

TURKISH AIRLINES



*Doğukan SANER
Sinem YEKTEÜŞAKLARI
Yılmaz Kaan YILMAZ*



Turkish Airline Widen Your
World Case Solution

TheCaseSolutions.com



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About Turkish Airlines

- Establishment
- Purpose

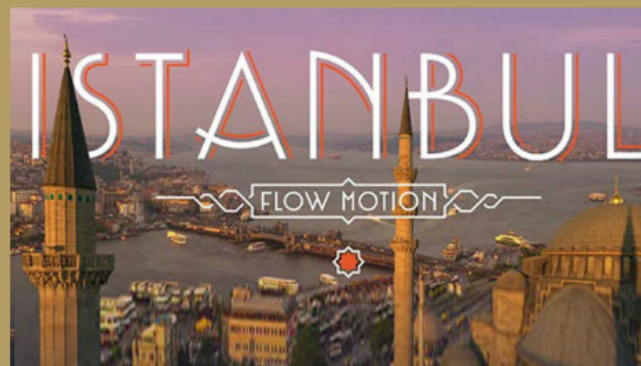


Stages

- Brand Promise
- Brand Positioning
- Planning
- Implementing
- Growing and Sustaining Brand Equity

Core Brand Associations

- Name
- Color
- Logo
- Istanbul
- Destinations



Brand Equity

- Honesty and Fair Dealing
- Customer Satisfaction
- Demonstrating Respect to
Individuals
- Innovation



Brand Mantra

- Comfort
- Confidential
- Quality



SWOT Analysis

- Strength
 - Global
- Weakness
 - Luggage
- Opportunity
 - Biggest Airline Company
- Threat
 - Terrorism