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# **Truly Nordic: Transforming Finnair's Brand Experience to Improve Customer Satisfaction and Profitability**

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## Thesis abstract

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This thesis explores how a unique and culturally resonant brand experiences can improve customer satisfaction and profitability, using Finnair as the case study. Due to growing competition and financial challenges caused by the world's recent occurrences, Finnair is looking for new strategies to enhance customer satisfaction and brand loyalty. The thesis focuses on leveraging critical elements found with a survey and in the literature on brand experiences and cultural branding that resonate with passengers, such as comfort, sustainability, and cultural uniqueness.

Based on that analysis, the thesis proposes a new, "Truly Nordic" brand concept, introducing fresh in-flight innovations, unique marketing campaigns, and creative customer engagement strategies. By introducing Nordic-inspired elements in Finnair's in-flight experience and focusing on culturally significant branding, the airline can strengthen its brand identity and improve its market position. Ultimately, this thesis highlights the importance of connecting brand experiences with customer values and showing how creativity, cultural branding, and fresh innovations can improve customer satisfaction and financial performance.

<sup>1</sup> Keywords: Brand Experience Development, Nordic Branding, Finnair, Airline Innovation

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## Opinnäytetyön tiivistelmä

Tutkinto-ohjelma: Bachelor of Business Administration, International Business

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Tämä oppinäytetyö tutkii, kuinka ainutlaatuiset ja kulttuurillisesti merkitykselliset brändikokemukset voivat parantaa asiakastytyväisyyttä ja yrityksen kannattavuutta, käyttäen Finnairia tutkimuskohteena. Kasvavan kilpailun ja maailman viimeaikaisten tapahtumien aiheuttamien taloudellisten haasteiden vuoksi, Finnair etsii uusia strategioita parantaakseen asiakastytyväisyyttä ja brändiuskollisuutta. Työ keskittyykin hyödyntämään kyselytutkimuksesta ja kirjallisuuskatsauksesta havaittuja tärkeitä elementtejä brändikokemuksiin ja kulttuuribrändäykseen liittyen, jotka resonoivat matkustajien kanssa, kuten mukavuus, kestävyys, ja kulttuurinen ainutlaatuisuus.

Näiden analyysien pohjalta työ ehdottaa uutta ”Aidosti Pohjoismainen” (Truly Nordic) brändikonseptia, joka esittelee uusia lennonaikaisia innovaatioita, uniikkeja markkinointikampanjoita sekä luovia tapoja sitouttaa asiakkaita. Tuomalla Pohjoisen inspiroimia elementtejä Finnairin lennonaikaisiin kokemuksiin ja keskittymällä kulttuurillisesti merkitykselliseen brändäykseen lentoyhtiön on mahdollista parantaa brändi-identiteettiään, sekä vahvistaa markkina-asemaansa. Tämä opinnäytetyö korostaa ennen kaikkea brändikokemusten ja asiakasarvojen yhteyden tärkeyttä ja osoittaa, kuinka luovuus, kulttuuribrändäys, ja uudet innovaatiot voivat parantaa sekä asiakastytyväisyyttä että taloudellista suorituskykyä.

<sup>1</sup> Asiasanat: Brändikokemuksen kehitys, Pohjoismainen brändäys, Finnair, Lentoyhtiöinnovaatio

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## Terms and Abbreviations

**COE** Country of Origin Effect

**VR** Virtual Reality

**AR** Augmented Reality

# 1 INTRODUCTION

## 1.1 Differentiating through brand experience

The competition in the aviation industry has increased in profusion since the deregulation turned around the airline markets in 1997 (Lieshout et al., 2016). Since then, the warfare of companies in the field has accelerated even further due to technological advancements, making it possible for airlines to compete with low prices (Wiltshire, 2017). However, as Abbott (2019) explains, due to the vast number of companies leveraging the cost-leadership strategy, it does not provide a brand with sufficient means to differentiate anymore.

According to Shaw (2015, p. 122), consumers feel that airlines have become clones of one another due to the increasing number of carriers in the market, and that there is no apparent reason to choose one over the other. Consequently, finding ways to differentiate is more critical than ever.

One way to approach the challenge of differentiation is to develop distinctive brand experiences (Coleman, 2018, p. 7). Exploiting the brand experience concept offers a company a way to stand out from its rivals and increase profitability. As Lischer (2021) describes, having a distinct and memorable brand experience is crucial for a brand. It is the factor that dictates a company's success and is an essential component in brand positioning.

## 1.2 The purpose of the thesis

According to Manner (2022), as Finnair has been facing challenging times due to the COVID-19 pandemic and the Russia-Ukraine war, which has decreased air travel and spiked inflation, Finnair has been experiencing unprecedented financial difficulties. As the effects of the pandemic are slowly mitigating, Finnair is looking for a strong management strategy to surpass the economic struggles. The former CEO confirmed that Finnair wants to focus mainly on the quality of its services and aim for the best possible customer satisfaction to make the business more profitable.

Therefore, the purpose of the thesis is to help Finnair strengthen its profitability and customer satisfaction by developing new brand experiences for the brand. Improving the brand

experience with a fresh approach will help the company gain more recognition and boost brand loyalty, which are essential factors in increasing a business's profitability (Amazon Ads, 2023). As Finnair's main problem is its viability, the goal is to help the company grow by offering innovative brand experience ideas to boost customer satisfaction, retain brand relevance, and gain recognition. Ultimately, the aim is to find a unique edge - something no other brand in the industry has.

### 1.3 Hypothesis

The thesis proposes that Finnair can significantly improve customer satisfaction and profitability by focusing on innovative brand experience strategies that emphasize its Nordic identity. According to Amazon Ads (2023), as the aviation industry becomes increasingly competitive, customers seek more meaningful and memorable experiences (Schmitt, 2009), making brand differentiation essential for success.

The hypothesis predicts that incorporating more carefully chosen Nordic elements, revolving around culture, nature, and values, into Finnair's branding will add more authenticity to the brand, which, as Porscheng (2024) states, is a key factor in driving customer engagement. Furthermore, that will help Finnair create a distinctive identity that well resonates with both local and international customers.

Additionally, Finnair can gain more brand loyalty by focusing on developing unique and customer-oriented experiences, such as those concerning in-flight comfort. According to Almada et al. (2021), exceptional brand experiences form emotional connections, create trust, and improve retention, which are all vital for brand loyalty.

According to Nybakk and Jenssen (2012, article 1250008), innovation strategies are critical for achieving sustainable competitive advantages. By introducing innovations that are unique and not easy to imitate, firms can differentiate themselves and improve their market position. As a result, the hypothesis suggests that by introducing creative and engaging brand elements that stand out in the competitive airline industry, Finnair can appeal to a broader audience and strengthen its market position, therefore increasing its profitability.

Ultimately, the study predicts that a by focusing on developing innovative, culturally meaningful brand experiences will not only improve customer satisfaction but also make Finnair a

leading airline in the market by offering memorable and unique travel experiences that no other carrier has. That prospect predicts to boost both customer loyalty and economic stability in the challenging environment after the pandemic.

#### **1.4 Layout of the thesis**

The thesis begins with background information on Finnair, including a brief company history, an analysis of its brand identity, and the presentation of the research problem. This foundation provides a framework for a literature review that investigates the concept of brand experiences, exploring key terms and topics while giving practical examples from other companies.

The methods section shows the research approach, describing the data collection process and its relevance to the study. It also explains the reasoning behind the chosen questions and themes. After this, the results section presents the study's findings and main insights.

The thesis concludes with a creative chapter that introduces a "New Brand Experience Concept," which uses the research findings to address Finnair's profitability and customer satisfaction challenges. The final chapter in the thesis summarizes the work and highlights the most significant insights.

#### **1.5 Additional information**

This thesis has used the ChatGPT 4o Model to create pictures presented in the chapter "Truly Nordic: The New Brand Experience Concept" (pictures 7–14), to better illustrate the ideas of the new innovations. The use of the Open AI in the pictures is clearly cited both in text and Bibliography. Additionally, there is an Appendix at the end of the thesis that shows an example conversation done with ChatGPT 4o in creating one of the pictures.

## 2 FINNAIR

### 2.1 Background of the company

Finnair is Finland's flag carrier airline, popular from its headquarters in Helsinki, which connects Europe, Asia, and North America as a one-pit-stop hub (Finnair, n.d.-b). According to Gavine (2023), it flies to 14 locations in Finland and 89 internationally, with Helsinki-Tallinn and Helsinki-Stockholm being the most popular destinations, as clarified by Pearson (2024).

According to Boyle (2024b), Finnair is the ninth biggest airline in Europe in terms of revenues, as seen in Figure 1. Europe's biggest airlines. In 2023 (Boyle, 2024a), its revenues were 3,0 billion euros, 16.2 billion less than Turkish Airlines and 2.6 billion more than Norse. As of 2022, Finnair employs approximately 5,230 people (Statista, 2023), and according to Finnair (2021), they have 70 aircraft in use, mostly Airbuses.

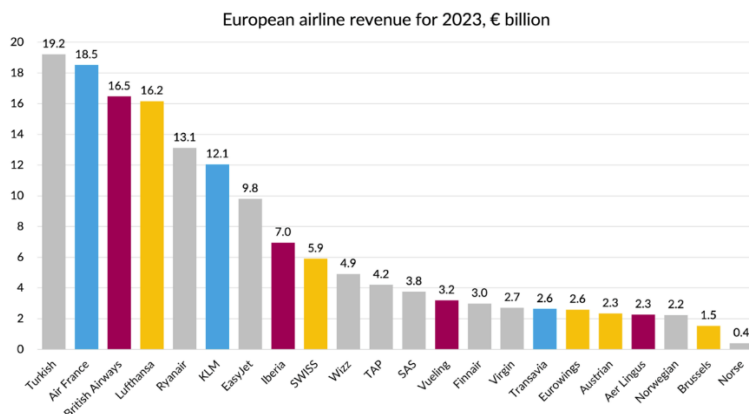


Figure 1. Europe's biggest airlines (Boyle, 2024b).

The Finnish airline holds a reputation as one of the oldest airlines in the world (Finnair, n.d.-b). As Mols (2022, p. 4) states, the airline was established in 1923, when it still operated as 'Aero Oy'. In the early stages of the business, the airline operated only in Finland, Scandinavia, and around the Baltic counties in Europe, with only a few aircraft in use.

### 2.2 The brand identity

Finnair brands itself as a forward-looking Nordic airline (Finnair, n.d.-a). It emphasizes quality and aims to be a recognizable brand that passengers associate with great functionality and

smooth operations. To achieve that, Finnair focuses on keeping their processes fairly simple, offering people the feeling of ease when interacting with the brand.

According to Finnair (n.d.-a) the company's goal is to offer people unique and memorable experiences. They are dedicated to delivering positive emotions and a quality that customers can trust. The company strives to be innovative yet timeless in the airline design, ensuring Finnair stays relevant and competitive without leaning too heavily on changing trends. In addition, they aim to uplift people and help them in stressful times by offering delightful and inspiring experiences and encouraging curiosity to explore.

## **2.3 Challenges**

### **2.3.1 Profitability**

According to Manner (2022), one of Finnair's biggest problems is the company's viability. That resulted from the recent COVID-19 pandemic and the outbreak of the war between Russia and Ukraine, which drove Finnair, among numerous other companies, to scale down its operations. That meant personnel layoffs, grounding of air traffic, and substantial financial challenges for Finnair. Moreover, as the war progressed, inflation aggravated the financial struggles even further, making jet fuel exceedingly expensive.

As stated by Raeste (2024), Finnair faced more financial issues in 2024 due to the political strikes in Finland at the beginning of the year. As a result, the company lost as much as 1.9 percent in its sales. During the same quarter, the company also struggled with decreasing passenger figures, which increased the pressure on the company even more.

Although international air traffic is predicted to accelerate, the prospects of the aviation industry still need to be determined (Raeste, 2024). The predicted risks include aggravation of inflation, rising tax rates, and the overall state of the world with its political instability.

### **2.3.2 Customer satisfaction**

SKYTRAX's international airline and airport rating site releases rankings of the best airlines in several categories every year (SKYTRAX, n.d.). They rank airlines, for example, in the

categories of region, travel class, entertainment, and cabin crew, among numerous others. As Baldanza (2022) confirms, their rankings are based on satisfaction-measuring surveys that reach millions of people who rate airlines based on factors like airport-, ground-, cabin service, and in-flight products.

The website released its newest ranking in 2024 of the best airlines by region of 2023. According to SKYTRAX (2023), in the “The Best Airlines in Europe 2023” -category, Finnair was allocated in eighth place (from the total of ten where first place is the highest), behind, for example, Turkish Airlines, Air France, and Lufthansa. Although it made it to the top ten list, there were still seven other airlines that respondents felt did a better job serving them, showing that Finnair still has much room for improvement.

In addition, Finnair has potential for growth in other SKYTRAX ratings, such as best in-flight entertainment, best airport services, or best economy class airlines (SKYTRAX, n.d.). Unlike many European airlines, Finnair did not reach the top-tier lists in those categories. For example, in the ‘Best Inflight Entertainment’ category, the top 3 airlines were Cathay Pacific Airways, Emirates, and Qatar Airways. From Europe, airlines like Air France, KLM, and Virgin Atlantic were on the list.

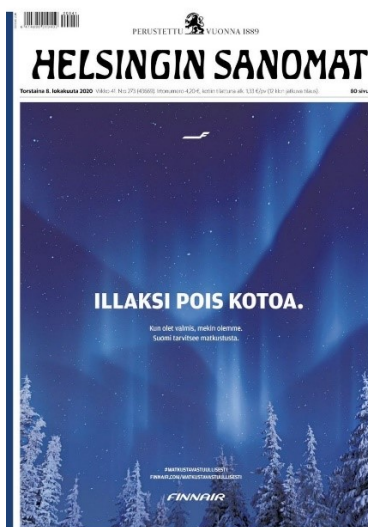
Therefore, it is essential to focus on improving Finnair’s brand- and customer experience because, as confirmed by Manner (2022), the former company CEO, one of Finnair’s top priorities regarding the future focus points for the company, is to concentrate on ensuring the best and the highest quality of customer experience. He exemplified that it is now and in the future one of the critical priorities for the company to make sure the product and service of Finnair are of the highest quality possible, since that is one of the main differentiating factors for the company. In addition, Manner mentioned that the long-haul customer experience is another factor that Finnair should improve in its branding new strategies.

## **2.4 Current brand experiences**

According to Finnair brand (n.d.), Finnair’s marketing communication is courteous and efficient, while kept clean and simple to maintain a harmonious brand feeling and functional operations. Moreover, they emphasize it being a company standard that aims to preserve the brand identity and should therefore be incorporated in all designs and business developments.

### 2.4.1 Marketing communication

As outlined above, Finnair's brand identity and the core of its marketing communication focuses on portraying a Nordic feeling (Finnair brand, n.d.). An example of this can be seen in their advertisements, which often display Nordic features. As visible in Picture 1. Illaksi pois kotoa (Sanoma media, 2020a), Finnair had a front-page article in Helsingin Sanomat, displaying their campaign 'Illaksi pois kotoa' (away from home for the evening) that presented a snowy landscape over a Nordic sky. According to Sanoma Media (2020b), the campaign was a tribute to excellent marketing communications and aimed to bring awareness of responsible traveling during the pandemic.



Picture 1. Illaksi pois kotoa (Sanoma media, 2020a).

Following on, Finnair's marketing communication places a significant emphasis on showcasing its role as a unifying force that connects people. For instance, in 2023, the airline launched a campaign called 'Bringing Us Together Since 1923' - an advertising concept that celebrated Finnair's 100th year of bringing people together (Hänninen, 2023). The campaign's front face was a video that portrayed nostalgic, emotion-provoking clips of how Finnair has brought people together over the years, accentuating the company's ultimate brand message. As the Lead Creative of SEK (an advertising agency that works with Finnair), Sampo Hänninen writes that the campaign's core was to highlight the emotional impact that traveling can have: bringing loved ones together, exploring new cultures, creating friendships, and being the vehicle in the creation of unforgettable memories and stories.

The campaign's public reach was magnified with the use of social media (Hänninen, 2023). In addition to the video, Finnair started a social media trend where, for example, on Instagram, they encouraged people to share their travel stories of how Finnair has helped bring people together. With the hashtag #bringustogether, over 5500 people shared images and stories of how they have made lifelong friendships, created new memories, and how some have even got married – thanks to Finnair. The campaign results broke all expectations and truly spoke for the bond the airline has been building with its customers.

### 2.4.2 In-flight experience

Finnair's in-flight offerings display the same Nordic focus that is seen in its marketing communication. Picture 2. Finnair on-board light effect (MorePremium, 2016) provides a great example of that, where they use Northern Lights-imitating light effect during landing. The innovation displays harmonious colors of blue, green, and yellow, taking passengers to classic Nordic scenery when on board. Along with that, the light effect is customized during boarding, when it reflects Finnair's brand colors, blue and white, representing Finland's blue lakes and white snow.



Picture 2. The Northern Lights light effect (MorePremium, 2016).

Another Nordic-focused brand experience offered on board, is Finnair's blueberry juice (Hobson, 2024), as seen in Picture 3. Finnair's Blueberry Juice (Finnair Blue Wing Stories, 2024). The drink launched in 2014 and has since become an essential part of Finnair's in-flight experience. The success of Finnair's blueberry juice comes not only from its health providing properties, but also from the fact that it offers passengers something unique and authentic, bringing them a piece of Nordic nature to enjoy.



Picture 4. Finnair's Blueberry Juice (Finnair Blue Wing Stories, 2024).

Following on the success Finnair had with its blueberry juice, it introduced a new Nordic-inspired drink in 2022: the "Northern Blush" cocktail (Globetrender, 2022), visible in Picture 4. Finnair Northern Blush cocktail (Finnair Blue Wing Stories, 2022). The bright red drink was designed to capture Finland's beautiful sunsets, while bringing the flavors of the forests with notes of lingonberry and juniper. Similarly to the blueberry juice, the Northern Blush quickly became a staple of Finnair's in-flight experience, offering passengers a refreshing and culturally rich beverage that seamlessly follows the airline's brand identity.



Picture 5. Finnair Northern Blush cocktail (Finnair Blue Wing Stories, 2022).

### 2.4.3 Off-flight experience

In 2023, Stockmann department store collaborated with Finnair to celebrate its 100th year anniversary (World of Finnair, 2023). They offered Finnair a section from their Helsinki store, where Finnair had the opportunity to put up its Nordic artwork, and booths to showcase its in-flight amenities such as airplane seats (presented in Picture 5. Stockmann x Finnair pop-up

(LindexGroup, 2023) and the infamous blueberry juice. The collaboration was a natural merge, said both Stockmann and Finnair, as both brands value great quality and strive to offer amazing experiences to their customers. The collaboration was also a great way for Finnair to get in touch with people and showcase the brand, since the airline does not have a physical store anywhere.



Picture 6. Stockmann x Finnair pop-up (LindexGroup, 2023).

Besides having booths in Stockmann, Finnair also had some of their products there for sale (World of Finnair, 2023). These were the items they designed in collaboration with other Finnish brands like Arabia, Karhu, and Makiä, offering for instance everyday-wear clothing and their own Moomin mug called “Journey”. The core in all these collaborations were a common desire for a product that is timeless yet long-lasting, honoring Finnair’s design promise.

In addition, the off-board Finnair experience was extended to Finnish supermarkets, where they began to sell their most-served business-class meals in 2020 (Paljakka, 2020). Finnair wanted to experiment with the responsiveness and potential popularity of their airplane dishes by offering the ‘Taste of Finnair’ premade meals in K-Citymarket Vantaa Tammisto store, featuring for instance flavors of reindeer and Arctic char.

According to Paljakka (2020), both Finnair and the K-Citymarket team were blown off by the massive success of the meals. What started off as a simple means to offer the staff more work during the Covid pandemic and test out the concept’s potentiality, quickly became one of the most sold items in the store, and a dish that people simply fell in love with. The head of Finnair’s kitchen confirmed that the Taste of Finnair meals achieved such popularity that they even reached attention overseas.

Perhaps inspired by the earlier release of the 'Taste of Finnair' precooked meals, Finnair took its signature blueberry juice drink to Finnish stores in 2020 as well (Orban, 2020). Since the beverage had reached such success on flights, the airline decided to take advantage of the high popularity and offer people Finnair's Nordic experience more easily, so they could enjoy the brand's famous drink at home. Like the air-packed meals, this was once again a great brand awareness shove for the company, bringing Finnair's name to people's attention.

### **3 LITERATURE REVIEW**

As the core focus of this thesis is creating new innovative brand experiences for Finnair, with the use of culturally resonant branding, the literature review represents the concepts of Brand Experience, and Cultural Branding, showcasing the benefit of incorporating these strategies into branding and marketing efforts. Additionally, this chapter offers examples of relevant companies in how they have benefited from the concepts.

#### **3.1 Brand Experience**

According to Lischer (2021), brand experiences are all the points of interaction a brand has with its stakeholders, also referred as touchpoints (Blaess, 2023). As Lischer (2021) continues, they are a broad spectrum encompassing different sensory experiences, such as when a customer sees, feels, or tastes the brand. These experiences are available nearly everywhere: using a brand's website, having a phone call, walking into a physical store, or trying out a product—just to name a few.

As Amazon Ads (2023) states, brand experiences are also stakeholders' collective impressions of the brand. That makes sense because when a person sees, hears, or, for example, tastes the brand, they form an overall opinion of the brand in their head.

#### **3.2 Importance of brand experiences**

Unique and well-synchronized brand experiences are essential to brand success (Coleman, 2018, p. 4). Moreover, as Amazon Ads (2023) states, brand experiences help companies distinguish themselves from competitors, creating a solid position for the brand. Positive brand experiences also strengthen brand awareness and help build brand loyalty. If customers have positive experiences with their interactions with the brand, they are likely to become loyal customers for the company.

According to Bonderud (2022), brand experiences are crucial for a brand because, as the battle of customer conversion has accelerated due to digitality, companies need something that makes them different and memorable in the long term. Brand experiences are an effective tool for that because they can help increase sales and boost brand loyalty.

Nestlé Toll House offers a great example of a well-succeeded brand experience concept (Bonderud, 2022). They have created a meaningful, long-lasting experience for their customers by not solely advertising their cookies but, more importantly, creating and highlighting the feeling and experience when consuming them. When people think of Nestlé Toll House, they might think of cookies, but they most likely also think of the time spent baking them and enjoying them with family and loved ones. By designing an encompassing experience that reaches from before to after the interaction with the brand, Nestle has created something that holds importance and more profound meaning for their customers.

### **3.3 How to make brand experiences effective**

According to Schmitt (2009), consumers are primarily concerned about how a brand can create appealing experiences. In a brand, they look for some sort of personality, the aspect of value, and features that appeal to them. As continued by Timothy (2023), evident brand personality is a cornerstone of a strong and thriving brand. Having a personality and particular character for the brand helps customers memorize it and draw in the right audience. It also helps in gaining customer loyalty if they can emotionally connect to the brand and it responds to their expectations. Furthermore, customers want something that stands out (Schmitt, 2009). The experience offered to them must move them somehow and be engaging on a deeper level. The author emphasizes that the experience simply cannot be just a plain message; it must feel genuine to the viewer.

In line with Shaw (2015, p.121), many airlines, such as Emirates and Singapore Airlines, have benefited from being very innovative. These two airlines have always aspired to be the leaders in creativity and differentiation and have projected this into unmatched in-flight services and cabin comfort. Although, with time, other companies have been able to follow them, these two airlines have benefited from being the first ones ('First mover advantage'). According to Tarver (2006), this gives a company a competitive advantage because it strengthens brand name recognition and can help to build economies of scale. Shaw (2015, p.121) also confirms that consumers tend to review first movers as industry pioneers even after other brands have reached the same amenities.

### 3.4 Cultural Branding

According to Heartbeat.ua (n.d.), cultural branding is a strategy that focuses on adopting cultural values of a certain audience and using them in the brand's marketing to create more meaningful and resonant communication and overall brand image. First and foremost, the most essential part of cultural branding is to have a good understanding of the culture to use it properly. Possible methods on how to adopt culture in the formation of a brand include for example creating authentic brand stories that genuinely reflect the culture and resonate with the audience. In addition, the strategy should not remain continuously same; it should be refined through time to better align with current customer demands and prevalent trends, to sustain relevance, which is an essential contributor in brand's success (Coleman, 2018, p.1).

First Launch (2024) argues that how people emotionally relate to something often holds greater significance than the practicality of it. As a result, integrating cultural branding can significantly benefit a business compared to using traditional marketing methods that focus on simple product marketing. By leveraging cultural branding, brands like Patagonia have for example been able to create a label that customers perceive as the brand of the "Outdoor people". That is also why for instance Airbnb's "Belong Anywhere" campaign refined the brand image to feel like "your home, but abroad", fostering a perception that makes the brand feel more than just an accommodation service.

Overall, by adopting cultural branding as a part of a company's marketing strategies offers a great way for a business to create a meaningful and resonant brand, that will improve customer loyalty, and contribute to better financial performance (Heartbeat.ua, n.d.). By creating a distinctive brand image, it can help brands to also stand out among competitors.

## 4 METHODS

The data used as the basis for the brand experience development in the thesis was collected using a Google Forms questionnaire. This form of data collection was chosen because, as described by DeFranzo (2012), it is a fast yet effective way to reach large masses of people. Online surveys can also encourage respondents' honesty in their answers, as they can participate without revealing their identity.

The survey was designed to understand people's travel habits and how factors such as age, gender, country of origin, reason for travel, and travel frequency affect people's preferences. It also aimed to measure how many respondents have previously travelled with Finnair, how many have seen Finnair's advertisements, and where, and from those who have previously used the airline, what elements were most memorable for them. Moreover, the survey examined people's overall preferences regarding air travel. The aim was to determine what elements they value most: social media engagement, cabin comfort, in-flight services, or smooth boarding.

Additionally, it was measured by which style of customer engagement and brand advertising is most effective in the respondents' opinion: humorous, inspirational, emotional, or informative. The survey included this question to understand what type of emotion people best resonate with and how that could be incorporated into the design of the new brand experience concept. Each answer alternative also included an image that helped better convey the option's emotion. Similarly, the survey displayed images of different inventions from several airlines to get data on what types of things engage people, what stays in their memory, and what evokes feelings.

Following that, the survey exhibited two different brand experience ideas that could take place at a trade fair event, intending to evaluate if people would be interested in them. The first one introduced the idea of a trade fair stand where people could try virtual traveling with 3D glasses. The survey also assessed what type of 3D traveling people would be interested in trying: a) virtually traveling to different countries, b) virtually trying to fly an airplane, c) virtually experiencing a luxurious business class, or d) virtually experiencing how the airplane looks in the parts where passengers are generally not allowed to go (like for instance the cargo bin).

The other brand experience prototype demonstrates another possible trade fair event where people could experience what it would be like to travel to different parts of the world virtually but with an authentic feeling of flying. The idea of this would be to build an amusement park-style ride (As seen in Picture 3. 'Soarin'-ride, Disneyland Los Angeles) that would mimic the feeling of actually being on a plane by moving and swinging the chairs, blowing wind toward people, or using, for example, a smoke machine to simulate real clouds.



Picture 7. 'Soarin' -ride, Disneyland Los Angeles (Levine, 2022).

The survey ended with a multiple-choice question where respondents had to finish an open-ended sentence, “On board, it matters to me the most...” with one of the displayed alternatives that they most resonated with. The answer options included:

- How it smells (e.g., the air on the plane smells clean and fresh, great air conditioning)
- How it feels (e.g., the seats are comfortable, there is a pillow, blanket, etc.)
- How it looks (e.g., the facilities are clean and neat)
- How it tastes (e.g., the food, drinks, and snacks taste great)
- How it sounds (e.g., it is nice and peaceful on the plane)

The question aimed to identify what sensory experiences are most appealing to people. By better understanding this, it is easier to conclude what type of experiences people value and exploit when developing new brand experiences for Finnair. To maximize the appeal of the answer options, each was paired with a relevant image that conveyed the feeling of the option.

The survey consisted of a total of nineteen questions, a combination of both qualitative and quantitative. The combination of the two was used because, as SDU (n.d.) describes, it is possible to get more comprehensive data on the research topic using the mixed method research technique. While the quantitative method gives more numerical data, the qualitative method helps to get more feeling-based answers. The choice of data collection method was essential to consider since the thesis is generally focused on developing brand experiences, and therefore, pairing the quantitative method with qualitative helped get more in-depth data on the topic.

## 5 RESULTS

The Airline Brand Experience Questionnaire, which consisted of 19 questions and was conducted between 10.7.2024 and 4.8.2024, was created using Google Forms. At the end, the total number of answers was 100. The data was collected from various sources, such as SeAMK students' email lists, relevant Facebook and Reddit groups, personal social media channels, personal contacts, and professional networks. Those sources were chosen to ensure the reach for a large enough audience and maximize the fair dispersion of the respondents' age, gender, ethnicity, and travel frequency.

### 5.1 Gender, Age, and Country dispersion

The gender distribution among respondents was relatively equal, with 55% women and 44% men (1% choosing not to disclose their gender). The largest age group represented was 20–25, which accounted for 35% of participants. That was followed by the 26–30 and 31–35 age groups, which comprised 18% and 17%, showing that most respondents fell in the 20–35 age group. The 41–45 and 51–55 age groups accounted for 7% of responses, while the remaining groups showed only small percentages.

Most respondents were from Finland (41 %) and the USA (27 %). 6% of answers came from the Philippines, 4% from Vietnam, and 3% from Nepal. Uganda, Spain, and Russia held a number of 2%. Other countries contributed as well, but their presence was relatively small.

### 5.2 Travel habits

When asked about their travel frequency, most respondents (38%) reported traveling 2–3 times yearly. That was followed by 28% who travel approximately once a year and 16% who take 4–5 trips per year. Only 5% of respondents responded traveling 11–15 times or more than 15 times per year.

53% of respondents stated that their main reason for air traveling was leisure, followed by 28% visiting family. Work-related travel made up 13%, while only 6% traveled for study.

### 5.3 Favorite airline

Respondents were asked to identify their favorite airline from a list of 167 most common carriers, with an option to select "I don't have a favorite airline, or it is not listed here." From the 100 total responses, 32 chose Finnair as their favorite, making it the most popular airline among respondents. Notably, 81% of those who selected Finnair were Finnish. The following most favored airlines were KLM (7%), Norwegian (6%), United, Qatar Airways, and Delta, each receiving 5% of the answers. All other airlines mentioned had very small percentages.

A follow-up question asked respondents why they chose that airline as their favorite. This question was optional and got responses from 53% of participants. The most often mentioned reasons for selecting a favorite airline were service (18 mentions), price/affordability (12 mentions), comfort (8 mentions), reliability (7 mentions), and cleanliness (7 mentions).

Respondents mostly complimented airlines for their friendly customer service, affordable prices, comfortable travel experiences, overall ease of travel, punctuality, clean facilities, and modern airplane interiors.

When analyzing the reasons for Finnair's popularity (with 32 votes), the most mentioned factors were: customer service (16%), domesticity (12%), price (10%), reliability (9%), and cleanliness (8%).

Respondents particularly pointed out the quality of Finnair's customer service, hospitality, and overall in-flight experience as the main reasons they enjoy the airline. Domesticity was another significant factor, with several respondents referring to the airline's Finnish roots as a factor that strongly contributes to the airline's feeling of reliability. In addition, the pricing was another factor that was mentioned multiple times by the respondents, emphasizing that they think Finnair offers excellent value for their money and overall has very reasonably priced flights. Punctuality and reliability were also continuously mentioned, with Finnair being cited as a trustworthy and dependable airline. Other factors that were regarded as significant were Finnair's clean facilities and overall comfort, respondents commenting on the excellent hygiene and quality of the airplanes. In addition, another noteworthy point made by several respondents was Finnair's signature blueberry juice that is served during flights.

#### **5.4 Factors contributing to a great airline experience**

Continuing the earlier findings, respondents were asked what factors contribute to a great airline experience. The most selected factors were a friendly cabin crew (58%), clean facilities (48%), smooth boarding (41%), an easy-to-use website (38%), good in-flight meals (35%), and extra leg space (34%).

Most respondents also preferred the complimentary products offered on board (29%), efficient handling of unforeseen situations, and a great selection of entertainment on-board, which both received 22% of answers. Family-friendliness was also an important factor, with 20% of selections. All other options received significantly fewer votes.

#### **5.5 Airlines' sustainability**

The ninth survey question explored how important respondents perceive airlines' sustainability efforts, such as using biofuels or reducing single-use plastics. The people surveyed were given a scale from zero to five to indicate their preference, from which it was evident that the majority considered sustainability very important, giving it a five (32%). 21% rated it a 4, viewing it also highly necessary. 19% selected the number 3 on the scale, and a smaller number, 14%, gave a rating of 2. 9% gave a 0, and 5% gave a 1, showing that only the minority see sustainability as unimportant.

#### **5.6 Questions about Finnair**

Questions 10–13 measured respondents' familiarity, memories, and feelings about Finnair. Question ten studied how many surveyed had previously traveled with Finnair, indicating their overall familiarity with the airline.

Most (68%) of the answerers had previously traveled with Finnair. Only 29% said they had not traveled with the airline, and 3% of surveyed were not sure. According to the answers, 60.3% of the 68% who had previously traveled with Finnair were Finnish.

Question 11 was a follow-up question that asked respondents: "If you answered Yes to the previous question, do you remember something from your experience with them? If so, what are the things that you remember?". This question was included in the survey to understand

what people remember about the airline and study if any elements about the airline and their brand experiences seem to stay in people's minds even after the travel.

Examining the answers, many people (about 30%) mentioned that they remember Finnair's exceptionally professional and friendly cabin crew from their travels. Words like "friendly," "kind," "nice," and "amazing" were mentioned many times to describe the Finnair staff. Several responses also emphasized the cleanliness of the airplane, spacious seating, and overall comfort during the flight.

Several respondents also had something positive and unexpected happen to them that seemed to have stuck in their memory regarding the airline. People mentioned, for example, surprise upgrades, effective handling of missed flights, and thoughtfulness when traveling with children. Another element that came up in several answers was Finnair's signature blueberry juice.

Additionally, many respondents wrote that they remembered the food that was served (both positive and negative experiences) and the overall comfort of their travel. That emerged, for example, from several comments that mentioned the complimentary amenities like free pillows and blankets that Finnair offers on its flights.

Question 12 asked how many of the respondents had seen Finnair's advertisements. More than half (57%) of the people who answered had seen Finnair's advertisements. Thirty percent had not seen them, while 13% were unsure if they had.

When examining those who had not seen Finnair's advertisements, it turns out that most of them were from the U.S. (53%). 19 out of 30 were infrequent travelers (0–1 flights per year), representing 63% of the total. A large portion of these were also from the USA. The most common age range was 20–30, with 12 out of 30 respondents (40%).

Question 13 followed up on the previous one, asking those who had seen Finnair's advertisements what kind they had seen. Most people have seen Finnair's Instagram posts (45.8%) and airport advertisements (45.8%). Many also had come across Finnair's TV commercials (42.4%) and Facebook ads (37.3%). Respondents reported that least of them all they had seen street advertisements and ads in magazines or newspapers. One answer said they had seen an advertisement on the Finnair app.

A closer look of responses revealed a clear pattern among age groups for different advertisement platforms:

- Instagram: 20–30 age group (59.3%)
- YouTube: 20–25 age group (41.2%)
- TV Commercials: 31–35 age group (25%)
- Facebook Ads: 31–35 age group (27.8%)
- Street Advertisements: 20–25 age group (55.6%)
- Magazine/Newspaper Ads: 51–65 age group (50%)

In conclusion, it is apparent that each channel tends to attract different age groups. While digital channels like Instagram and YouTube attract the younger audience, older media, like TV, Facebook, and newspaper ads, speak better to the older generation.

Regional trends were also visible in the answers. Most of the respondents were from Finland (53.3%), who most reported seeing advertisements on Instagram (59.4%), on TV (46.9%), and at the airport (40.6%). 13.3% were from the U.S., where airport advertisements were the most visible advertising channel (87.5%). Respondents from other countries represented a smaller number, where digital channels were the most chosen of all channels.

## **5.7 Preferences on emotions**

Question 14 explored respondents' preferences for different emotional tones in advertising. The results showed that the most favored options were Informative (32%) and Inspirational (30%) ads, with a slight preference for informative advertising. Emotional ads followed with 23%, while Humorous ads were the least favored, with only 15% of respondents selecting that option.

A closer look at the data reveals that the biggest group who selected Informative ads was people from the age group 31–45, accounting for 50%. Men (53.1%) slightly exceeded women with their preference for this type of ad. Informative advertisements were most popular among U.S. respondents, with 37.5% choosing this option.

Inspirational ads were especially favored among those aged 20–30, with 60% selecting this option. Female respondents made up most of this group (53.3%). Finnish respondents also strongly preferred Inspirational ads, as 40% of those selecting this option came from Finland.

Although Emotional and Humorous ads received less interest from respondents, some demographic groups showed a clear preference. Emotional ads were mainly chosen by respondents aged 20–45 (78.3%), with women being the majority (60.9%). Many of those selecting Emotional ads were from the Philippines, accounting for 80% of respondents. Humorous ads were favored mostly by individuals aged 16–30, who made up 80% of the respondents in this category. The majority of those choosing Humorous ads were male (60%).

## 5.8 Airline innovations

The most popular choice in the Airline Innovation question was Finnair's "Northern Lights" light effect, selected by 32% of respondents. That was followed by Emirates' sky bar (19%), Ryanair's humorous Instagram memes (17%), and EVA Air's playful aircraft prints, which had a similar selection percentage (16%). Then came Singapore Airlines' unique scent on hot towels (11%) and Virgin Atlantic's airplane-shaped salt and pepper shakers (5%).

When looking at the demographics, the 20–25 and 26–30 age groups were most engaged, especially with visual experiences like the "Northern Lights" effect, which was chosen by 51% of respondents in the 20–25 age group, and colorful aircraft prints, which were selected by 45% of respondents in the same age group. There was no significant difference in preferences based on gender or country.

## 5.9 Airline's promotional events

Questions 16–18 studied respondents' interest in airline's promotional events: a) a trade fair booth featuring a virtual travel experience using 3D glasses, and b) a public event with an "amusement park" styled ride simulating travel to different parts of the world.

In question 16, respondents were asked, *"Would you be interested if you saw an airline having a booth (for example, at a trade fair) offering a virtual travel experience with 3D glasses?"* with answer options "Yes" and "No." The results were nearly the same, with a slight majority (56%) choosing "Yes." Younger respondents, especially those from the age group

20–25, were more likely to show interest, while the 26–30 age group leaned more toward “No.” Other age groups showed quite equal distribution without any strong preferences. Country wise, respondents from Finland, the Philippines, and Vietnam favored “Yes,” while people from Uganda, Brazil, and Egypt tended to select “No” more often.

Continuing the previous question, respondents who answered “Yes” were asked, “*What type of virtual experience would you be most interested in?*” The responses were evenly distributed, but the most chosen option was *virtually traveling to different countries* (32.2%), followed by *virtually flying a plane* (28.8%) and *virtually exploring areas of an airplane typically off-limits to passengers, such as the cargo bin* (23.7%). The least selected option was *virtually experiencing a luxurious business class* (15.3%).

When analyzing the demographics, there were no major variations. However, men preferred slightly more interactive and activity-oriented options, such as flying a plane, while women showed more interest in experimental and luxury themed experiences.

In question 18, respondents were then asked, “*Would you be interested if an airline arranged an event featuring a virtual experience with ‘flying seats’/amusement park-style rides simulating travel to different parts of the world?*” The results showed a clearer preference, with 67% answering “Yes.”

Younger respondents showed high percentage in the “Yes” responses, with 75% coming from the 16–25 age group. When moving towards older age groups, the Interest showed a significant decline. Female respondents made up the majority in expressing interest in this event, forming 69% of “Yes” answers. Regionally there was no visible trends shown.

### **5.10 Sensory preferences**

The last question in the survey asked respondents, “On board, it matters to me the most... (end the sentence with the option that fits your preference the best).” Respondents could choose to answer 1. *how it smells*, 2. *how it feels*, 3. *how it looks*, 4. *how it tastes*, or 5. *how it sounds*.

For most respondents, how it feels on board seemed to matter the most, with a percentage of 57. Most (57.5%) of those who answered *How it feels* were from the age 16–25. From older

age groups (41+) 20% prioritized *How it smells*, and 16% focused on *How it sounds*, more than other age groups. Most female respondents (69%) chose comfort, indicating a stronger preference for physical comfort compared to men, who selected comfort (57%) as well, but 15.6% chose *How it smells*, showing varying sensory preferences.

## 6 ANALYSIS OF RESULTS

The initial aim of the survey was to understand people's preferences and perceptions regarding airlines, focusing on the aspect of airline brand experiences. That was measured using various elements, such as collecting data on respondents' travel habits, airline favorites, advertising effectiveness, and sensory preferences during flights. In total, the questionnaire gathered 100 responses, giving a broad range of answers with diverse demographics. That provided a comprehensive representation of different age groups, genders, and ethnic backgrounds, thereby ensuring accurate data results. Analyzing these responses offers valuable insights into what passengers value most about airline travel and helps further develop Finnair's brand experiences.

### 6.1 Preference for comfort

The most considerable remark from the answers was the emphasis people seemed to put on the comfort of traveling (57% of respondents). Younger individuals (16–25) especially placed much importance on that factor. As Marriage & Family Solutions (n.d.) states, from a biological point of view, people tend to seek comfort simply because our brains are designed to do so. It is a way to signal the body to move away from pain and possible danger. However, comfort can carry other purposes as well. As suggested by WTCE (2023), comfort onboard is crucial for passengers because it can help alleviate travel-related stress from long waiting times at airports, mitigating through customs or the difficulty of dealing with luggage.

For older passengers, comfort was highly associated not only with physical comfort but also with factors like comfort of sound and air. Their responses indicated a preference for good air quality onboard and peacefulness and tranquility when traveling.

### 6.2 The importance of COE and uniqueness

Further analyzing the responses, it became evident that most people preferred Finnair from other carriers. However, most respondents were from Finland, potentially affecting the popularity. What was interesting, however, was the reasons why people chose it. One major reason for Finnair's popularity was domesticity. That makes sense, as the 'Country of Origin Effect' (COE) is proven to play a significant role in consumer behavior (Schutz, 2013). Notably, the COE significantly shapes the perception of quality, which is why for instance cars

produced by German brands are thought to be superior, because Germany is perceived as a country of great quality.

Another critical factor in choosing Finnair was previous positive experiences with the airline. When studying the first initial thought that respondents thought about when thinking about the airline, many mentioned friendly customer service, efficient handling of unforeseen situations, and thoughtful surprises (like when traveling with children). Finnair's blueberry juice also occurred in multiple answers, which provides a great practical example of why uniqueness is so important. According to Steidl (n.d.), when a company has that “special something” in its brand, it instantly makes it more striking and helps a brand to pop into people’s minds at the point of purchase. The element of uniqueness must have been one of the reasons why the “The northern light” -effect was also such a hit among the responses (32% chose this option). The younger respondents (20–25) especially showed a clear preference for visually pleasing features, which offers an excellent opportunity to enhance Finnair's visual and experiential brand aspects.

### **6.3 Advertising**

Advertising was another critical point in the survey. Most respondents had seen Finnair’s advertisements, mainly through digital platforms like Instagram and airport advertisements. Younger age groups were especially responsive to digital content, such as Instagram and YouTube ads, which aligned with their high digital engagement levels. Older respondents, on the other hand, reported they had seen more traditional media advertisements like TV commercials and newspaper ads. That indicates that while younger travelers are easier to reach via digital ads, a strategy that includes the use of different medias is essential to reach broader age groups more effectively. The tone of advertising also played an important role, as the majority seemed to favor informative and inspirational content. Younger respondents leaned towards inspirational ads, while those aged 31–45 preferred informative content, giving an insight that tailoring the tone used in advertising could significantly enhance the impact of Finnair’s marketing.

## 6.4 The potential of promotional events

Additionally, there was significant interest in virtual and promotional events. More than half of the respondents expressed interest in a virtual 3D traveling experience offered (potentially) at trade fairs, with the biggest interest coming from younger respondents. In a similar way, 67% of respondents showed interest in an amusement park-style virtual travel ride, with the age group of 16–25 forming the majority of positive responses. That highlights a clear shift towards more experience focused interactions with brands, which Finnair could take a great advantage of, to improve their customer engagement.

## 6.5 Sustainability factor

Sustainability was another essential aspect in the survey, where many respondents indicated that sustainability is a crucial factor when choosing an airline. Most respondents rated sustainability as highly important, showing a growing trend that suggests that travelers support airlines who for example use biofuels and are trying to minimize single-use plastics. That works as a great example to show that airlines who focus on increasing their environmental actions could improve their brand's attractiveness especially among environmentally conscious travelers.

In conclusion, the survey results provide a great understanding of today's airline travelers' preferences, highlighting comfort, high-quality service, innovative experiences, and sustainability as one of the most important factors. Especially younger passengers are highly interested in innovations that provide exciting and unique experiences, while comfort and quality service resonate with all demographics. What became evident was that advertising should be customized according to different age groups, using for instance digital channels to reach younger audiences and traditional channels when communicating to older ones. Finnair's dominance as a favorite airline, particularly among Finnish passenger, emphasizes the importance of good quality customer service, cultural connection, and having small but memorable touches in the brand which can have a huge impact on brand loyalty. These findings provide significant and important insights for airlines, especially for Finnair, when developing their services and marketing strategies to answer to the growing needs and expectations of customers.

## 7 TRULY NORDIC: THE NEW BRAND EXPERIENCE CONCEPT

The Analysis chapter provides an excellent foundation for developing the new brand experience concept for Finnair. When the survey results are analyzed, key insights including comfort, uniqueness, the country-of-origin effect (COE), and innovative experiences were highlighted, which strongly shapes the new brand experiences development. Taking in consideration the survey findings and Finnair's brand code and design policies, the new concept primarily focuses on exploiting cultural branding, emphasizing Finnair's Nordic identity even more strongly. In addition, the new concept incorporates the literature research of uniqueness in the development of the experiences, as according to Shaw (2015, p.121), adding uniqueness helps the brand stand out in a competitive market and sustain its relevance, which is essentially important as it promotes the long-term success of a business (Coleman, 2018, p.1). Building on the key points outlined, the proposed brand experience concept for Finnair has been accordingly named "*Truly Nordic.*"

The "*Truly Nordic*" brand concept is organized into three main categories: In-Flight Experiences, Brand Awareness Events, and Advertisements. This structure is designed in a way that helps Finnair to connect with different audiences across various touchpoints, reaching both frequent travelers as well as new customers. Each brand experience supports and strengthens Finnair's unique Nordic identity, creating a consistent yet authentic presence that makes Finnair stand out from other airlines.

Leveraging the COE and cultural branding by highlighting Finnair's Finnish and Nordic roots helps the airline take advantage of the positive associations consumers have with Finland. By emphasizing the brand's Nordic roots, Finnair can establish a unique position in the market that will build trust and promote loyalty in customers. According to Fripp (2023), brands that emphasize their country of origin can differentiate themselves more effectively and build stronger consumer connections. This approach improves the perceived quality and desirability, making COE an effective tool for brands trying to influence customer choice and strengthen their market positioning. Finnair's authentic Nordic identity is a great asset that can help the brand resonate with a global audience while offering an experience that feels "*Truly Nordic.*"

Additionally, the new experience concepts are designed to require minimal capital investment yet improve brand relevance and customer engagement. This approach allows Finnair to

honor its cultural roots while positioning itself as a modern, innovative airline that stands out in the airline industry.

In summary, the “*Truly Nordic*” brand experience concept offers Finnair a refreshed brand image that puts its Nordic roots as the heart of the brand, which also works as powerful differentiating tool for the company. The concept also helps Finnair to strengthen its relevance, making it stand out from the competitors, and delivering a memorable, authentically Nordic experience for its passengers.

### **7.1 In-flight experiences**

The following in-flight experience concepts are designed to transform Finnair’s onboard environment into a relaxing, refreshing, and almost spa-like space, that concentrates on passenger comfort and delivering Finnair’s unique brand identity. These concepts focus on creating an even more Nordic atmosphere, incorporating elements of Finnish nature to bring calmness, freshness, and a unique in-flight atmosphere.

The main focus of these new experiences is to provide passengers with a fresh and relaxed feeling on board that creates a more peaceful travel experience. According to Leigh (2019), including “spa-like” elements that promote calmness and relaxation supports the research findings that suggest that wellness-oriented features can significantly improve the passenger experience on board. If an airline incorporates spa inspired elements, it can help them to improve in-flight comfort and refresh the brand image to better respond to the growing trend of wellness in travel.

Furthermore, Wavetec (2024) articulates that improving the customer experience can be highly beneficial for airlines, as it significantly helps in enhancing reputation and building customer loyalty, which are both essential for long-term success. By including these thoughtful elements that reflect Finnair’s Nordic roots, the new in-flight experiences aim to elevate the passenger journey, providing a unique, relaxing, and memorable experience that strengthens Finnair’s brand identity as fresh, harmonious, and Truly Nordic.

### 7.1.1 The Lingonberry Infused Water Station

The first in-flight experience proposes an innovative Lingonberry Infused Water Drink Station, demonstrated in Picture 7. AI created Lingonberry Infused Water Station (OpenAI, 2024e), to be integrated as a part of Finnair's on-board experience. The station would serve complimentary lingonberry infused water, offering passengers hydration and refreshment during their travel. As the station is designed to have a convenient location next to the restrooms, it will provide a refreshing drink at a perfect place in the plane where passengers typically wait for the bathroom or stretch their legs. This unique placement of the station brings a moment of comfort and convenience, and because of that, it merges seamlessly into passengers' already existing in-flight routines.



Picture 8. AI created Lingonberry Infused Water Station (OpenAI, 2024e).

In addition, The Drink Station concept complements the spa-like atmosphere, contributing to the serene and refreshing environment envisioned for Finnair, which aims at improving passengers' comfort and well-being. The infusion of lingonberry, a native berry of Finland (UPM Forest Life, n.d.), adds an authentic and unique touch of Finnair's roots and connection to Nordic culture. The drink is light, pleasant, and easy to enjoy, appealing to variety of different tastes, while aligning perfectly with Finnair's brand style, that follows very minimalistic and clean design, as explained by Tangerine (n.d.).

As the Drink Station is designed to work as an automated self-serve machine, it encourages passengers to pour themselves a healthy and refreshing drink while waiting or moving about,

making the station easily accessible and convenient. In addition, the Drink Station promotes hydration, which provides a health benefit that is particularly important during flights where low humidity can cause dehydration (Aerospace Medical Association (2013), as cited by Shortsleeve, 2016). In line with that, experts recommend eight ounces of water for every hour of flight (op.cit), making the Drink Station not only a unique innovation, but also a practical and necessary addition to the airplane. By using recyclable paper cups with the Finnair logo, the station also reinforces Finnair's sustainability commitment (Breaking Travel News, 2023), which was also a priority brought up in the conducted survey.

The Lingonberry Infused Drink Station is truly a unique innovation that has the potential to set Finnair apart from competitors by adding a memorable yet functional touch to the onboard experience. In addition, the concept directly responds to passengers' interest in unique experiences and aligns with Finnair's key values while at the same time maintains an exclusive Finnish identity. As drinking water might not be particularly promoted on flights, the station offers passenger a subtle yet meaningful prompt to stay hydrated, contributing to a more comfortable and enjoyable flight. Its accessibility and placement would be a useful addition especially to long-haul flights, which importance was also emphasized by Manner (2022), who stated that enhancing Finnair's long-haul flights' customer experience is one of the key focus areas in the company's future strategies.

The Drink Station is designed to be built with lightweight, possibly recycled materials, which supports the airline's weight restrictions and sustainability goals. To maintain a minimal impact on the overall weight of the plane, Finnair could consider for example reducing other onboard beverages, to balance the additional weight the station may introduce. The station is also designed with high safety measures, as all components will be securely mounted to the aircraft (cups stored on the front side of the machine, inside a covered cup dispenser) to prevent any safety risks during take-off, landing, and in cases of turbulence.

### **7.1.2 Lingonberry Infused Water Bottle**

To further build on the brand identity, Finnair could introduce lingonberry infused water in bottles, which would be available for purchase on flights and at airports. As presented in Picture 8. AI created Finnair Lingonberry Infused Water Bottle (OpenAI, 2024c), the bottles would include Finnair's signature colors and clean design, following on the success of Finnair's

popular blueberry juice, which has become a brand icon, as stated by Hobson (2024). Taking a different strategy, the bottled option could also be used as a low risk “test run”, that would allow Finnair to measure passengers interest before committing to the physical station. If the experiment would be successful, Finnair could even extend its off-flight presence and take the bottles in stores, reinforcing its identity through a unique, timeless, and memorable product that reflects Finland’s beautiful nature.



Picture 9. AI created Finnair Lingonberry Infused Water Bottle (OpenAI, 2024c).

The incorporation of the Lingonberry-Infused Water into Finnair’s brand offerings is an opportunity to improve brand loyalty and create something that helps Finnair differentiate from other brands. It showcases the beautiful and unique nature of Finland that works to further strengthen Finnair’s reputation as a “Truly Nordic” airline. The Finnair Lingonberry Infused Water could become an iconic Finnair experience that would perfectly merge with the existing Finnair beverages, further building the airline’s clean, fresh, and authentically Nordic identity. With the introduction of this concept, Finnair can also better meet the growing sustainability demands of passengers, and ultimately set a new standard for airline experience that combines convenience, comfort, and cultural originality.

### 7.1.3 Finnair Birch Leaf Tea

Building on the theme of relaxation and a spa-like atmosphere onboard, this proposal introduces *Finnair Birch Leaf Tea*, seen in Picture 9. AI created Finnair Birch leaf Tea (OpenAI, 2024b). According to Torrens (2023), tea is known for its stress-relieving and relaxation boosting properties, mainly due to the amino acid L-theanine, which promotes relaxation by

increasing alpha brain waves. Larson (2019) highlights that this effect leads to a calming sensation that can improve rest, making tea an ideal addition to a comfortable in-flight experience.



Picture 10. AI created Finnair Birch leaf Tea (OpenAI, 2024b).

What makes this concept unique, is the tea's key ingredient, birch leaf. According to Strauss Naturals (2021), birch leaves are rich in vitamins and have anti-inflammatory properties, making it perfect in addressing common in-flight discomforts, which include, as explained by Wilkinson (2023), for instance swelling of feet and legs. Since inflammation is a frequent issue for travelers, birch leaves are an ideal choice to increase passenger comfort. Since birch is Finland's national tree (Strauss Naturals, 2021), it is a perfect addition to Finnair's brand experience, as one of the airline's stated commitments is to incorporate Nordicness into the brand (Finnair, n.d.-a), offering a culturally resonant detail.

Finnair Birch Leaf Tea could be blended with other aromatic herbs to create a refreshing, flavorful drink that aligns with Finnair's new health-conscious and spa aspiring brand vision. Like the Lingonberry Infused Water, the tea is a unique, wellness promoting offering that supports the spa-inspired in-flight experience the new concept aims to establish. Additionally, the tea is practical and easy to implement without requiring significant modifications to cabin operations.

Concluding from the previous, the Finnair Birch Leaf Tea concept shows clear potential, and could become an iconic aspect of Finnair's service, promoting relaxation and even supporting better rest, especially on long-haul flights, which was stated as of high future focus of Finnair

(Manner, 2022). The tea's potential usage could extend beyond flights as well; it could be offered in supermarkets, improving brand recognition and allowing customers to enjoy the Finnair experience at home.

#### 7.1.4 Aromatherapy

The third concept designed to enhance Finnair's in-flight experience is *Aromatherapy*, which is designed to complement the spa-like ambiance created by the Lingonberry Infused Water and Birch Leaf Tea. Following the previously presented concepts, the Aromatherapy Experience also introduces elements of Finnish nature, offering a unique Nordic experience that indulges senses, and aligns with Finnair's commitment to honoring its Finnish heritage (Finnair, n.d.-a). With the introduction of subtle and nature inspired scents onboard, Finnair can enhance passenger comfort, which was one of the most mentioned in-flight preferences in the conducted airline survey. With this unique concept Finnair can also reinforce its brand identity and provide an upgraded in-flight experience that follows the envisioned Nordic identity.

Using authentic scents from the Nordic nature, such as pine, spruce, lingonberry, and juniper, the Aromatherapy experience creates a soothing and sensory indulging atmosphere, that further promotes the in-flight comfort. To avoid appearing too strong, the aromas are planned to be introduced through a few thoughtful items such as hand soaps, hot towels, and individually packaged sanitation wipes. This strategy ensures that the scents are present in a light, non-intrusive way, suitable even for passengers with fragrance sensitivities. The goal is to create a relaxing, refreshing ambiance where the scents are present in the most subtle and harmonious way. At its core, the Aromatherapy concept aims at transforming these natural scents into the "signature scent of Finnair," delivering a peaceful, Nordic-inspired atmosphere that will leave a lasting impression on passengers. Quite like the example presented earlier in the thesis, of Nestle Toll House, that greatly benefited from the marketing strategy that was able to create a brand experience that was not prevalent only during the brand interaction but also long after it (Bonderud, 2022).

Continuing more relevant business examples, other leading airlines have also effectively employed the concept of scent branding, showing its ability to elevate the passenger experience. For instance, Singapore Airlines uses a signature scent, Stefan Floridian Waters, to bring a feeling of calm and luxury in their cabin (Chang, 2018). This scent branding strategy

has contributed significantly to Singapore Airlines' brand recognition and customer satisfaction. By using a similar approach, Finnair can create a unique and distinct scent identity that differentiates the brand and improves the overall passenger experience to a whole new level.

The idea of using Nordic scents is designed to promote Finnair's connection to Finland, creating a sensory experience that travels passengers to the heart of Finnish nature. Using birch, spruce, and juniper, which are closely associated with Finland's forests, supports perfectly Finnair's brand values and offers international travelers different and special cultural experience. Since Finnair is Finland's national airline, it can reinforce its brand identity and form a unique value proposition by offering an almost holistic experience that takes passengers in the heart of Nordic forests through scent and other sensory stimulants introduced by the other proposed in-flight concepts.

Following on, the Aromatherapy concept can be extended beyond the in-flight experience. Finnair could offer a Finnair Aromatherapy Kit for purchase onboard, that would allow passengers to take home the harmonious scents they enjoyed during their flight. As illustrated in Picture 10. AI created Finnair Aromatherapy Kit (OpenAI, 2024a); this kit would include small bottles of essential oils inspired by the scents used in Finnair cabin. The packaging would be designed to be compact and travel-friendly, which would make it easy to put the kit in the carry-on bag and take it home or give as a gift to someone. Additionally, the idea could be extended to creating a premium version of the kit, adding for example a diffuser in the package made from recycled Finnish wood, emphasizing Finnair's commitment to sustainability (Breaking Travel News, 2023), and Nordic design. The kit could work as an excellent way to foster Finnair's brand loyalty by associating these scents with the relaxing Finnair experience, which would create positive memories for passengers that extend beyond the flight, like the phenomenon demonstrated in the Nestle Toll House example.



Picture 11. AI created Finnair Aromatherapy Kit (OpenAI, 2024a).

The concept is also designed with Finnair's sustainability goals in mind. Using for example natural and sustainably sourced materials for both the onboard scents and the packaging of the Aromatherapy Kit would appeal to environmentally conscious passengers. In addition, using recycled Finnish wood for the diffuser further strengthens Finnair's commitment to sustainability while enhancing the brand's Nordic image. The implementation of aromatherapy onboard is also fairly simple and cost-effective since it requires minimal investment and no significant changes to the cabin interior. As the concept is structured around portable and small everyday items (such as hand soaps and wipes) it ensures that the concept can be easily integrated into Finnair's existing on-board services.

Overall, the incorporation of aromatherapy offers a unique way to elevate Finnair's in-flight experience while promoting relaxation and supporting the envisioned identity. When adding carefully chosen Nordic scents, Finnair can create a serene, spa-like environment that at the same time aligns with its commitment to its Finnish roots. Using the success of scent branding demonstrated by Singapore Airlines (Chang, 2018), Finnair's aromatherapy experience would be both a functional addition and a strong differentiator in the market. The possible introduction of the Finnair Aromatherapy Kit would extend the brand's recognition, offering passengers a memorable, high-quality souvenir that makes them remember their travel with Finnair with scents that transports them in tranquil forests of Finland.

## 7.2 Finnair Brand Awareness Events

In addition to in-flight brand experiences, the Brand Awareness Events aim to broaden Finnair's brand recognition on ground, providing innovative experiences that engage people in new and unique ways. As the AIContentfy team (2023) explains, arranging brand events can create highly useful "buzz" around the brand, that works in generating excitement and attracting large amounts of attention. With major social media platforms like TikTok, brands can reach millions of viewers if they create compelling content that someone happens to record (Tsvetkova, 2023). In the light of that, the new Brand Awareness Events are designed to differentiate Finnair's brand in a way that supports its core identity, creating a Truly Nordic atmosphere that speaks the airline's personality and appeal.

The data from the conducted survey has been a significant factor in shaping these Brand Awareness Events, pointing out the strong interest in interactive brand experiences. One notable insight from the survey highlights an interest in virtual reality (VR) elements, such as 3D AI glasses, which could add a futuristic, thrilling feeling to the events. Saluja (2023) notes that incorporating AI features into brand events is a growing trend, which offers people attending the event memorable and engaging experiences. The use of augmented reality (AR) has also proven to be effective for other airlines, such as Emirates and Qatar Airways, who use AI to offer customers a view into their premium airplane cabins (Altexsoft, 2024). These innovations demonstrate the potential impact that brand events can hold in improving customer engagement and brand identity.

### 7.2.1 Nordic Seasonal Pop-up

The first Brand Awareness Event proposed is a Nordic Seasonal Pop-up, an idea that brilliantly promotes Finnair's new brand identity concept that focuses on showcasing its Nordic identity. The Nordic Seasonal Pop-up is designed to be a seasonal event arranged around Christmas time, titled as "Santa's Post Office". The idea of the concept is to host a Finnair pop-up event that aims to recreate the experience of Rovaniemi's Santa Claus Village, that would offer a unique chance for children (and adults) to write Christmas wish lists or letters to Santa Claus. Illustrated in Picture 11. AI created Santa's Post Office Pop-up (OpenAI, 2024g), the event stand would be designed with mailboxes where participants can drop their letters, and the pop-up would be marketed with the promise that Finnair will "fly" these letters to Rovaniemi, Finland, where Santa Claus home is (Santa Claus Village, n.d.). To cleverly

promote that, Finnair could use its role as ‘The Official Carrier of Santa Claus’ (Mols, 2022, p.38), to reinforce the impact of the message. When arranging this event abroad, in destinations like for example Los Angeles, would be able to give international families an exciting and interactive connection to Santa’s hometown, making the Nordic experience more accessible.



Picture 12. AI created Santa's Post Office Pop-up (OpenAI, 2024g).

The concept has the potential to create major excitement, particularly among children, who associate the holiday season with magic and joy (The Narratologist, 2024). Many kids in places like Los Angeles know Santa Claus lives in Finland but may have never had the chance to visit there themselves. Therefore, this event offers an exciting way for them to “write directly to Santa,” adding a memorable, magical touch to the season and the event. The idea of the concept would also be a perfect merge with Finnair’s already existing collaboration with the Santa Claus Foundation, that particularly focuses on bringing joy to children of the world, by doing different charity work (Mols, 2022, p. 38).

If the pop-up would be arranged in busy, family-friendly locations like a shopping mall (Ragland, 2023), it would have the potential attracting a lot of attention from families. During the holiday season, malls are full of families looking for festive activities, which would make it the ideal place to host this event. Although the pop-up would primarily be targeted at children, it would also engage families and older individuals who may enjoy the chance to write a letter to Santa Claus. The setup is designed to be visually beautiful with the incorporation of different Northern elements like snow and reindeer decorations, creating a festive atmosphere that creates an authentic Nordic feeling.

What makes this concept particularly effective is its potential to go beyond a simple promotion. Finnair could actually deliver the letters to Rovaniemi, promoting the feeling of authenticity, and creating an experience that feels truly meaningful. This idea would be both a clever promotion for Rovaniemi as one of Finnair's flying destinations and an opportunity to create engaging social media content. Finnair could for example encourage families to follow their social media channels, where they would share the videos of Santa reading the letters put in the mailboxes at the event. This marketing idea would highly boost Finnair's social media engagement and have the potential to attract many new followers. Creating a promotional video that captures the letters journey from the Santa's Post Office pop-up event to the letters "flying" to the Santa's Village in Rovaniemi, could even further boost Finnair's brand presence, resonating with the popularity of emotional advertising, which was highlighted in the survey results (23%) and showcased in Finnair's "100 Years" campaign that was a huge success (Hänninen, 2023).

Overall, the Santa's Post Office concept is a highly unique and culturally original idea that would attract significant attention and curiosity, particularly in a location like Los Angeles, where the Nordic elements and festivity would stand out. Furthermore, this concept holds the potential of making Finnair a public phenomenon of "The Truly Nordic Airline", that would create lasting impressions, and greatly improve Finnair's brand awareness.

### **7.2.2 VR Northern Lights brand event**

The second proposed Brand Awareness event is a VR Northern Lights Experience, inspired by Finnair's existing light effect on-board. As presented in Picture 12. AI created Northern Lights VR Event (OpenAI, 2024f), this cultural pop-up event offers people the unique opportunity to experience the Northern Lights in a Nordic themed setup, with a hut where people can go sit inside and immerse themselves in a breathtaking virtual reality experience using special VR headset. The concept would be a natural way to improve Finnair's brand engagement, as the majority (32%) of respondents in the survey selected the Northern Lights experience the most engaging of all.

The ideal location of this event would be in a busy indoor area like a shopping mall, where the pop-up is decorated with Nordic elements, inviting visitors of all ages to sit inside, put on the VR glasses, and be transported to a stunning display of the northern lights.



Picture 13. AI created Northern Lights VR Event (OpenAI, 2024f).

Furthermore, the experience supports the “Truly Nordic” brand concept as it emphasizes the Nordic aesthetic and centers around one of the most captivating natural wonders of the Northern region (Visit Lapland, 2020). If Finnair hosts this event in an international location, such as in the earlier mentioned Los Angeles, it will likely attract significant interest, as the northern lights are a fascinating phenomenon for people in places that don’t experience them.

The people attending the event could also be encouraged to share their experience and reactions to the virtual event on social media. This would help Finnair improve its visibility by creating a “wow” element that boosts the airline’s online presence. In addition, there’s a possibility to further develop the concept by offering for example virtual journeys to other destinations in Finnair’s network. The survey results revealed that respondents are highly interested in virtual travel to different countries and seeing well-known tourist sights, which would offer an opportunity to promote Finnair’s different flight destination. By using Finnair’s various destinations, the experience could create a memorable experience and build connection with the brand, while promoting its broad travel locations and inviting people to explore the world with Finnair.

### 7.3 Advertisements

The last part of the new Truly Nordic brand experience concept introduces a few advertisement ideas on how to market the new Nordic concept of Finnair. This part works as a connecting element that ties together the proposed experiences presented in the previous chapters and is designed to promote the vision of the new brand identity. It uses the data

analyzed from the survey as its base to give a good sense of what type of channels work best for different demographics and what kind of feeling people most resonate with advertising. The advertisements are also designed to honor the Nordic feeling that has been a prominent theme throughout the proposed concept plan, and by doing so, make sure they also are in line with Finnair's already existing brand code that focuses on delivering the message that Finnair is a classic, timeless airline (Finnair, n.d.-a), that aims at "bringing people together", a tagline used by the airline (Hänninen, 2023).

### **7.3.1 Santa's Post Office Ad**

The first advertisement concept leverages the Santa's Post Office Pop-up Event, turning it into a promotional video that captures the journey behind the magical experience. The video would begin with scenes of children excitedly writing their Christmas wish lists and letters at the pop-up event, guided by Finnair staff who explain how Santa Claus lives in Finland, Finnair's home country (Finnair, n.d.-b), and share that Finnair will "fly" their letters from Los Angeles all the way to Finland. This part would showcase the joy and wonder of the holiday season, and highlight the connections between the children, Santa, and Finnair's role in making this magical journey possible, also reinforcing Finnair brand message of "Bringing people together" (Hänninen, 2023).

The video would then follow the letters journey, showing Finnair carefully packing and flying them to Rovaniemi, Finland, with shots of Finland's stunning winter scenery. The following scenes would take viewers to Santa Claus Village, where Finnair's staff hands the letters to Santa himself. The video would end with Santa reading the letters, smiling with warmth and emotion. Finally, the last scene shows a fading clip into a landscape of snow and the northern lights, displaying the text, "Finnair – Connecting the World," tying together Finnair's brand message with the season's spirit. That would also be a great continuum of the airline's existing tagline, presented by Hänninen (2023), "Bringing people together".

With the use of calming, emotional Christmas music, the video would be designed to evoke feelings of warmth, inspiration, and holiday magic. Finnair could publish the video advertisements on television and YouTube throughout the holiday season, responding to the 30% of survey respondents who resonate with inspirational advertisements. The video would also have a strong emotional appeal, which 23% of respondents said they prefer, capturing

Christmas's joy and magical spirit while inspiring viewers in a subtle, subconscious way to travel and explore new places with Finnair.

This campaign would be a great extension of the Santa's Post Office event, which would provide Finnair with an opportunity to create a memorable and visually beautiful promotional video. The scene of children writing letters with excitement (believing that "Our letters will travel to the Arctic!") would deeply resonate with people, reinforcing Finnair's promise of "Connecting the World." Furthermore, the concept is a brilliant way to blend Finnair's Nordic elements of Santa Claus, Lapland, and snowy landscapes of Finland, while also promoting Rovaniemi as one of Finnair's flying destinations.

Additionally, Finnair could extend the campaign to street advertisements that display scenes from the video (shown in Picture 13. AI created Santa's Post Office Street Advertisement (OpenAI, 2024h), bringing attention to the pop-up event and creating a meaningful and resonant marketing during the holiday season. These street ads would aid in boosting the promotional video's message, creating a phenomenon of the concept that would live on in public spaces as well, thereby spreading a constant reminder of the ad's emotional impact. This joined strategy would create a huge social phenomenon, forming an image of Finnair as a brand that brings people together through heartwarming and meaningful connections, making this campaign potentially a huge success in Finnair's marketing.



Picture 14. AI created Santa's Post Office Street Advertisement (OpenAI, 2024h).

### 7.3.2 Truly Nordic

The final advertising proposal gives a closing touch to the concept of Finnair's *Truly Nordic* brand experience. This campaign would showcase Finnair's refreshed Nordic identity by highlighting the brand's new look that emphasizes on simplicity, timelessness, and relaxation. The design of these advertisements would be centered around a harmonious, spa-like feeling, with the use of Finnair's signature clean white and blue colors, to capture a sense of freshness and tranquility. In addition to promoting the new Truly Nordic identity, the campaign emphasizes comfort and relaxation, aligning with Finnair's commitment to providing a smooth and high-quality travel experience (Finnair, n.d.-a).

These ads would also incorporate other essential elements like water, symbolizing calm, purity, and renewal (CausalFunnel Inc, 2024), also referring to Finnair's new Lingonberry-infused water concept. In addition, Nordic nature elements like pine, birch, and lingonberry would also be used to reflect the new onboard amenities and reinforcing the brand's roots in Nordic nature and design, which can be seen from Picture 14. AI created Finnair Truly Nordic Advertisement (OpenAI, 2024d).



Picture 15. AI created Finnair Truly Nordic Advertisement (OpenAI, 2024d).

Each advertisement would carry the simple yet powerful slogan, "Truly Nordic," promoting Finnair's commitment to authenticity and connection to Nordic heritage (Finnair, n.d.-a). The headline is short, memorable, and captures the spirit of Finnair's refreshed identity. The thesis proposes that the Truly Nordic brand statement could become a central part of Finnair's

branding across all channels and touchpoints. It would be broadly used for instance in onboard elements, as well as in digital and physical advertisements.

To reach a diverse audience and ensure wide visibility, Finnair could launch the campaign in multiple platforms, including street and airport promotions, magazine and newspaper ads, and commercials in public transit vehicles like buses and trams. A consistent presence in high-traffic areas would maximize reach to different demographics, making it clear that this is the new face of Finnair. That would also respond to the findings of the survey, indicating that a mixed-media strategy is most beneficial to reach diverse target groups. Overall, the widespread campaign would not only be attention grabbing but also help people experience Finnair as a bridge to the calm, tranquility, and uniqueness of the Nordic.

## 8 CONCLUSION

This thesis explored how Finnair can boost customer satisfaction and profitability by creating unique, culturally inspired brand experiences that highlight its Nordic heritage. In today's competitive airline industry where brands struggle to differentiate (Shaw, 2015, p.122), Finnair's strong Nordic roots provide it with an exceptional opportunity to stand out. By embracing that identity and developing memorable, customer-centered experiences, the airline can build loyalty and improve its position in the market.

The thesis reveals that comfort, cultural resonance, and sustainability are key contributors in airline customer satisfaction, consequently offering Finnair a unique opportunity to address them by using its Nordic heritage in ways that feel authentic and different. Ideas like spa-inspired in-flight services, signature drinks like Lingonberry Infused Water, and subtle sensory addition such as aromatherapy create an experience that shifts Finnair from being only an air carrier, offering passengers a holistic experience that goes beyond simple transportation.

Furthermore, survey results highlighted how different groups value specific aspects of air travel. For example, younger passengers show a clear interest in innovation and visually engaging experiences, while older travelers prioritize comfort and convenience. These insights suggest that Finnair should adopt a personalized strategy, responding to the different needs of its customers. Sustainability also represented as a big concern, with many travelers hoping airlines to take conscious action. That offers Finnair a major opportunity to stand out with initiatives like reducing single-use plastics and investing in eco-friendly fuels, which would appeal to the growing amount of sustainably conscious customers.

The "Truly Nordic" brand concept proposed in this thesis focuses on strengthening Finnair's cultural identity while offering innovative and practical ideas. For example, innovative additions like spa-inspired onboard amenities, unique Nordic beverages, and Finnish nature inspired sensory experiences can set Finnair apart from competitors. These initiatives don't just align with customer expectations, they offer something truly unique that passengers can associate with Finnair. When extending these innovations into marketing efforts and even store offerings, such as bottled beverages or branded aromatherapy kits, it could increase Finnair's visibility and help the brand resonate even more strongly with travelers.

Communication is another important element in the proposed concept. For Finnair to effectively engage its audience, the company must leverage a mixed media approach, featuring both digital and traditional channels. When they focus on creating inspirational and informative messages that are thoughtfully customized at different age groups and cultural backgrounds, Finnair can enhance its brand's visibility and deepen its connection with its target audience.

In summary, this thesis shows that creating meaningful, memorable brand experiences can transform Finnair's relationship with its customers. By embracing its Nordic identity and focusing on sustainability, comfort, and innovation, Finnair can establish a unique position in the airline industry. The "Truly Nordic" concept provides a strategic plan for the airline to go beyond being just a carrier—it positions Finnair as a provider of unforgettable, unique experiences. With a commitment to the proposed ideas, Finnair can not only overcome industry challenges but also thrive as a leader in customer satisfaction and loyalty.

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## **APPENDICES**

### **Appendix 1. Example of creating one of the AI created pictures**

## Appendix 1. Example of creating one of the AI created pictures

Conversation with ChatGPT to create the picture seen below



Every line represents a new prompt given to ChatGBT

- Make a finnair advertisement that has elements of pine, juniper, birch, and lingonberries. make the ambiance serene. make the design and look clean, fresh, Nordic, and modern. Put also some elements of water. Make the main visual/the background of the advertisement (in the advertisement) a nordic forest. Then put Finnair's name in the middle, and underneath it a sentence "Truly Nordic"
- Make it a bit more modern. and then put create a street ad of that
- Make it more abstract
- Make the colors more like Finnair's. also add some elements of water
- Make the design of the street ad more simple, and have more nature elements
- make the advertisement more abstract
- Make the advertisement's visuals look more blended. give the design/look a bit of a spa vibe
- Make the advertisement look less busy. give it a plain light background, that looks like water that's surface just hit a drop. then put Finnair's name in the center of that where the drop hit. then put some lingonberry and pine elements there. also add "Truly Nordic" in the advertisement
- give it more color
- Make it have more color
- Not that much color
- Make the color theme more Finnair
- Make it more modern, and make the advertisement look almost like its done with a watercolor
- Make it more harmonious, clean, and fresh
- Create another version of that. also, put the advertisement look like its on a street
- Make the advertisement have more spa ambiance