

instinct™

Instinct is a monthly publication on branding for clients, associates and friends of Ted Matthews.

Leading and inspiring all those who touch the enterprise
to understand, embrace and enhance the power of your brand.

"I admit the Jetsgo brand has blemishes, but its awareness has picked up."

Michel Leblanc

BLEMISHES?? Blemishes? Mr. Leblanc, those are oozing sores! Sir, a brand is what people think of you, and all the increased awareness you speak of is NOT, I assure you, helping your to build your brand! You're in good company, however, with other firms whose awareness has skyrocketed while their brand equity has plummeted - WorldCom and Enron won't fly again soon either...

Why? Let's see... you left people - who had worked hard for 50 weeks, saved their hard-earned money, promised their children an adventure and had dreams of a break from this tough winter - standing crying at airports all across the country. And, we all got to see it reported and discussed on every news channel. Then, we learned you had stopped doing good maintenance on your planes

that we simply trust all airlines do. Further on the topic of safety, we were told that Jetsgo flies a make of plane that other airlines are abandoning because of problems and that the rest of your fleet is very, very old. We heard that you ripped off your pilots to the tune of \$30,000 each and that you lied to some of them in order to have the planes returned and that you are now being sued by many of the industry's critical suppliers. And, to top it all off, that you've done this a few times before.

Michel, brands are about trust and nobody trusts you - not your employees, not your partners and suppliers, and least of all the people you once called customers!



What would brand coach suggest?

First, let's not support guys like this getting back in business. They hurt every business.

Next, whether you're in the airline industry or any other, reconsider launching any type of discount service for the foreseeable future. The Jetsgo fiasco has tainted what people think of discount services - reinforcing that you only get what you pay for.

WestJet and Air Canada would be well advised to build their brands through terrific service experiences and ensuring perceived value for money - before the next discounter shows up on the scene trying to convince the traveling public to give them a try. That said, the Internet and Google have extended this horizon, because thanks to them, we won't be forgetting about Jetsgone anytime soon.