

## **Innovation at Virgin America** **Creating and Sustaining a Distinctive Brand**

### ***Introduction:***

Virgin America, a late entrant into the US airline industry, quickly made its mark as a highly-differentiated brand with a loyal customer base. This blog post will evaluate the strategies adopted by Virgin America to build its brand image and customer base, analyze its competitive strategy, discuss the importance of innovation in a competitive industry, and explore whether the Virgin America brand will survive the merger with Alaska Airlines.

### ***Section 1: The Journey***

Virgin America's journey began in 2007, aiming to disrupt the traditional airline industry with a fresh approach. With Richard Branson's visionary leadership, the airline set out to challenge the status quo and provide an exceptional flying experience for its passengers.

### ***Section 2: Focusing on Innovation***

One of the key pillars of Virgin America's success was its relentless focus on innovation. The airline introduced cutting-edge amenities such as mood lighting, touch-screen entertainment systems, and comfortable seating configurations. By constantly pushing the boundaries and embracing technological advancements, Virgin America created a unique and memorable experience for its passengers.

### ***Section 3: Building the Brand Image***

Virgin America strategically built a distinctive brand image that resonated with its target audience. Through clever marketing campaigns, stylish branding elements, and a commitment to exceptional customer service, the airline positioned itself as a modern, upscale, and customer-centric brand. The combination of innovative features and a strong brand identity helped Virgin America stand out from its competitors.

### ***Section 4: Decision to Merge with Alaska Airlines***

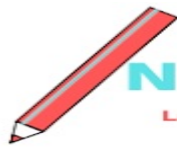
In 2016, Virgin America faced a significant decision - whether to merge with Alaska Airlines. While the merger presented opportunities for growth and synergies, there were concerns about the potential dilution of the Virgin America brand. This section will delve into the factors that led to the decision and the implications it had on the brand's future.

### ***Section 5: Can the Virgin America Brand Survive?***

The merger with Alaska Airlines sparked debates about the survival of the Virgin America brand. Some argued that the distinctive brand image and loyal customer base would be compromised, while others believed that the combined strengths of both airlines could create a stronger brand presence. This section will explore different perspectives on the future of the Virgin America brand.

### ***Conclusion:***

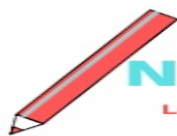
Innovation played a pivotal role in establishing Virgin America as a highly-differentiated brand in the US airline industry. The airline's focus on creating exceptional experiences, building a strong brand image, and embracing technological advancements set it apart from its competitors. While the merger with Alaska Airlines raised questions about the brand's survival, only time will tell if the Virgin America brand can



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