



Brand Strategy

BRAND NAME

Define the name of your client's company.

Virgin America

POSITIONING STATEMENT

Define what your product or service is and what differentiates it from its industry competitors.

Virgin America makes flying fun again. We're constantly reinventing air travel with our stylish design, award-winning service, and the most advanced entertainment system in the sky. We thrive on doing things differently and turning heads along the way.

AUDIENCE

Define to whom the product or services is going to be targeted. Be specific.

Our audience is youthful, intelligent, and tech savvy, and we like speaking to them in their own language.

BRAND PERSONALITY

Use descriptive words to define how the brand will present itself.

Clever As in smart, cheeky, and witty—not pretentious. It's about having fun with words, not sounding cooler than thou.
Provocative As in bold and unconventional, not obscene or offensive. We're provocative in how we challenge the industry and motivate others to keep up.
Friendly This serves as a reminder that guests are always at the center of what we do, and it helps take the edge off our provocative nature.

CORE ATTRIBUTES

Create a bulleted list that summarizes the preceding sections.

- * Fun
- * Stylish
- * High-tech
- * Different
- * Clever
- * Provocative
- * Friendly

CUSTOMER TOUCH POINTS

List points of customer contact

- * Airplane
- * Entertainment System
- * Lounges
- * Ticketing Counter
- * Tickets
- * Website
- * In-Air Snack Packs
- * Napkins
- * Cups
- * Print Advertising
- * Online Marketing
- * E-mail Promotions
- * Stationery Suite
- * Safety Video
- * Check-In Kiosk
- * Employee Uniforms
- * VIP Promo Kit
- * 1st Class Gift Bags
- * Apparel: Shirts & Hats
- * On-board Magazine