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The Great Branding Debate: Is airline branding a waste of money and do airlines really care?

91% of airline executives in a worldwide survey say the power of an airline's brand can attract more customers, but 56% admit funding for branding initiatives is a problem.

July 30, 2007, Shorewood, Wisconsin. Have low cost carriers, along with the rest of the airline industry, tossed the idea of brand building onto the scrapheap of history? Or, has the concept of branding evolved with the growth of the low cost carrier sector?

To answer these questions, IdeaWorks, in cooperation with airline conference organizer Terrapinn, recently distributed a survey on the topic of branding to airline executives all over the globe. The survey was distributed online and attracted participation by over 140 airline managers. It was prepared in anticipation of the World Low Cost Airlines Congress to be held in London on September 17-19, 2007. Here is a sampling of observations from the analysis:

- 59% of respondents indicate branding is well defined for their airline, and is a part of the travel experience.
- 49% believe the brand strength of an airline can attract passengers from another airline, even if the ticket is more expensive.
- Only 9% said lowest price always wins regardless of brand strength.

Representatives from more than 110 airlines will gather in London, making it the largest event designed for the low cost airline sector. Jay Sorensen, president of IdeaWorks, will lead a panel of airline executives in a debate on the topic of branding initiatives. Joining Mr. Sorensen on the panel will be Brett Godfrey (CEO of Virgin Blue), Paul Simmons (Head of Brand Marketing for easyJet), and Andrea Spiegel (VP of Marketing at JetBlue).

The **Great Branding Debate** was released today as a 6-page Industry Analysis. The full report is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

About IdeaWorks: IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. Learn more at IdeaWorksCompany.com.

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