The approach for the blog post was to come from the approach of presenting what the perceived issue is regarding the airline industry that it is safer to drive than it is to fly. The assumption was that the reader was from the mindset that the airline industry is more dangerous, and then bring data and thoughts to support the contrary.

The first visualization used was a visual of how many accidents and fatalities airlines have experienced over time. Again, the intent of this is to start where the reader may be (under the impression that airline travel is more dangerous) and then show that it is not as dangerous as one would believe by introducing the second visualization. Since I am operating under the premise of working for Southwest Airlines, the third visualization was shown to show that Southwest Airlines is a very safe option to fly. Incidentally, there have not been any air related fatalities associated with Southwest.

The information has been different from internal campaigns due to the way the message of airline safety was delivered. As mentioned, the intent was to start from the mindset of thinking that flying is more dangerous than driving. Then, by showing the reader that while there are airline accidents and fatalities (1st visual), they are not nearly as many as motor vehicles over the same time (2nd visual). Also, creating a catchy phrase/slogan that could be memorable to the reader to convey that it is ok to fly was something that this blog post gives to create a hook to the post (“It’s alright, hop a flight!”).

References:

2019 in Aviation.  ().  In *Wikipedia.*  <https://en.wikipedia.org/wiki/2021_in_aviation>

Sepulveda, I.  (2021, May 2).  Odds of 50 random events happening to you.  Stacker.

<https://stacker.com/stories/2343/odds-50-random-events-happening-you>