

Marketing to the same customer



This is my take on the topic.

What we'll cover

- Segmenting the consumer
- Mapping their journey
- The role of internet, data and technology
- Sharing economy



Segmenting the consumer

- Segmentation study conducted in 2017
- More than 6,000 Canadians surveyed
- A treasure trove of information
- Took us beyond demographics to the attitudes toward travel by segment

Journey mapping

- Journey mapping exercise in late 2016
- How does the traveller move through the world beyond airports and airplanes
- Placelessness – tension through the journey

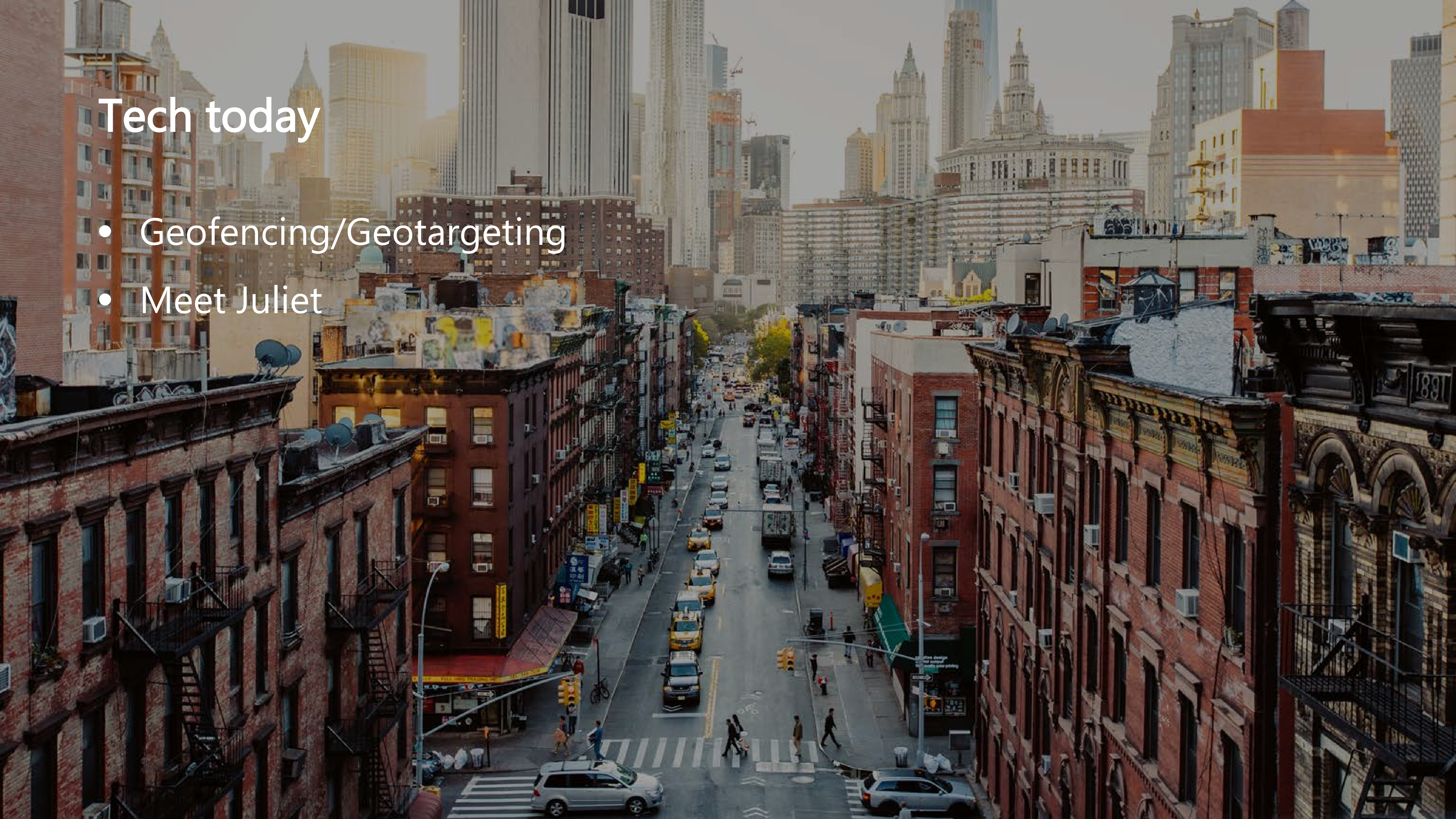
Internet, data and technology

The evolution of customer service through tech



Tech today

- Geofencing/Geotargeting
- Meet Juliet



The sharing economy

- How much are we sharing with our airport partners?
- How much are they sharing with us?
- Where we got great collaboration is the 2017 Christmas Miracle



Sigh.

I knew he was going to work Christmas into this somehow.

A man in a blue suit is walking away from the camera, pulling a large, striped rolling suitcase. He is in a modern, brightly lit airport terminal with a high ceiling and large windows. The floor is highly reflective, showing a clear reflection of the man and his suitcase. In the background, another person is visible near a set of stairs. The overall atmosphere is clean and professional.

WESTJET 

Thank you