

## Your scenario:

# LEAD CONTENT STRATEGIST, ALASKA AIRLINES

*Psst! This scenario is fake. Any resemblance to real situations is coincidental, and definitely not based on all the super-messy content problems your workshop leader has seen...nope, not at all.*

## Your challenge

Alaska Airlines and Virgin America have finally merged! Both brands have united under the Alaska Airlines name—and, as of a few weeks ago, the Alaska website. Now a project is underway to refresh the Alaska brand to better communicate the company's bigger footprint and larger offerings, and add some of the Virgin America pep to the message.

You're excited about this new challenge...well, or at least you *were*. After approximately 700 meetings about the "vision" for the brand's digital experience, though, it feels like you're further than ever from having alignment.

You're in charge of defining new messaging, then outlining editorial changes that need to be made across your site and apps—so everyone's looking at you to have the answers.

## Where things stand now

At last week's big meeting, you showed up with all your recommendations laid out in a nice glossy deck—but the conversation went in circles:

- The Alaska Airlines brand is known for being warm and friendly, with great customer service and a genuine, caring tone. Leadership says that feel must stay central—but that the message needs to get "bigger and brighter," and make it clear that they're more than just a regional carrier these days—they're a major North American player.
- VPs that came from the Virgin America side insist it's time to add more punch to the website—bolder color, bolder messages, bolder everything.
- But, some senior marketing folks who've been at Alaska for a long time were worried that too much change will alienate your core customers: people from smaller cities across the West who are used to a homey, approachable airline.
- Meanwhile, the product manager for Mileage Plan™ said she had to get a move on updating her pages—because a ton of elite flyers have now converted over from Virgin America, and she needs to turn them into loyal Alaska customers.

The last meeting ended with no resolution, so another one has been scheduled to pick up where the team left off...and you don't want a repeat of last time.

