



Ready to Rebrand?

Learn Why Social Media Analysis is Your Critical First Step



crimson hexagon

KNOW MORE. KNOW WHY. KNOW HOW.



Recently, American Airlines announced that it plans to deploy iPads in all of its cockpits as part of a new electronic flight bag program for pilots. Carrying both safety and environmental benefits, the program promises millions in fuel savings-- a laudable green initiative. But the marketer in me naturally considers the implications of such a move on the American

Airlines brand. Will this initiative help American Airlines build new associations with safety and environmental advocacy? Perhaps it will. Now what I'm about to say I fear might sound unsettling, but I'm going to ask it anyway: Are these the associations American Airlines *needs* right now with its rebrand?

Let's consider what factors drive the decision to rebrand:

It's time for a change. You operate in a very saturated market and you have eyes on building greater differentiation between your products and those of your competitors. You're bleeding market share and your marketing team may be telling you this poor performance is because your classic brand continues to lose relevance in the minds of today's consumers.

Or maybe your brand suffers from an image problem that has been intensified by recent developments in the media. You feel the need to shed negative image associations that exist with your brand, and work to build new, more favorable ones that will recapture the hearts of consumers in your target market.

As part of your rebranding campaign, you may ponder penning an entirely new brand name, redesigning your logo, creating new product packaging, or modifying the central themes of your advertising.

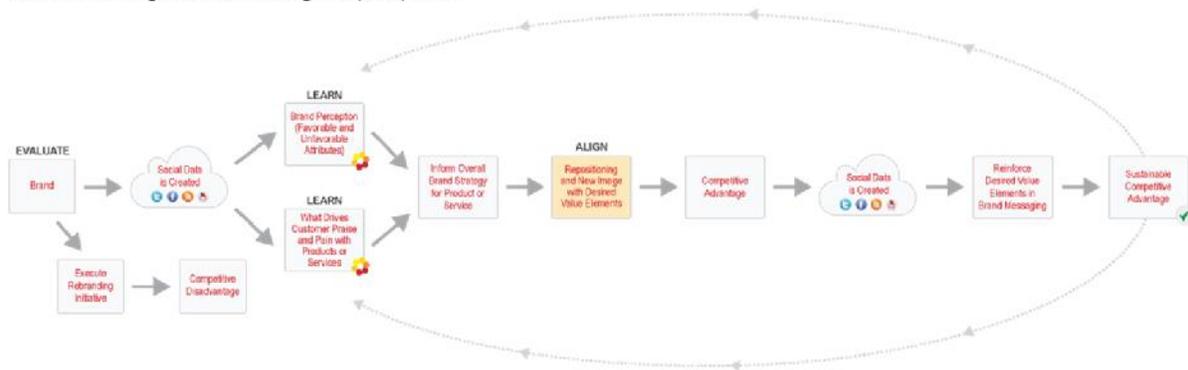
The public has witnessed many [successful rebranding campaigns](#) over the years, but we, as marketers, know that even when an initiative looks promising, things can still go awry. And if they do, the bottom line will feel the sting of our failure. So with all the risks inherent in reengineering a brand image, how can we best equip ourselves with the tools we need to drive a successful outcome?

For the sake of an example, let's say your goal is to align the new brand image with consumers' desired value elements. How will your marketing team measure success in the short-term? Long-term?

Smart Rebranding with Social Intelligence (SRSI) Model

The SRSI Model was developed by Crimson Hexagon to illustrate how [social intelligence](#) can play a pivotal role within an organization's marketing machine. The SRSI Model outlines a new path companies can take to execute research-driven rebranding initiatives that will help sustain the long-term competitive advantage of the brand.

Smart Rebranding with Social Intelligence (SRSI) Model



By uncovering the factors that drive favorable and unfavorable customer experience and brand perception, the SRSI Model empowers these firms to inform overall brand strategy for a product or service and align repositioning efforts with consumers' desired value elements.

What new KPIs can we establish?

Earlier this year, American Airlines executed a highly publicized rebranding campaign, which included revealing a new logo and tagging every airplane tail with a vibrant American flag. The airline wants to change its visual identity.

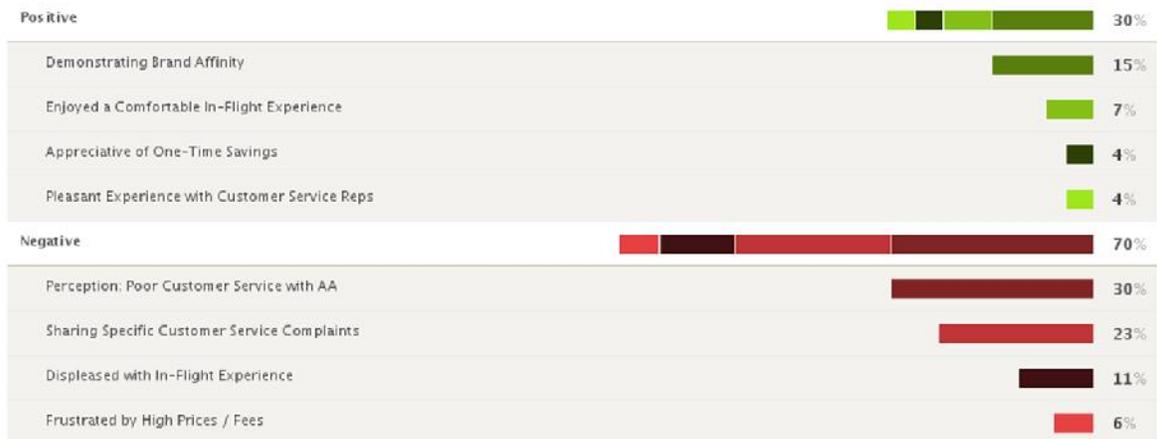
Using the Crimson Hexagon ForSight™ platform, we analyzed social media data in accordance with our Smart Rebranding with Social Intelligence (SRSI) Model to help illustrate the opportunities inherent in research-driven rebranding.

To begin, we performed contextual analysis of almost 280,000 social media posts to uncover consumers' perceived sources of pain and praise with the American Airlines brand.



Here's what we found:

American Airlines: Brand Baseline (1/1/12 – 1/16/13) • 279,164 Relevant Posts



American Airlines — Opinion Analysis from 1/1/12 to 1/16/13

Over the last 12 months, 70% of the online conversation about American Airlines is unfavorable. When we look at the drivers behind this negatively-charged consumer opinion, we find that the burgeoning blemish on the American Airlines brand is customer service; interestingly, this sentiment represents over **half of the entire discussion about the airline**.

In addition to citing specific shortcomings on the part of American Airlines' service reps (23%), consumers discuss American Airlines' poor customer service more broadly, underscoring an unfavorable brand perception as it relates to expected service quality (30%).

Positive and Negative Sentiments

On the positive side, we find 7% express their enjoyment with a comfortable in-flight experience, 4% appreciate one-time savings offered by the airline, and 4% actually share a pleasant customer service experience.

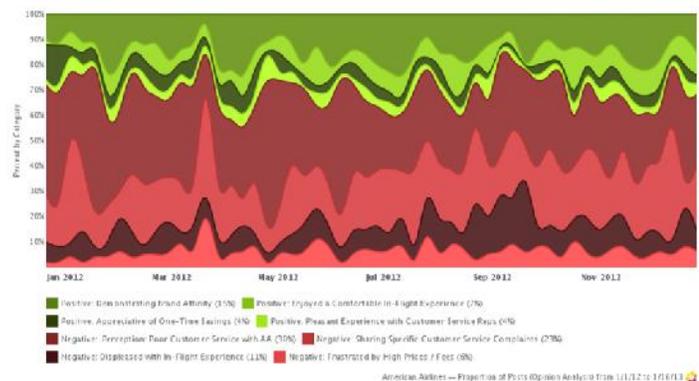
Only 15% of the conversation reflects brand affinity with American Airlines.

It's also important to measure and track the proportionality of each distinct segment of conversation over time. With the case of American Airlines, we find that criticism of customer service persists over the entire calendar year. Consumer frustration with American

Airlines' service quality is not a seasonal phenomenon with a disproportionately larger amount of consumer complaints taking place during peak holiday and travel periods. Instead, perception of unsatisfactory customer service drives criticism of the brand year-round.

As the dialogue around failed customer service continued to grow—and stain—the airline's image, something clearly needed to be done by American Airlines' brand management and marketing teams to combat consumers' tainted perceptions.

American Airlines: Brand Baseline
(1/1/12 – 1/16/13) • 279,164 Relevant Posts



Enter the American Airlines rebrand

Fresh out of the operating room, we examined the results of American Airlines' rhytidectomy and zeroed in on consumer discussion in reaction specifically to the airline's new image.

Less than one quarter of the conversation lauds the American Airlines rebrand.

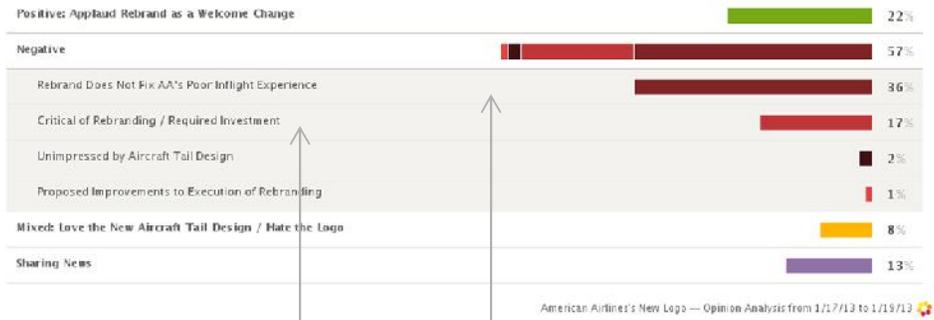
17% criticize the new logo and even call rebranding a waste of money. Most consumers, however, discredit the initiative altogether: 36% suggest the brand should **instead invest resources in improving customer service.**

This reaction is simply fascinating. Consumers candidly tell us that they see through the rebranding strategy and new graphics, and continue to discuss their grievances with the airline. A new logo and airplane tail design does not change American Airlines' inability to deliver an expected level of customer service.

If this is the current thought pattern among consumers, what can we do moving forward? What becomes our new KPI?

American Airlines: Rebrand

(1/17/13 – 1/19/13) • 2,289 Relevant Posts



Jenny Mizutowicz @JennyDMiz

I hope the "new" part of "New American" is customer service and not just a new logo.
#aa #americanairlines

2 RETWEETS

9:16 AM - 17 Jan 13

Ricardo Vanegas @orangesider

AA has a new look and a new logo, what about the service? Has that been improved too? Will my next flight on AA be on time?

12:13 PM - 21 Jan 13

Hameed Hussain @hameed5

The #AmericanAirlines rebrand is quite refreshing. But new logos don't usually equate to better service.

10:31 AM - 23 Jan 13

Rori DuBoff @rduboff

#AmericanAir launched big rebranding this week. Yet don't see anything different so far @JFK. Same lines. Same stuff. Nothing new

1:55 PM - 18 Jan 13

What becomes our new KPI?

Recall the distinct categories of conversation on the brand-level regarding general negative opinion of American Airlines' customer service and specific service complaints. If these dimensions of conversation are of particular interest to us in building new brand associations, we have the ability to track their volume and proportionality to determine the extent to which these sentiments dissipate over time. In the same vein, we can also monitor the development of new brand attributes that consumers perceive as a result of new messaging strategies.

What if American Airlines launches a new customer service initiative emblazoned with the rebranded logo?

As the SRSI Model instructs, smart rebranding is cyclical in nature and requires constant reinforcement and iteration to keep up with consumers' changing preferences. American Airlines, and any other company executing a rebrand, can use social media data as one key barometer to determine the net impact of their efforts on discrete consumer perceptions and on corporate brand equity.



Crimson Hexagon, founded in 2007, is the leading provider of analysis software that delivers business intelligence from social media data for global corporations. Powered by patented technology developed at Harvard University's Institute for Quantitative Social Science, the Crimson Hexagon ForSight™ platform delivers the industry's most comprehensive Big Data analysis capabilities for a variety of large-scale data sources. Clients include leading global organizations such as: Microsoft, Paramount Pictures, Starbucks, Simon & Schuster, Twitter, and many more. For more information go to: <http://www.crimsonhexagon.com>.



Jehan Hamedi
Global Market Development Manager



Jehan Hamedi is a natural strategist with a passion for investigating new media and technology. He finds solace in the ever-changing landscape of social media, and delights in challenging traditional assumptions around the business applications of consumer-generated content.

At Crimson Hexagon, Hamedi is responsible for developing the value propositions, vertical go-to-market strategies, and tailored messaging for each of the company's domestic and international sales markets. It is his goal to discover and demonstrate new creative opportunities for companies in each industry to strategically leverage social media data—and gain competitive advantage in multiple areas of the enterprise. In his role, Hamedi collaborates with sales, marketing, editorial, client services, and strategic partnership teams on a daily basis.

As an industry thought leader, Hamedi regularly shares his expertise on social intelligence and data-driven decision-making at industry conferences and seminars; bridging the gap between industry and academia, he also frequently guest lectures on these topics at the undergraduate and MBA-level.

Prior to joining Crimson Hexagon, Hamedi was the Business Development Manager for an engineering startup in Wisconsin where he developed a differentiated marketing strategy and hybrid distribution model for the company. Hamedi also served as an Executive Consultant at MovieQuoter, where he helped formulate strategies to improve the user experience, and build customer engagement.

Hamedi graduated summa cum laude from Boston University's School of Management, where he served as the Teaching Assistant for nine different management courses.

Born and raised outside Milwaukee, Hamedi is an avid fan of the Green Bay Packers and everything Wisconsin. He is a craft beer enthusiast, and enjoys learning about the creative ingredient combinations and barrel-aged recipes of local microbreweries.