

instincts

instincts is a monthly publication on Branding for clients, associates and friends.

Our Mission: Support and challenge business leaders to maximize the potential within their Brand.

porter

Flying unrefined

Situated carefully at eye level, the close-up of the young woman's prominent, curvaceous bottom is the focal point. Cut just below the knee, the skirt of her blue uniform floats out flirtily behind her. Pulling an overnight suitcase on wheels, she walks through the airport on pointy high heels. It's not just talk: this flight attendant really gets around.

At least that's what a recent full-page ad from Porter Airlines, run in the *Globe & Mail*, is designed to suggest. The oversized headline just to the left of the flight attendant's shapely rear end: "With more flights than ever, Porter really gets around."

Hooters once
ran an airline.

And then the supporting copy: "It's not just talk. Porter is increasing its Montreal service up to 18x daily and its Ottawa service up to 14x daily."

Hooters once ran an airline. This is the kind of innuendo we would expect from them – and for them, it would be right on Brand. But this is Porter, ladies and gentlemen. *Flying refined* is their positioning statement. Their sparkling new turboprops, luxurious Toronto lounge, complimentary in-flight food and drink, and impeccable, retro-attired staff have resurrected a golden age of air travel to the profound delight of everyone who's flown them, Instinct included.


This ad is an affront to a meticulously cultivated Brand. How was it allowed to happen?

What does the Brand Coach coach?

A Brand is what people think of you™. And if a Brand's messaging is inconsistent, people won't know what to think. Which is why all organizations need to define and lock down the elements of their Brand in an unchangeable Brand Foundation:

- Core Purpose – why we exist
- Vision – where we're going, and how we'll know we're there
- Mission – what we do every day to get there
- Position – how we are different
- Positioning Statement – how we say we are different
- Values – what we believe in; our principles
- Character – our voice; how we act

Porter would do well to revisit the last two elements, values and character, and ask: is this ad us?

Click here to see the ad: 



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"**Brand: It Ain't the Logo*** should be required reading for anyone who sits around the 'big table' and for anyone who seeks to influence their decisions."

Ken Wong
Associate Professor, Business
and Marketing Strategy
Queen's School of Business

Instinct in the media

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