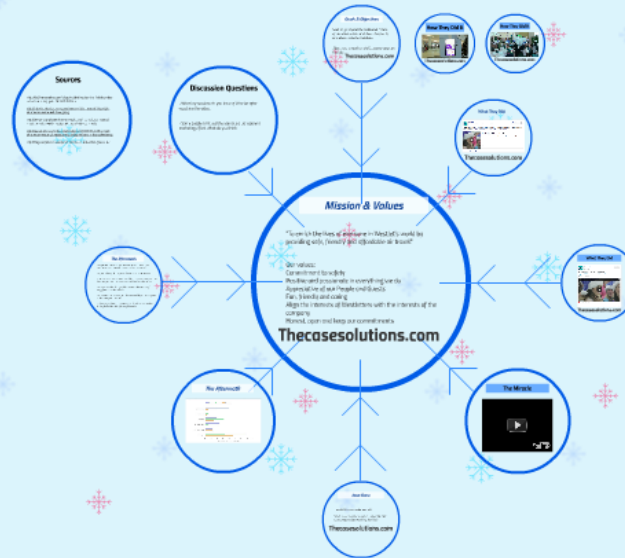
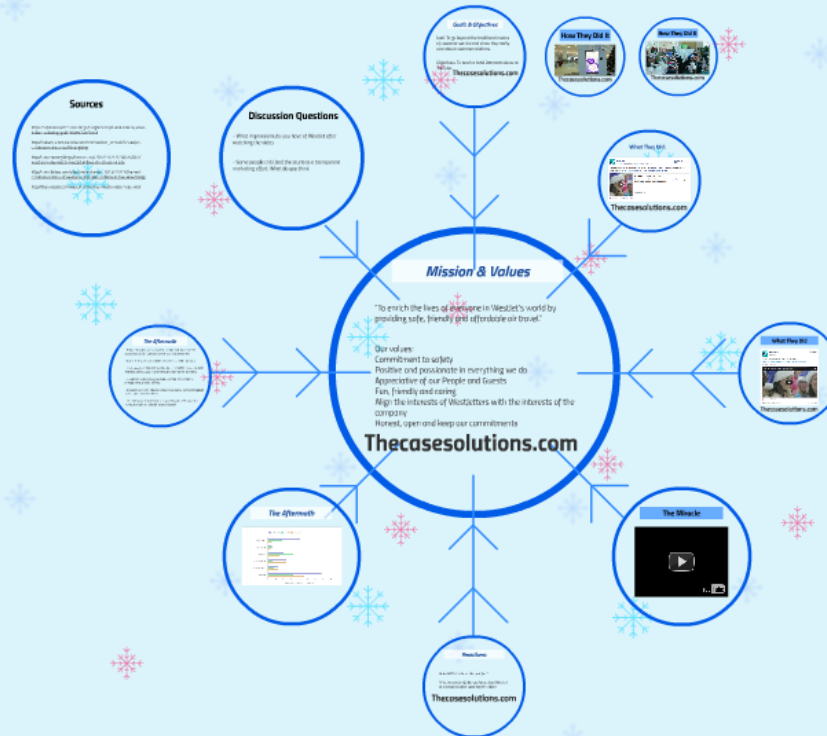


Jamie Kincade



TheCaseSolutions.com

Jamie Kincaide



TheCaseSolutions.com

Mission & Values

"To enrich the lives of everyone in WestJet's world by providing safe, friendly and affordable air travel."

Our values:

Commitment to safety

Positive and passionate in everything we do

Appreciative of our People and Guests

Fun, friendly and caring

Align the interests of WestJetters with the interests of the company

Honest, open and keep our commitments

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Goals & Objectives

Goal: To go beyond the traditional means of customer service and show they really care about customer relations.

Objectives: To reach a total 200,000 views on YouTube.

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How They Did It



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How They Did It



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What They Did:



A screenshot of a Facebook post from WestJet, dated December 9, 2013. The post features a video player with a play button icon. The video title is "WestJet Christmas Miracle" and the description reads: "Thanks to a team of merry WestJetters and the power of technology, we've learned that miracles really do happen." The post has 27,999 likes, 3,395 comments, and 11,545 shares. The WestJet logo and name are visible at the top left of the post, along with the text "Airline · 563,978 Likes · December 9, 2013 ·". A "Like Page" button is located at the top right of the post.

WestJet
Airline · 563,978 Likes · December 9, 2013 ·

Like Page

'Twas a night before Christmas and all across the land, the good folks at WestJet had a miracle planned: <http://bit.ly/wsXmasMiracle> #WestJetChristmas

WestJet Christmas Miracle
Thanks to a team of merry WestJetters and the power of technology, we've learned that miracles really do happen.

YOUTUBE.COM

27,999 3,395 11,545

Thecasesolutions.com

What They Did



WestJet 
@WestJet 

Christmas miracles really do happen.
fly.ws/WSCChristmasMir... #WestJetChristmas

8:31 AM - 9 Dec 2013

WestJet Christmas Miracle: real-time giving



YouTube @YouTube

298 RETWEETS 103 FAVORITES

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Reactions:

How did this video make you feel?

What impression(s) did you have about WestJet as a company after watching the video?

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