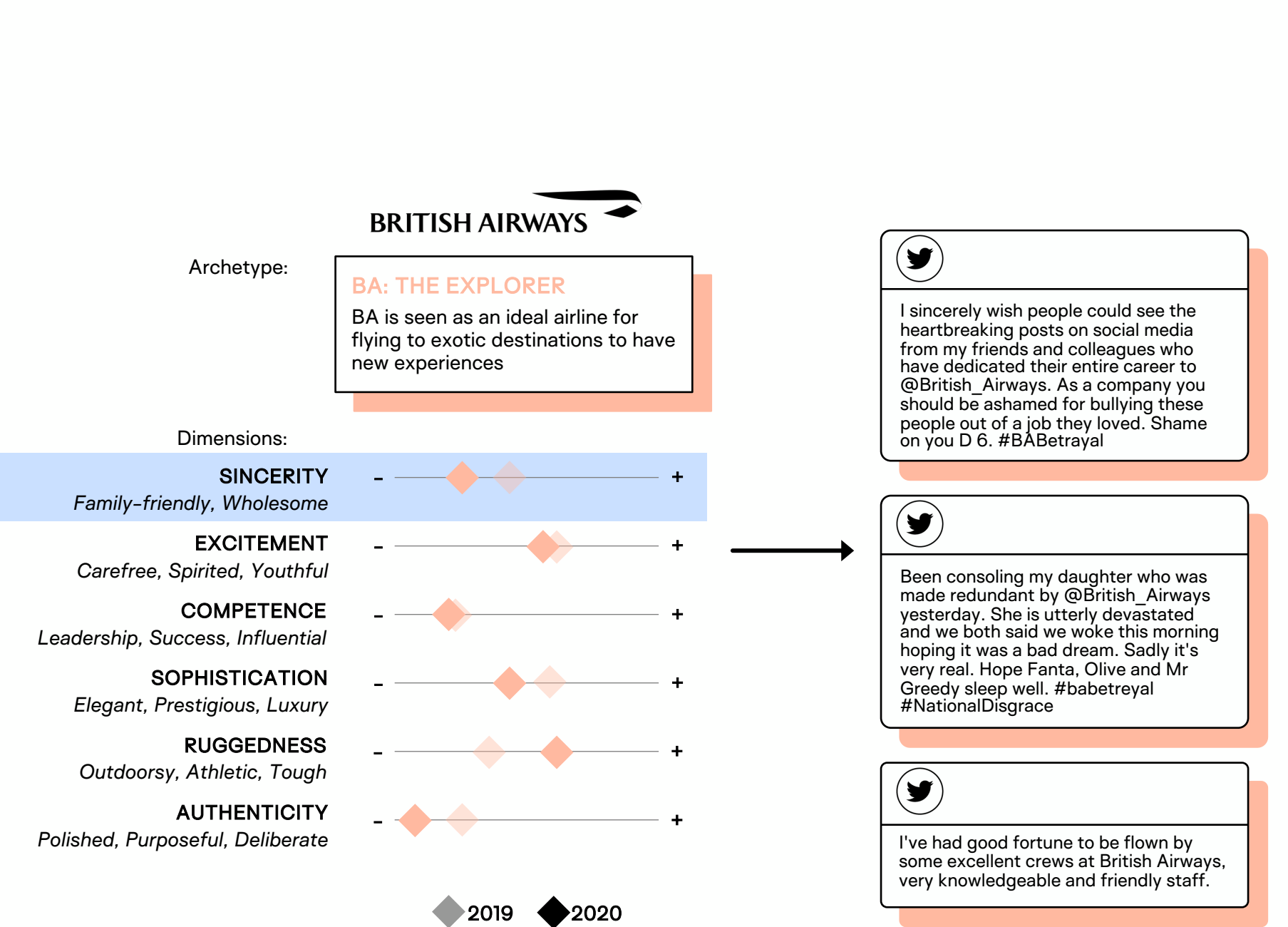
British Airways

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.

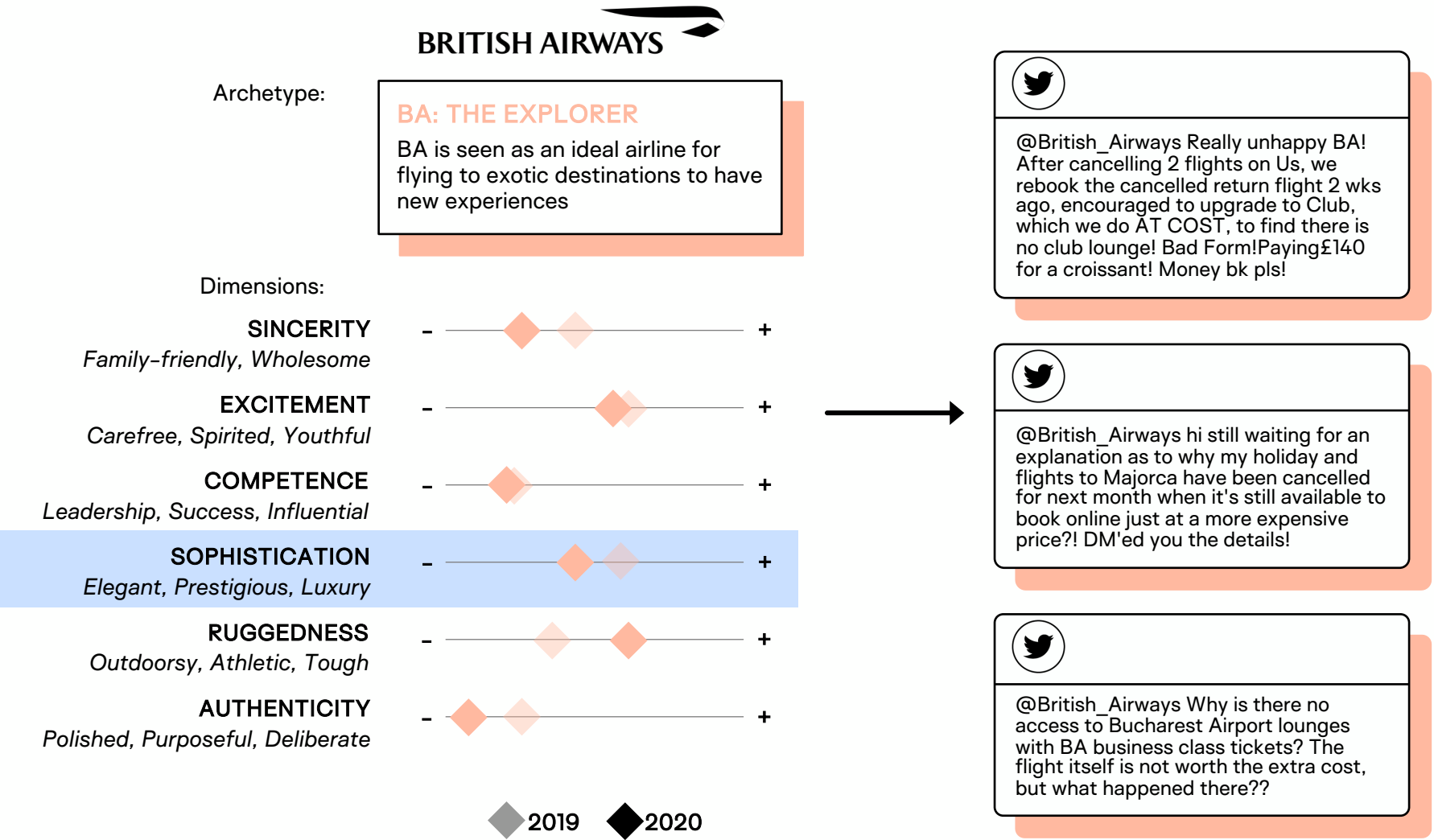


British Airways

2019-2020

SOPHISTICATION

British Airways'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.

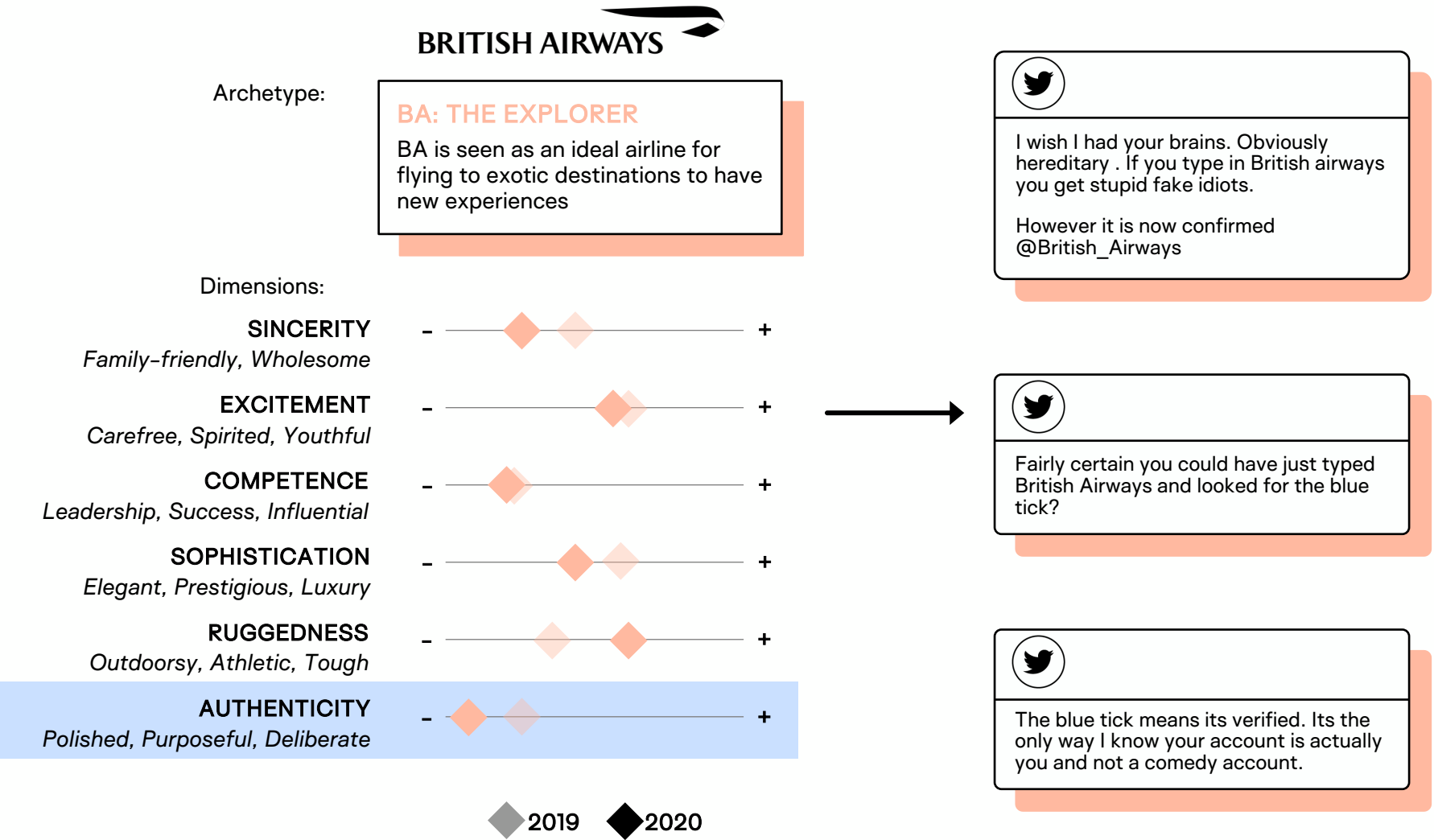


British Airways

2019-2020

AUTHENTICITY

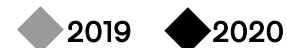
British Airways' fall in perceived Authenticity was the result of fake British Airways accounts and websites online. These accounts legitimate lack of authenticity results in the brand as a whole being perceived by some as not being confusing and un-purposeful with their online presence.



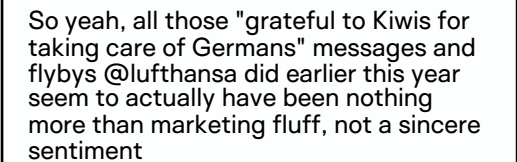
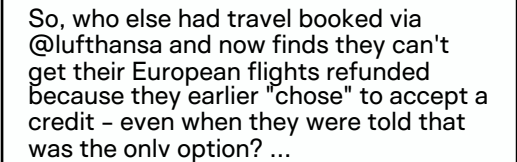


LUFTHANSA: THE CREATOR

Dimensions:



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.

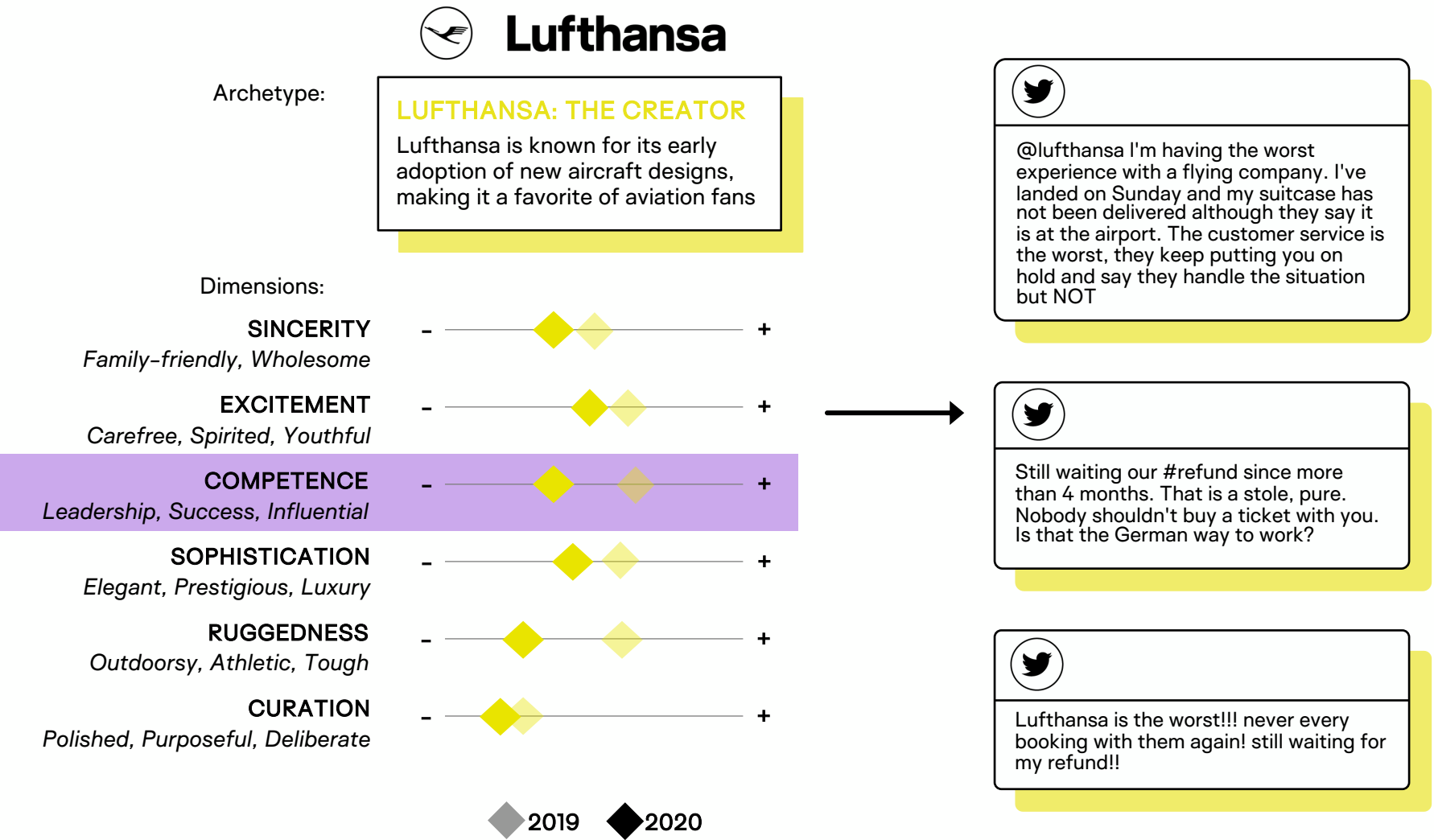


Lufthansa

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.



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



LUFTHANSA: THE CREATOR

Dimensions:

EXCITEMENT

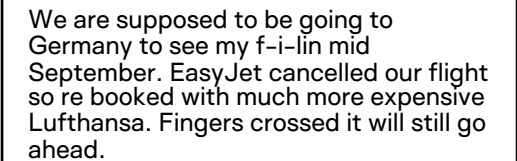
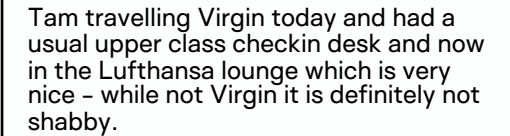
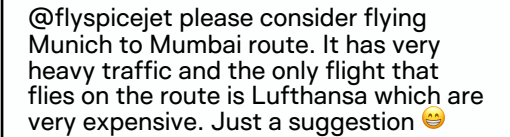
COMPETENCE

SOPHISTICATION

RUGGEDNESS

CURATION

Polished, Purposeful, Deliberate



PULSAR*

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