

+++ Air France +++ Austrian Airlines +++  
British Airways +++ EasyJet +++ Euro  
wings +++ KLM +++ Lufthansa +++  
Ryanair +++ Swiss +++ United Airlines ++

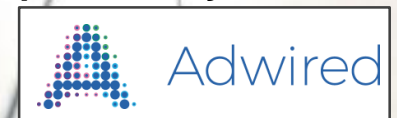
Study Profile

# Reputation Analysis Airlines 2018

released by:  
research tools, Esslingen am Neckar

February 2018

powered by:



# Information on study

## Key facts:

- Regarding the media coverage of the ten analyzed airlines Lufthansa, Ryanair and United Airlines are the most present airlines. They cover more than 50% of media presence.
- 'Affordable' is the positive characteristic which is most frequently mentioned in combination with an airline. One airline reaches a high score with 'loving'.
- Brand perception of airlines is often marked by efficiency, reliability and quality, merely partial by personality.
- There are many risks for reputation and therefore the image of a brand. Business failure is the most common risk.
- Regarding the values that can be attributed to a brand, four airlines stick out when it comes to price consciousness. Well-being which summarizes statements about food, drinks and comfort in the cabin, is of minor importance in the industry.
- The sustainability factor shows how well a brand is prepared for the future. For the ten airlines, economic sustainability reaches the highest scores with 30%, while social and ecological sustainability show noticeably lower values.

# Information on study

## Benefits and Scope:

A detailed **analysis** focuses **ten airlines**

in terms of **public brand image**

with different **KPIs** like brand health, brand perception, brand promoter score, brand sustainability, reputation risk

all information on **172 PowerPoint-slides**

short-term delivery as **PDF** and **PowerPoint file**

the study is **independent, objective** and **neutral**

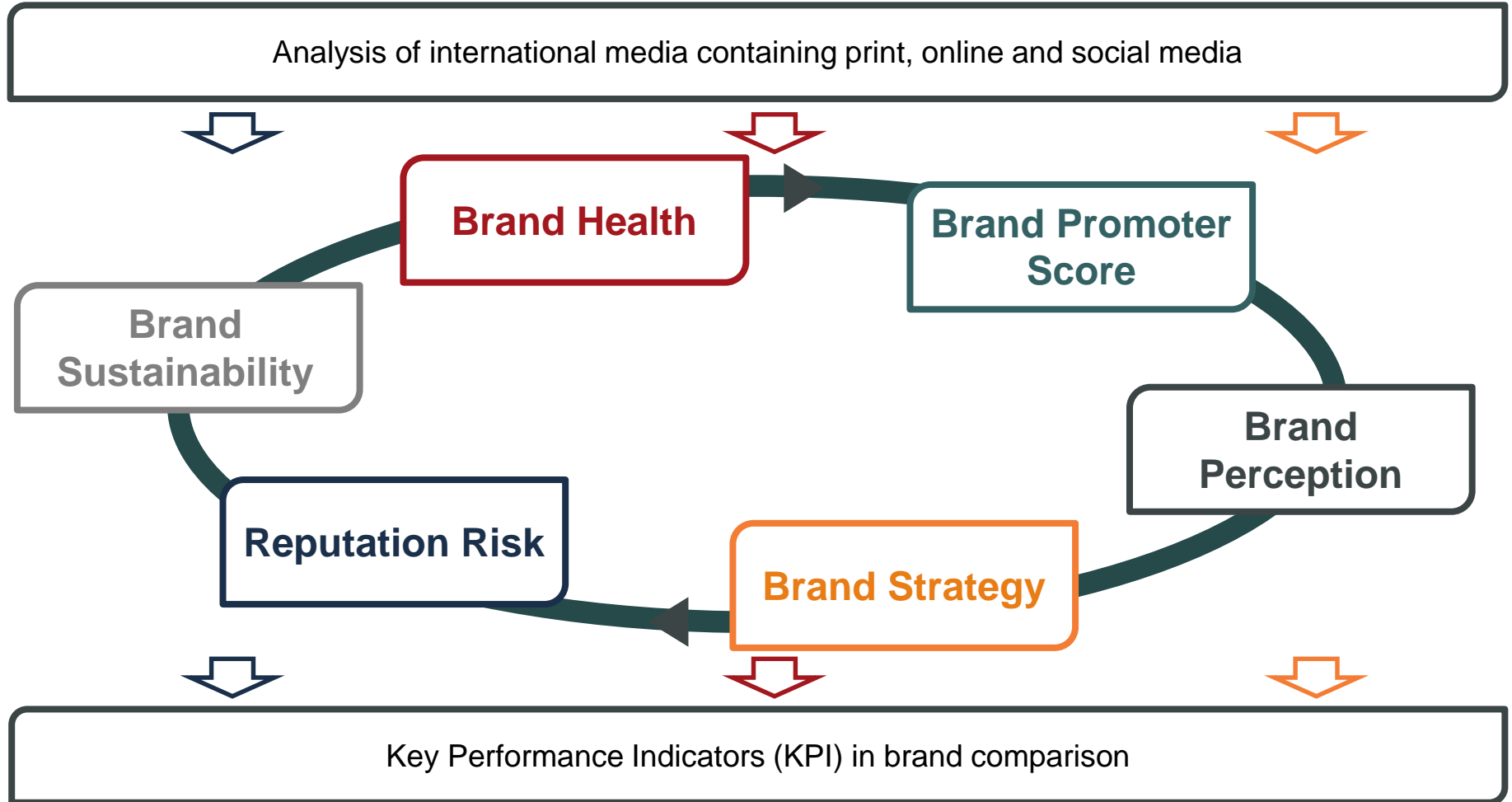
**benefits:** brand reputation with industry benchmarks

## analyzed brands:

- Air France
- Austrian Airlines
- British Airways
- EasyJet
- Eurowings
- KLM
- Lufthansa
- Ryanair
- Swiss
- United Airlines

# Information on study

## Research Design:



# Information on study

## Study content:

### Data providers / Analysts:



Adwired

**Adwired** is a team of media and branding experts who develop customized solutions for the reliable monitoring of companies, brands and people. Their systems process large amounts of data from print, online, and social media and provide operationally valuable and highly individual insights for better decisions in communications and brand management. The analysis of Reputation Analysis data from Adwired is done by the market research company **research tools**. Research tools is specialized in the analysis of competitive marketing activities.



**research tools**

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### The study in figures:

- 6.3 million analyzed mentions for 10 brands
- 308,000 evaluative statements
- 10 positive and 10 negat. characteristics
- 13 core values per brand
- 10 reputation risks per brand

### Research Design:

The results of this study are based on the data provided by **Adwired**. About 15,000 international print, 750,000 online, and 250 million social media in seven languages have been analyzed for the study. Most analysis cover the time from December 2016 to November 2017. The study is independent, objective and neutral. Date of publication: February 2018.

**Price of the study:** the study contains 172 pages and costs **4.800 EUR** plus VAT.



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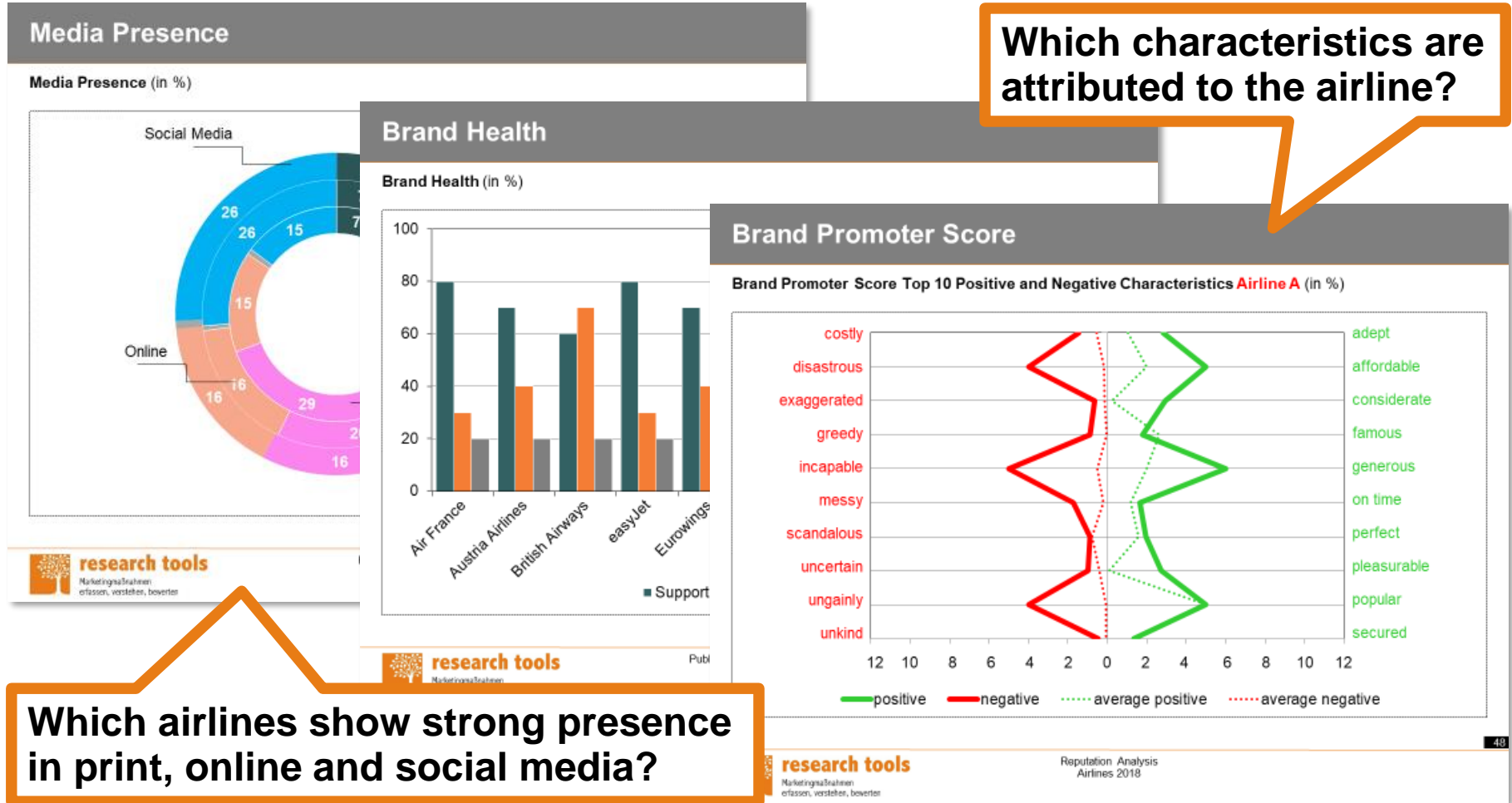
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# Study extracts (1)

The sample pages contain fictitious data



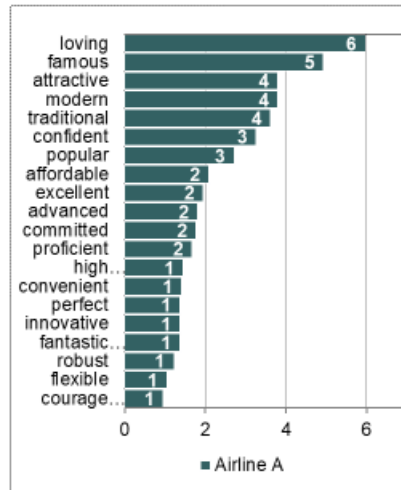


# Study extracts (2)

The sample pages contain fictitious data

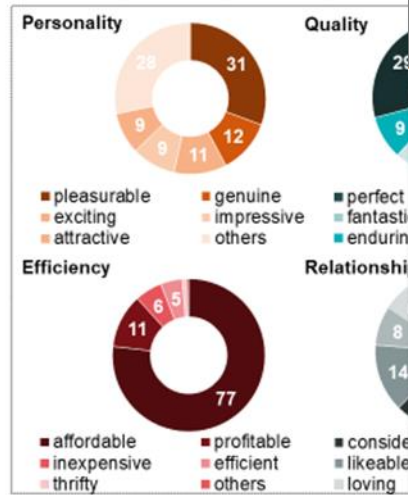
## Brand Promoter Score

Brand Promoter Score Top 20 positive Characteristics (in %)



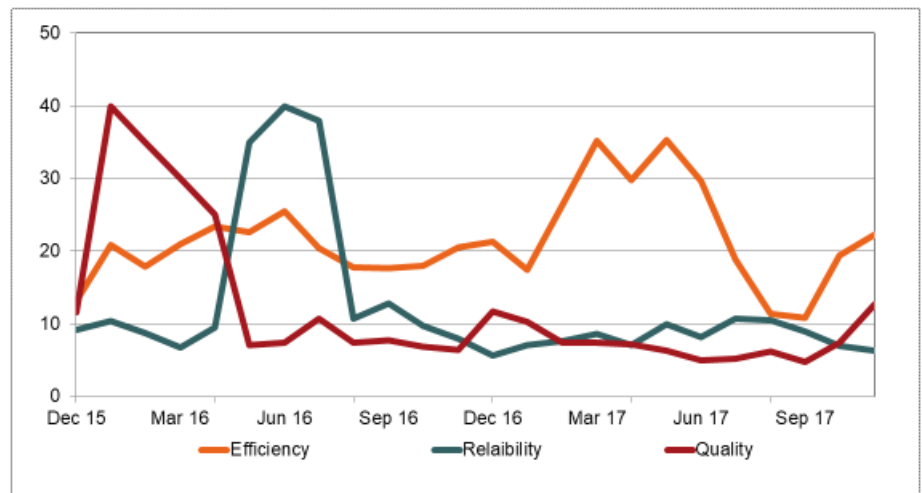
## Brand Perception

Positive Perception Top 6 Driver Airline B (in %)



## Brand Perception

Positive Perception Top 3 Driver last two Years Airline A (in %)



How did the top drivers develop within the last two years?

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Which positive attributes characterize the company?

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Public Brand Image Analysis  
Airlines 2018

# Study extracts (3)

The sample pages contain fictitious data

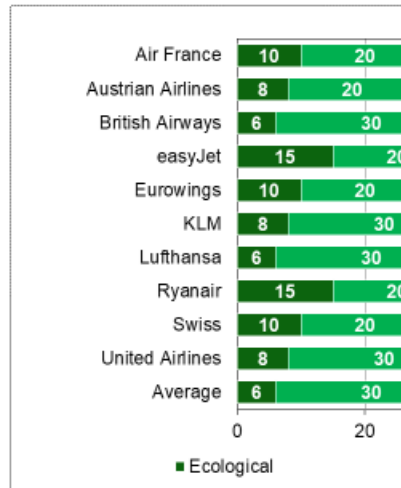
## Brand Strategy

Core Values (in %)



## Brand Sustainability

Net Positive Brand Sustainability (in %)



The positive balance is calculated by subtracting the negative from

Which brands show a comparable reputation positioning?

## Reputation Positioning

Positioning/Similarities between the brands



What are the core values of the brands?

# Order form

We will gladly accept your order via informal e-mail or with a completed order form.

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**FAX:** +49 (0)711 – 55090384

**Contractor:** research tools, Kesselwasen 10, D-73728 Esslingen am Neckar, Germany

We hereby order the study **Reputation Analysis Airlines 2018**  
at the price of **4.800 EUR** plus VAT.

**Buyer:**

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Position: \_\_\_\_\_

Date/ Place /Signature: \_\_\_\_\_

# Contact / Industry Know How

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### Latest studies on tourism sector:

- Werbemarktanalyse Ferien- und Freizeitparks 2017
- Marketing-Mix-Analyse Studienreisen 2017
- Werbemarktanalyse Fluggesellschaften 2017
- Werbemarktanalyse Kreuzfahrten 2017
- Werbemarktanalyse Touristische Zielgebiete 2016
- Studie eVisibility Reisen 2016

Since 2005, research tools has been doing research within marketing and competition and positions itself as a marketing studies specialist. Since 2015, ten studies have been published on the tourism branch. With the new study series 'Reputation Analysis', research tools completes its marketing analytics spectrum.

