

Humankind

Final Business Branding Project

Boeing Rebranding

Ronald Chum
8-22-2024

Table of Contents

Deck presentation slides-----	Page 3 – 22
○ Mission Statement -----	Page 4
○ Team -----	Page 5
○ Boeing Rebranding -----	Page 6 – 7
○ Problem Statement -----	Page 8
○ Gap Analysis -----	Page 9
○ Target Audience -----	Page 10
○ Campaign-----	Page 11 – 18
○ Quick Pitch -----	Page 19
○ Q&A section-----	Page 20
○ Appendices-----	Page 21 – 22
Case study-----	Page 23 – 26



Our Mission Statement

Our mission is to guide businesses in becoming more human-centered to rebuild customer loyalty and establish a recognizable image.

Meet The Team



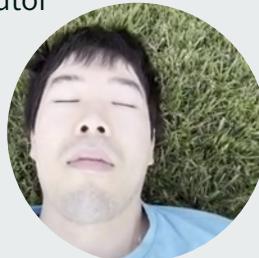
Kara Alhadeff
Project Manager &
Content Contributor



Mauricio Morlotte
International Consultant



Darren Irvin
UX Designer



Ronald Chum
Content Contributor



Elshaday Abraham
Strategy & Operations

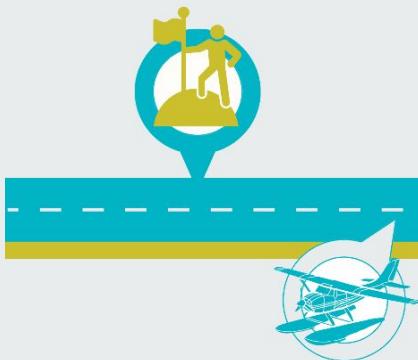


Boeing Rebranding

Boeing: A Legacy Under Threat

1. Foundation and Early Years

Date of Foundation: July 15, 1916
 Founders: William E. Boeing and Conrad Westervelt
 Initial Mission: "To connect, protect, explore, and inspire the world through aerospace innovation."



2. Growth and Early Milestones

First Airplane: B&W Seaplane (1916)
 Name Change: From "Pacific Aero Products Co" to "Boeing Airplane Company" in 1917.
 First Military Contract: Production of seaplanes for the U.S. Navy during WWI.

3. Innovation and Leadership in R&D

Key Models:

Boeing 707: First commercial jet airliner (1958)
 Boeing 747: Revolutionary "Jumbo Jet" (1970)
 Boeing 787 Dreamliner: Long-haul, fuel-efficient aircraft (2009)
 R&D Investments: Over \$3 billion annually in R & D.



4. Global Expansion

Global Presence: Operations in over 150 countries.
 Strategic Acquisitions: McDonnell Douglas (1997), Hughes Space & Communications (2000).

5. New Areas of Investment

Space: Development of rockets and satellites, participation in the International Space Station.
 Sustainability: Eco-friendly technologies.
 Representation: Use icons of rockets and satellites for the space area.

6. Current Challenges

Intensified competition, supply chain disruptions, and the need to rebuild trust after recent safety concerns



Problem Statement

Boeing faces a major branding challenge after recent safety incidents and allegations of fraud, which have severely damaged its reputation.



Newsweek

U.S. | Boeing CEO Airplanes Air Travel Alaska Airlines Boeing 737

Boeing Plane Incidents Timeline: Full List of 9 Issues in 3 Months

Published Mar 25, 2024 at 10:54 AM EDT | Updated Mar 25, 2024 at 11:15 AM EDT

ADVERTISING

BUSINESS INSIDER · 15h · on MSN

Hundreds of Boeing 787 jets are to be inspected after an incident where a plane suddenly dropped and injured 50 people

The FAA has ordered hundreds of Boeing ...



Boeing Branding Gap Analysis

Gaps

- Safety problem: Safety concerns from airline travelers due to malfunctions.
- Transparency problem: Lack of transparency with their operational processes.
- Trust problem: Trust has decreased among airline travelers due to accidents.

Opportunities

- Communicate safety plan to the airline travelers that addresses the fears
- Customer reach is broad due to high brand recognition
- Connect to the customers on a human level

Target Audience

This rebrand targets airline travelers who lack confidence in the safety of Boeing aircrafts.



Keep Soaring For Better

New Marketing Campaign



To reintroduce Boeing under the lens of humanizing the brand, our campaign will focus on **highlighting the real people behind the company**. By showcasing the engineers, safety experts, and customer service representatives who work tirelessly to ensure every flight is safe and reliable, we aim to create a deeper, more personal connection with air travelers.

Campaign Features

- **Feature employees:** Highlight their stories and dedication.
- **Wall wraps/signage:** Showcase Boeing's human-centric focus in airports.
- **QR codes:** Access behind-the-scenes micro-videos.
- **Kiosks/screen messaging:** Share short, engaging content on safety and care.
- **Social Media Engagement:** #KeepSoaringForBetter to encourage passenger stories.
- **Public Engagement:** Host events to connect and rebuild trust.



“ By prioritizing safety, we create a work environment where everyone can perform at their best, knowing they are protected and valued. ”



“ We train our pilots to handle emergency situations. We rely heavily on them because trust is the foundation of our relationships with customers. ”



“ Effective communication is crucial for building trust. We continually gather input from customers and staff to foster continuous improvement. ”

Social Media Engagement

#KeepSoaringForBetter

Launch the **#KeepSoaringForBetter** campaign to engage passengers and rebuild trust:

- **Incentivized Sharing:** Encourage travelers to share their Boeing experiences using the hashtag.
- **Real-Time Engagement:** Interact with and repost passenger content to show that Boeing values customer feedback.
- **Highlight Reels:** Feature top posts in monthly social media highlights to build community and inspire more participation.
- **Influencer Partnerships:** Collaborate with travel influencers to expand the campaign's reach and credibility.



This strategy turns passengers into brand ambassadors, showcasing Boeing's renewed commitment to safety and customer trust.

#Boeing #KeepSoaringForBetter



Sarah M @sarahmmmm



First flight for mom and dad in 16 months. Baby's first flight ever!!! Off to grandma's house we go!!! 😊❤️

#firstflight #AmericanAirlines #Boeing #KeepSoaringForBetter



34

2.3K

10.9K

150K



#Boeing #KeepSoaringForBetter



Boeing @boeing



We are prioritizing safety, reliability, and transparency to ensure passengers reach their destinations safely every time.

#Boeing #KeepSoaringForBetter

1:10 PM · Oct 6, 2024



34



2.3K



10.9K



150K



TedN @technerd

Up, up, and away!!! Enjoying every moment of your flight and your trip. Thanks [@AmericanAir](#) and [@Boeing](#).

#AdventureAwaits #KeepSoaringForBetter



34



2.3K



10.9K



150K



Public Engagement

Sip and Soar Sessions

Casual Q&A meetings with pilots and staff—will help flyers connect with those responsible for their safety, fostering trust and comfort with Boeing.

These sessions offer air travelers from all backgrounds a chance to engage directly with the people who ensure their safe journey.



Quick Pitch

After recent safety incidents, Boeing's rebrand is all about restoring trust and humanizing the brand. Boeing will demonstrate its commitment to consistently getting passengers to their destinations by emphasizing safety, trust, and transparency.

The strategy includes direct customer engagement through social media campaigns, partnerships with airlines, and in-airport interactions, all aimed at rebuilding confidence and fostering a personal connection with the brand. This rebrand will position Boeing as the leader in safety and customer-centric air travel, redefining its legacy for the future.



Thank You!
Questions?

Appendices

Boeing: A Legacy of Innovation → KEY FACTS AND INSIGHTS

COMPANY OVERVIEW

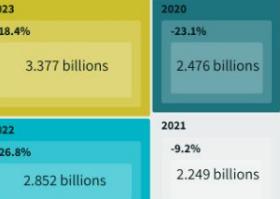


July 15, 1916

Crystal City,
Virginia, U.S.Commercial
Airplanes, Defense,
Space & Security,
Global ServicesApprox. 170,688
(2023) employeesOperates in over
150 countriesRevenue: \$77.79
billion (2023)

INNOVATION & TECHNOLOGY

R&D Investments:



Boeing's R&D investments are crucial for innovation and maintaining industry leadership.

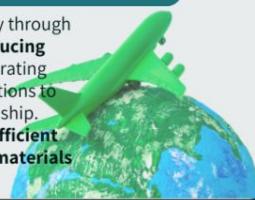
Technological Advancements:

Boeing has introduced innovations such as **AI** for autonomous flight, **IoT** for smart factories, and **advanced safety features** like real-time pilot monitoring.



SUSTAINABILITY INITIATIVES

Boeing focuses on sustainability through **eco-friendly technologies**, **reducing carbon emissions**, and incorporating **sustainable practices** in operations to support environmental stewardship. This includes developing **fuel-efficient** aircraft and using **sustainable materials** to reduce carbon emissions.



KEY ACHIEVEMENTS

Innovative Aircraft:

Boeing 787 Dreamliner set new standards for efficiency and sustainability.



Major Contracts:

C-17 Globemaster III Sustainment Program: \$24 billion contract with the U.S. Air Force.

Awards and Recognitions

- Supplier of the Year Award 2023
- Supply Chain Performance Achievement 2022



PRODUCT PORTFOLIO

Commercial Airplanes:



Boeing's aircraft lineup includes 737, 747, 767, 777, and 787 planes, as well as Business Jets. 787-10 Dreamliner, 737 MAX, and 777X.



Defense Products:

Fighter Jets and Attack Aircraft, Bombers, Transport and Tanker Aircraft, Rotary-Wing Aircraft, Maritime Patrol and Reconnaissance, Training Aircraft



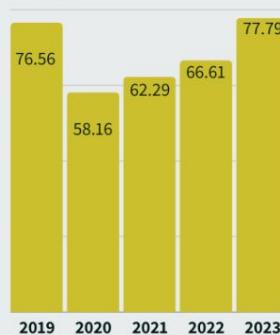
Space & Security:

Spacecrafts, Satellites, Rockets, Space Stations, Defense and Security Systems

FINANCIAL PERFORMANCE

Boeing Revenue Growth (2019-2023):

REVENUE IN BILLIONS



These figures highlight Boeing's recovery trajectory post-pandemic, with notable growth in recent years.

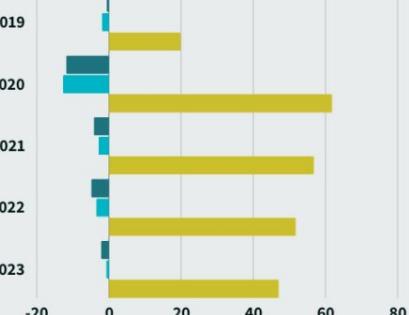
Key Financial Metrics

*data in billions

NET INCOME

OPERATING INCOME

DEBT LEVELS



INCLUSION AND DIVERSITY



Gender: Women make up over 24% of the workforce



Racial: By 2025, aiming to boost Black representation by 20% and reach equality in retention rates.



Ethnic: minorities represent over 35% of the U.S. workforce.



Executive Summary

Boeing's rebrand must focus on safety, transparency, and trust to restore confidence and human connection, especially in light of recent safety incidents and fraudulent activities that have severely damaged its reputation. The opportunity lies in fostering trust by implementing more robust safety measures, communicating openly, and connecting with airline travelers at a compassionate, human level (Goleman, 2013). By adopting a human-centered approach, including active social media engagement, Boeing can reconnect with its airline travelers, and demonstrate a renewed commitment to safety and reliability in every aspect of air travel.

Recent Challenges for Boeing

In the past five years, Boeing's image has been significantly impacted by manufacturing and reputational failures, such as the door blowout crisis at Alaska Airlines in 2024 and the falsification of records to pass safety tests (CBC News, 2024; Shear & Kitroeff, 2024). These issues have led to a substantial loss in market share, with Airbus emerging as a leader in market share and business deals (CNN Business, 2024; Trefis Team, 2020). These incidents, compounded by the earlier tragedies involving the 737 MAX crashes in 2018 and 2019, have further eroded public trust in Boeing.

Rebranding Opportunity

To respond to these challenges, Boeing should reposition itself as a company that blends innovation with a strong commitment to responsibility and well-being. Unlike competitors who emphasize technological advancements, Boeing should now stand out as the leading aerospace company that prioritizes getting you safely and reliably to your destination —whether that is across the globe for a business trip or to your grandma's house for Thanksgiving. Boeing has a unique opportunity to make the customer the hero (Miller, 2017).

Based on a human-centered approach, the proposed rebrand emphasizes Boeing's commitment to continuous improvement, focusing on the human element of travel and building an emotional connection with its customers, ultimately transforming how people perceive the brand (Jiwa, 2013). By connecting with customers through storytelling and emotional resonance (Cohen & Prusak, 2001), Boeing will aim to reduce the fear of air travel by conveying a safer and more trustworthy experience. Additionally, Boeing's commitment to transparency underscores its promise to rebuild trust and ensure that every decision reflects a genuine concern for the well-being of its customers and the planet.

Target Audience For Rebrand

This rebrand targets airline travelers who lack confidence in the safety of Boeing aircraft. This group values safety, reliability, and innovation, and strongly prefers companies that demonstrate ethical practices and transparency. By emphasizing these core values, Boeing will aim to restore its reputation, achieve higher brand recognition, and re-establish itself as a company that customers can rely on.

Rebranding Strategy

The rebranding strategy aims to bring Boeing closer to its customers while being transparent about past controversies. Airline walls and posters will feature QR codes that link to TikTok and other social media platforms, showcasing the real people behind Boeing and highlighting its compassionate side (Lewinsky, 2015). In partnership with airlines and airport staff, the campaign will be visible within airport terminals, utilizing wall wraps, signage, and kiosks to engage travelers directly. User-generated content will be encouraged to drive social media engagement, with unique hashtags like #keepsoaringforbetter incentivizing passengers to share their flight adventures (Cohen & Prusak, 2001).

Quick Branding Pitch

Following recent safety incidents, Boeing's rebrand focuses on restoring trust and humanizing the brand. Boeing will demonstrate its commitment to consistently getting passengers to their destinations by emphasizing safety, trust, and transparency. The strategy includes direct customer engagement

through social media campaigns, partnerships with airlines, and in-airport interactions, all designed to rebuild confidence and foster a personal connection with the brand. This rebrand will position Boeing as the leader in safety and customer-centric air travel, redefining its legacy for the future.

References

- Cohen, D., & Prusak, L. (2001). The power of stories. In Good Company: How Social Capital Makes Organizations Work (pp. 112-132). Boston, MA: Harvard Business Review Press.
- CBC News. (2024, August 19). Boeing under investigation after workers falsified inspection records on some Dreamliners. CBC.
<https://www.cbc.ca/news/business/faa-boeing-investigation-1.7196481>
- CNN Business. (2024, January 11). Airbus lands record orders in 2023, beats Boeing on deliveries. CNN.
<https://www.cnn.com/2024/01/11/business/airbus-record-annual-jet-orders/index.html>
- Goleman, D. (Presenter). (2013). Leadership and Compassion. Empathy and Compassion in Society 2013.
- Jiwa, B. (2013). The secret to spreading ideas: Bernadette Jiwa at TEDxPerth [Video]. YouTube. https://www.youtube.com/watch?v=OrRJtNKCz_U.
- Lewinsky, M. (2015). The price of shame [Video]. TED.
https://www.ted.com/talks/monica_lewinsky_the_price_of_shame?subtitle=en.
- Miller, D. (2017). Building a StoryBrand: Clarify your message so customers will listen. Nashville, TN: HarperCollins Leadership. Sections 1 and 2, StoryBrand Marketing Roadmap.
- Shear, M. D., & Kitroeff, N. (2024, June 14). Boeing and Airbus face scrutiny over counterfeit titanium parts. The New York Times.
<https://www.nytimes.com/2024/06/14/us/politics/boeing-airbus-titanium-faa.html>

Trefis Team. (2020, January 6). How Airbus has grown over the years to dethrone Boeing as the largest commercial aircraft maker. Forbes.

<https://www.forbes.com/sites/greatspeculations/2020/01/06/how-airbus-has-grown-over-the-years-to-dethrone-boeing-as-the-largest-commercial-aircraft-maker/>