

The Branding and Positioning of New Zealand-Based Airlines

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The purpose of this paper is to outline the role of positioning and branding among airlines based in New Zealand. For many airlines, branding and positioning have become critical. Air New Zealand recently simplified its pricing level of services, leading some to suggest that the airline is closer to being branded as a low-cost carrier. Such a move is significant in that other carriers operating in New Zealand (Qantas, Origin Pacific and Pacific Blue) have similar goals but different scales of operations.

After discussing the concept of branding and positioning in the context of aviation and airlines, the results of a survey conducted in October/November 2003 are presented. Over 570 households from across New Zealand were asked to rate various airlines currently operating on a variety of attributes. In the end, a measure of importance can be calculated that shows the extent to which each airline's brand and market position is supported by public perception. The paper concludes with an assessment of the current state of aviation in New Zealand and what this means for future operations in light of the data discussed.