

Brand analysis

Airline: _____	
Customer group of interest: _____(eg business, consumer, freight)	
Brand values: <i>functional</i>	
Brand values: <i>emotional</i>	
What segment(s), if any, are these brand values well suited to? Do they match the CSFs?	
What segment(s), if any, are these brand values <i>not</i> well suited to?	

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Communications

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Which segment do they seem to be targeting?	
What critical success factor(s) are they trying to influence?	
What communications objective(s) are they using? (i.e. Differentiate, Remind, Inform, Persuade, or some combination)	
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