MKTG 7011 · ADVANCED TOPICS IN DIGITAL MARKETING

WESTJET

BRAND VOICE ANALYSIS

"HOW WESTJET SOUNDS NEXT TO AIR CANADA, PORTER AND FLAIR — AND HOW TO KEEP IT SOUNDING LIKE WESTJET."

Ryan Usher · Lawrence Kinlin School of Business, Fanshawe College · Dr. Todd Kanik · October 2026

EXECUTIVE SUMMARY

CONSISTENCY ISN'T BORING, IT'S WHAT BUILDS BRAND TRUST.

WHAT I FOUND

01 A one-of-a-kind voice on Instagram

Most casual, funniest voice of the four, and the highest engagement rate per post (0.40% vs 0.11–0.33%).

02 Its best content is Canadian to the core

Posts built on Canadian icons (Tim Hortons, the Blue Jays' Ernie Clement, '96 nostalgia) averaged 2,959 interactions vs 333 for travel-inspiration prompts.

03 The voice stops at the caption

Earned conversation is about flight status and delays, complaints sit under celebratory posts, and YouTube went silent for the whole month.

WHAT WESTJET SHOULD DO

01 Lead with Homegrown

Make Canadian people, partners and shorthand the hook of most posts; retire copy that fails the logo test.

02 Carry the welcome into the replies

Own the empty casual-but-serious tone: a reply playbook and a clear support route in the bio.

03 Restart YouTube with what already works

Cut the top Reels into bilingual Shorts — no new production needed to get off zero.

Sources: Awario Alert Comparison (Sep 3 – Oct 3, 2026); brand Instagram, YouTube and websites viewed Oct 3, 2026. Tone scores coded by the author.

SCOPE AND METHOD

TWO LENSES: HOW THE BRANDS SOUND, AND HOW THEY'RE HEARD.

WESTJET
FOCAL BRAND
Full-service, mid-market Canadian carrier

AIR CANADA
COMPETITOR
National flag carrier, dominant incumbent

PORTER
COMPETITOR
Premium-casual challenger

FLAIR
COMPETITOR
Ultra-low-cost carrier

LENS	WHAT IT ANSWERS	SOURCE	SAMPLE (SEP 3 – OCT 3, 2026)
Owned voice	How does each brand sound?	Brand Instagram posts, YouTube channels and homepages — collected and screenshotted directly	32 Instagram posts (WestJet 11, Air Canada 10, Porter 6, Flair 5) · 4 YouTube channels · 4 homepages
Earned perception	How is each brand heard?	Awario standard alerts on brand names, handles and hashtags	WestJet 830 · Air Canada 1.8K · Porter 232 · Flair 177 mentions

PLATFORMS

INSTAGRAM
Owned posts + earned mentions

YOUTUBE
Owned produced video

WEB
Homepages + earned web mentions

Change since the proposal: X and Reddit were replaced with Instagram and Web. YouTube stays. Awario returned no X, Facebook or Reddit mentions in this window, so the earned lens covers Web and Instagram.

Awario alert settings (WestJet): "WestJet", "West Jet", @WestJet, #WestJet, WestJet Vacations/Encore/News terms; excludes "general mills"; English + undefined language.

01

WHO GETS TALKED ABOUT, AND HOW.

LANDSCAPE

SHARE OF VOICE 01

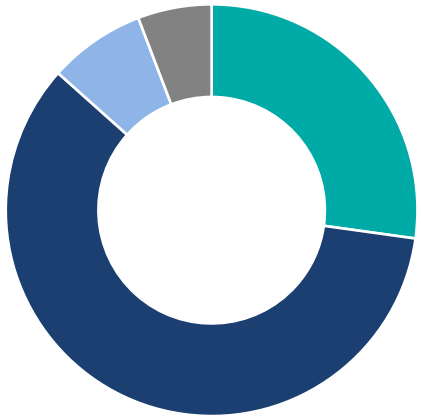
SENTIMENT 02

TOPIC CLOUDS 03

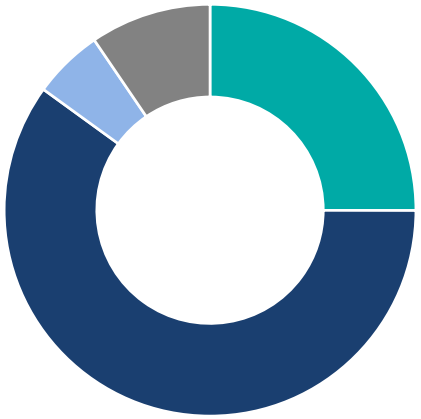
OWNED CHANNELS 04

AIR CANADA OWNS THE CONVERSATION

WESTJET HOLDS ABOUT ONE IN FOUR MENTIONS.

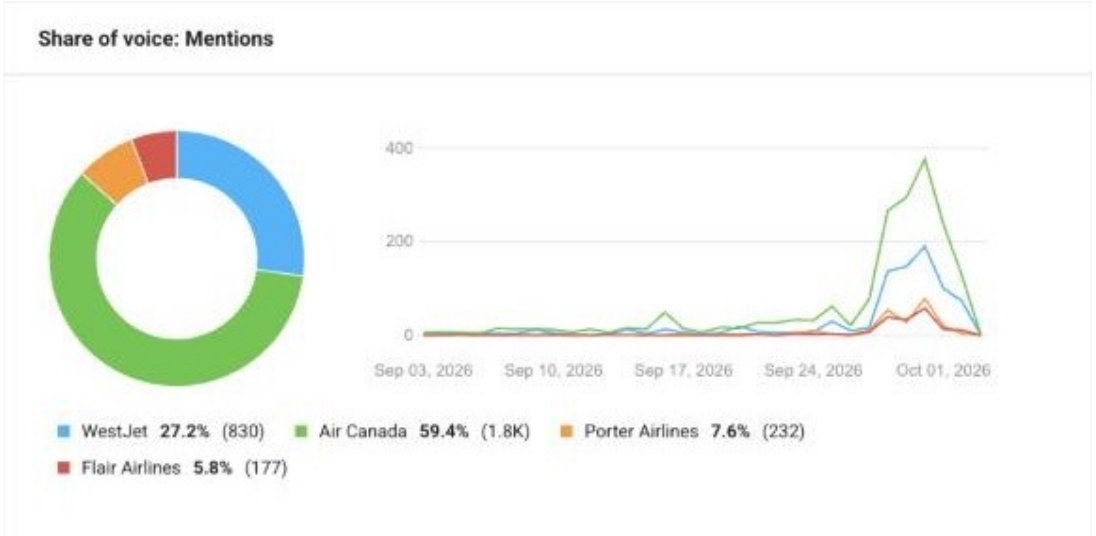


27.2% WESTJET BY MENTIONS



25.0% WESTJET BY REACH

	MENTIONS	SHARE	REACH	SHARE
WestJet	830	27.2%	30.7M	25.0%
Air Canada	1.8K	59.4%	73.4M	59.9%
Porter	232	7.6%	6.8M	5.5%
Flair	177	5.8%	11.7M	9.5%



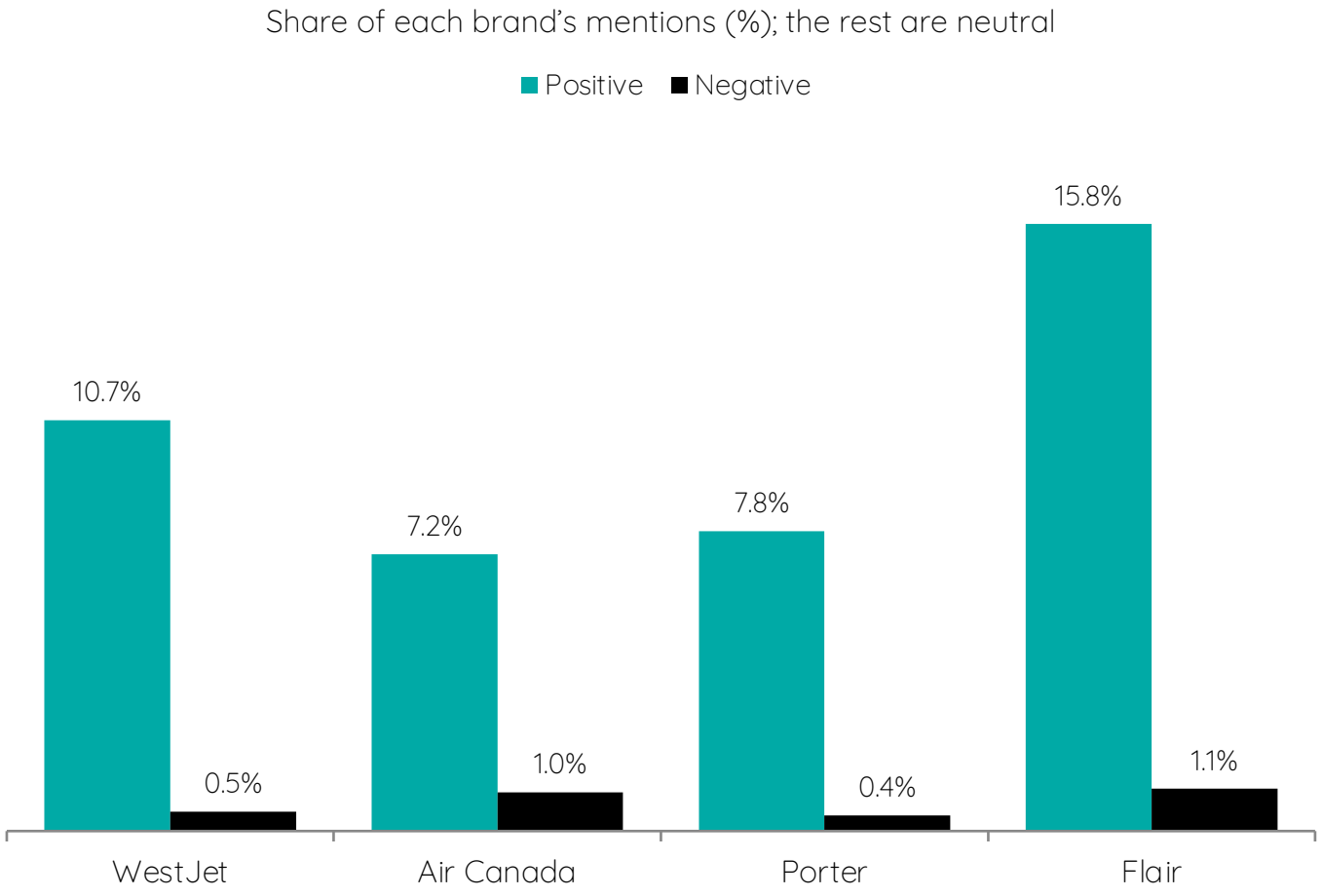
AWARIO VIEW — SHARE OF VOICE: MENTIONS, SEP 3 – OCT 3

WestJet's share is the same on both measures (27.2% of mentions, 25.0% of reach): no big-audience boost. Flair is the opposite — 5.8% of mentions but 9.5% of reach. WestJet's volume spiked Sep 28–29 around coverage of its flight-attendant strike deal.

Source: Awario, project "WestJet Brand Voice" — Alert Comparison report · Earned mentions · All sources returned (Web + Instagram) · Sep 3 – Oct 3, 2026

MENTIONS LEAN POSITIVE, BUT MOSTLY SAY NOTHING

NINE IN TEN WESTJET MENTIONS ARE NEUTRAL.



88.8%

OF WESTJET MENTIONS ARE NEUTRAL (737 OF 830)

89 : 4

POSITIVE TO NEGATIVE WESTJET MENTIONS

Flair has both the most positive and the most negative share. Treat these as a sample, not truth: automated sentiment misreads sarcasm, slang and short complaints.

Source: Awario, project "WestJet Brand Voice" — Alert Comparison report · Earned mentions · All sources returned (Web + Instagram) · Sep 3 – Oct 3, 2026

PEOPLE TALK ABOUT FLIGHTS, NOT PERSONALITY









WHAT THE CLOUDS SHARE

Logistics dominate

"flight status", "airport", "delay", "nonstop" and airport codes lead all four clouds.

No voice words

Nothing like "friendly", "fun" or "Canadian" appears for any brand.

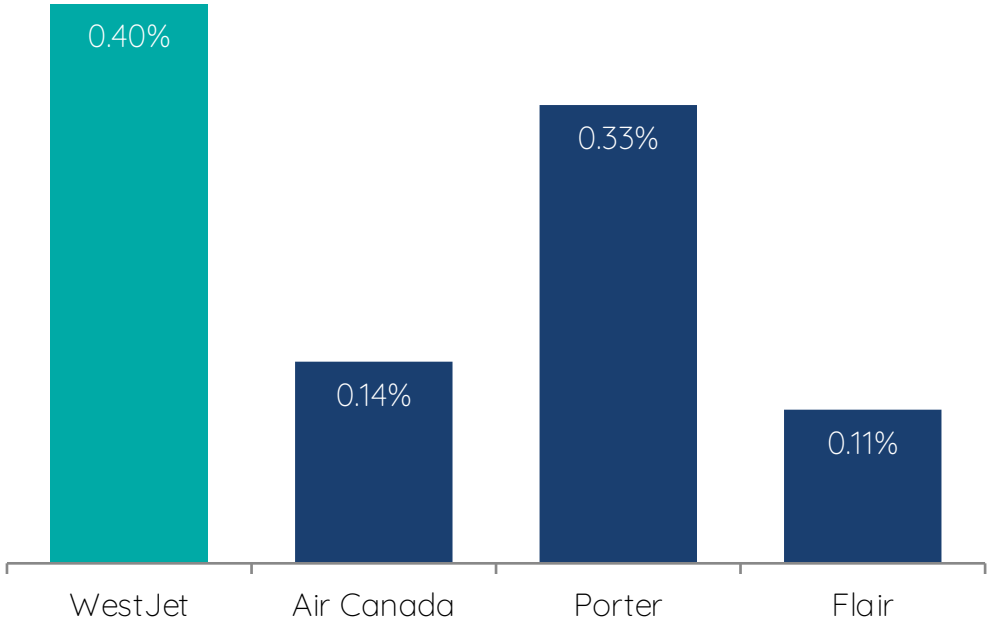
Some noise

"office", "head office" and "address" match call-centre listings in the feed (e.g. "Air Canada Corporate Office" posts with phone numbers).

Source: Awario, project "WestJet Brand Voice" — Alert Comparison report · Earned mentions · All sources returned (Web + Instagram) · Sep 3 – Oct 3, 2026 · Topic cloud widget, screenshotted

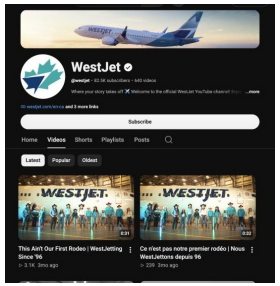
WESTJET OUT-ENGAGES ON INSTAGRAM, THEN GOES QUIET ON YOUTUBE

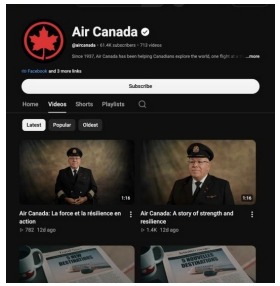
Instagram: avg. (likes + comments) ÷ followers, per post



BRAND	IG FOLLOWERS	IG POSTS*	YT SUBSCRIBERS	YT UPLOADS IN WINDOW	LAST YT UPLOAD
WestJet	295K	11	82.5K	**0**	Jul 3, 2026
Air Canada	1.2M	10	61.4K	6	Sep 21, 2026
Porter	216K	6	1.82K	0	Apr 7, 2025
Flair	101K	5	869	0	Feb 17, 2026

Air Canada was the only brand publishing on YouTube: two long-form videos and four Shorts, each released as an English/French pair. WestJet's last long-form video was Jul 3 and its last Short May 1 — even though WestJet's best-known voice moments are video.





WestJet and Air Canada YouTube channels, Oct 3, 2026

*Owned posts dated Sep 3 – Oct 3 among each profile's 12 most recent grid tiles (pinned and collab posts excluded). YouTube dates read from each video page.

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026

02

IF EACH AIRLINE WERE A PERSON, WHO WOULD IT BE?

VOICES

TONE MAP 01

WESTJET 02

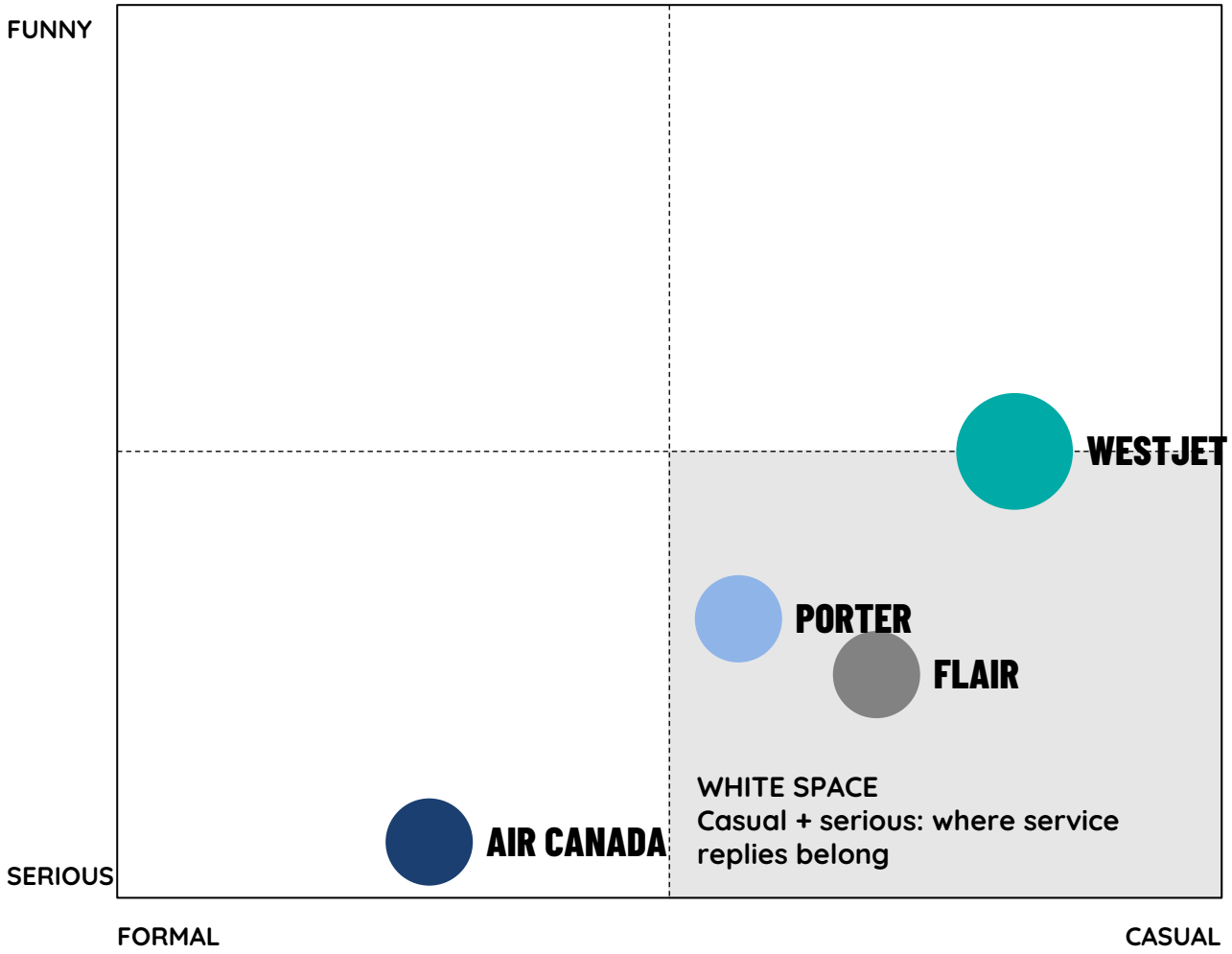
AIR CANADA 03

PORTER 04

FLAIR 05

WESTJET IS THE MOST CASUAL AND THE FUNNIEST

NOBODY IS CASUAL AND SERIOUS AT ONCE.



AVERAGE TONE SCORES (1–5)

	CASUAL	FUNNY	IRREVERENT	ENTHUSIASTIC
WestJet	4.3	3.0	1.8	4.1
Air Canada	2.1	1.3	1.0	3.0
Porter	3.3	2.3	1.4	3.8
Flair	3.8	2.0	1.9	3.4

WestJet owns the casual, funny corner. Flair and Porter are casual but rarely joke; Air Canada is formal and serious. The empty quadrant — casual but serious — is the tone WestJet needs when a guest is upset.

Method: 8 owned pieces per brand (Instagram, YouTube, homepage) scored on Nielsen Norman Group's four tone dimensions by the author; scores averaged. Plot uses the two most different dimensions.

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026 · Framework: Moran (2016), Nielsen Norman Group

WESTJET: HOMEGROWN, PLAYFUL, WELCOMING

01 HOMEGROWN

proud · Canadian · nostalgic · community-rooted

02 PLAYFUL

game-making · self-aware · curious · light

03 WELCOMING

hospitable · appreciative · inclusive · “we/you”

IF WESTJET WERE A PERSON

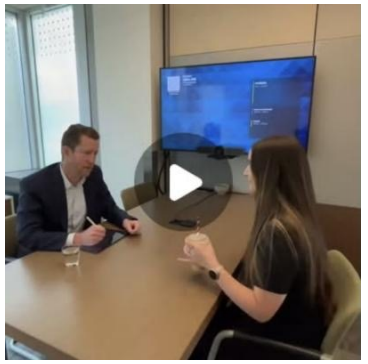
The hometown host at the neighbourhood barbecue: knows everyone, tells the dad joke, makes sure you’ve got a plate.



Instagram · Sep 9
Pager codes from 1996 with the Blue Jays’ Ernie Clement · 5,177 likes



Instagram · Sep 17
Tim Hortons Flight Roast partnership · 1,755 likes, 184 comments



Instagram · Sep 28
“Iced coffee or not, we’re glad you’re here.” · 534 likes

How it shows up: “WestJetting since ’96”, Canadian partners and athletes, aviation games (Avgeek bingo, airline ABCs), questions that end in “👇”, captions in English and French, and a 💙 sign-off. The same voice runs through the YouTube tagline and bio: “Where your story takes off.”

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026

AIR CANADA: STATELY, WORLDLY, PURPOSEFUL

01 **STATELY**

composed · formal · award-backed · national

02 **WORLDLY**

destination-led · culinary · aspirational

03 **PURPOSEFUL**

ceremonial · reflective · cause-driven

IF AIR CANADA WERE A PERSON

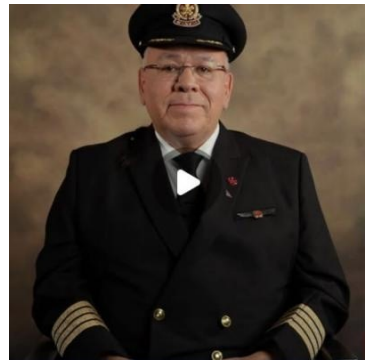
The ambassador at a state dinner: polished, well-travelled, never cracks a joke in public.



Instagram · Sep 25
"Welcome to Team Air Canada, @nsuzuki_37" · 8,219 likes



Instagram · Sep 24
"Welcome to one of the highest capital cities in the world" · 2,310 likes



Instagram · Sep 21
"Reconciliation begins with understanding" · 2,138 likes

How it shows up: bio line "Canada's flag carrier", "Voted Best Airline in North America" on the homepage, full-sentence captions with an EN/FR version of every post, and YouTube titles like "A story of strength and resilience". Support is routed away from Instagram: "Support/Soutien: Facebook and/et X".

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026

PORTER: CHARMING, POLISHED, PROUD

01 **CHARMING**

mascot-led · whimsical · detail-obsessed

02 **POLISHED**

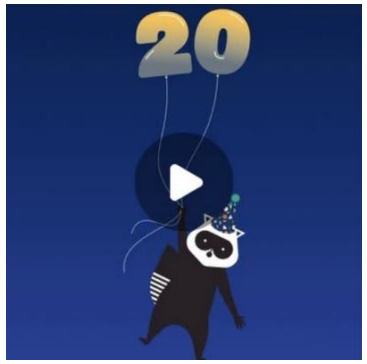
premium-economy · award-citing · refined

03 **PROUD**

celebratory · milestone-driven · fan-rewarding

IF PORTER WERE A PERSON

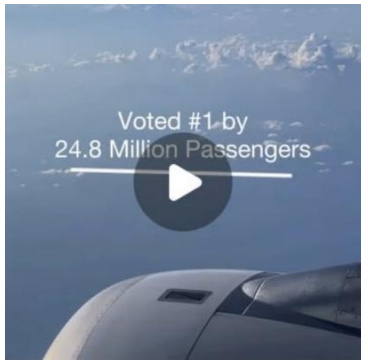
The boutique-hotel concierge with a raccoon pin on the lapel: impeccable service, with a wink.



Instagram · Oct 1
"We're turning 20 this month and we've got big plans!" · 1,158 likes



Instagram · Sep 28
Puzzle: "help Mr. Porter navigate the maze" · 163 likes



Instagram · Sep 25
Best Regional Airline in North America, third year · 371 likes

How it shows up: bio "Canada's most loved airline", the Mr. Porter raccoon on the homepage and YouTube avatar, "The Little Things" blind-box collectibles, and Skytrax awards. Closest to WestJet on playfulness, but the humour is mascot-driven and premium-framed.

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026

FLAIR: PUNCHY, THRIFTY, SCRAPPY

01 **PUNCHY**

five-word hooks · slang · meme formats

02 **THRIFTY**

route-led · fare-led · “book smart”

03 **SCRAPPY**

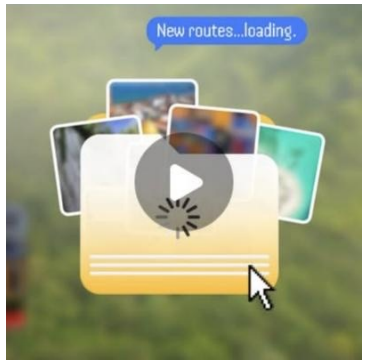
grassroots · community events · underdog

IF FLAIR WERE A PERSON

The friend who texts you a seat sale at midnight: “Toronto this weekend? Say less.”



Instagram · Sep 21
“Toronto this weekend? Say less.” · 63 likes



Instagram · Sep 16
“Guess where we’re flying next 👀 Wrong answers only.” · 81 likes



Instagram · Sep 17
“Winter just got a whole lot warmer” + 3 new routes · 68 likes

How it shows up: homepage “BOOK SMART. SAVE MORE.” and “A new route just dropped!”, route lists with dates and frequencies, and sponsored runs (Movember, Edmonton Family 5K). Lowest engagement of the four, and no YouTube upload since Feb 17, 2026.

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026

03

"

EVERY BRAND CHOICE REFLECTS WHAT YOU STAND FOR.

VOICE CHARTS

WESTJET	01
AIR CANADA (OBSERVED)	02
PORTER (OBSERVED)	03
FLAIR (OBSERVED)	04

WESTJET VOICE CHART

TARGET VOICE: THE REFERENCE FOR EVERY WRITER.

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Homegrown	We're proudly Canadian and rooted in the communities we've flown since '96.	• Anchor posts in Canadian people, partners and shorthand (Tims, the Jays, toques) • Credit causes and communities by name (Hope Air) • Publish English and French together	• Post destination copy any airline could run • Say "Canadian" as a slogan with no real person, place or partner • Lead social captions with points promos
Playful	We make flying fun to talk about, and we're in on the joke.	• Turn aviation into games: bingo, codes, quizzes • End with a question or a 👇 prompt • Use light, self-aware humour ("harder than they make it look 😅")	• Joke about delays, cancellations or refunds • Pile on slang like "say less" (Flair's lane) • Punch down at guests or competitors
Secondary: cheeky, not snarky	Our humour pokes at how dull travel can feel, never at the guest.	• Laugh at ourselves and at flying quirks	• Use sarcasm or irony in replies or with an upset guest
Welcoming	We talk like hosts: we thank you, include you and make you feel expected.	• Write in "we" and "you"; say thank you • Sign off with 💙 • Reply to complaints with a first name and a clear next step	• Leave complaints unanswered under celebratory posts • Sound like a terms-and-conditions page • Use "We apologize for any inconvenience"

Built from the owned WestJet sample (Instagram, YouTube, westjet.com), Sep 3 – Oct 3, 2026 · Format: Heald (2022), Content Marketing Institute

AIR CANADA VOICE CHART (OBSERVED)

WHAT THE FLAG CARRIER ACTUALLY DOES.

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Stately	We speak as Canada's flag carrier, with the honours to prove it.	• Cite scale and awards ("Best Airline in North America", "180+ destinations") • Write full, formal sentences • Post every message in English and French	• Use slang or meme formats • Make the brand the butt of a joke
Worldly	We present the world as a place worth tasting and seeing.	• Tell destination stories (Quito, Martinique) • Lean on culinary authority (Best New Restaurants)	• Lead with price on social • Use throwaway, generic travel copy
Purposeful	We mark the moments that matter to the country.	• Give airtime to reconciliation, the Air Canada Foundation and Team Air Canada athletes	• Treat serious themes lightly • Handle customer support in the brand feed (routed to Facebook and X)

Observed from @aircanada Instagram (Sep 14 – Oct 2), YouTube @aircanada and aircanada.com, viewed Oct 3, 2026

PORTER VOICE CHART (OBSERVED)

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Charming	We sweat the little things and let Mr. Porter carry the personality.	• Feature the raccoon mascot in games, art and merch • Use whimsical product drops ("The Little Things" blind boxes)	• Use generic stock imagery • Let the humour get loud or edgy
Polished	We're premium economy, and we say so.	• Cite Skytrax awards and "Canada's most loved airline" • Show the product: new aircraft, new airport, loyalty partners	• Shout about discounts • Use slang
Proud	We celebrate milestones with the people who fly us.	• Build event moments ("turning 20 this month") • Reward fans with surprises 👀🎉	• Let milestones pass quietly

Observed from @porterairlines Instagram (Sep 23 – Oct 1, plus pinned Aug posts), YouTube @PorterAirlines and flyporter.com, viewed Oct 3, 2026

FLAIR VOICE CHART (OBSERVED)

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Punchy	We say it in five words or fewer.	• Use slang hooks: "Say less.", "A new route just dropped!" • Use meme formats ("Wrong answers only")	• Write long paragraphs • Sound corporate
Thrifty	We lead with where you can go and what you'll save.	• List routes with start dates and weekly frequency • Push direct booking: "Book smart. Save more."	• Use luxury or premium cues • Tell slow destination stories
Scrappy	We show up at the start line in the communities we serve.	• Sponsor runs and charities (Movember, Family 5K, CMAT) • Thank runners and volunteers by city	• Use polished, big-budget production

Observed from @flairairlines Instagram (Sep 16 – Sep 25, plus pinned posts), YouTube @FlairAirlinesCanada and flyflair.com, viewed Oct 3, 2026

04

GREAT BRANDING STARTS WITH PURPOSE AND STAYS WITH STRUCTURE.

PUT IT TO WORK

GAPS AND OPPORTUNITIES 01

FOUR MOVES 02

CONTENT THAT HITS THE MARK 03

REVISIONS IN ACTION 04

ROLLOUT AND MEASUREMENT 05

WHERE THE VOICE BREAKS DOWN

FOUR GAPS, EACH BACKED BY DATA.

OWNED VS. EARNED

The feed is playful; the conversation is logistics.

Topic clouds are led by flight status, airport and delay. 88.8% of WestJet mentions are neutral.

THE COMMENTS

Welcoming in the caption, silent underneath.

5 of the 11 comments shown on the Sep 29 Haul for Hope post are complaints (refunds, expiring credits, unanswered messages).

LOGO TEST

3 of 11 WestJet posts could be any airline's.

Travel-inspiration prompts (food, fall list, Dominican) averaged 333 interactions vs 2,959 for Canadian-icon posts.

YOUTUBE

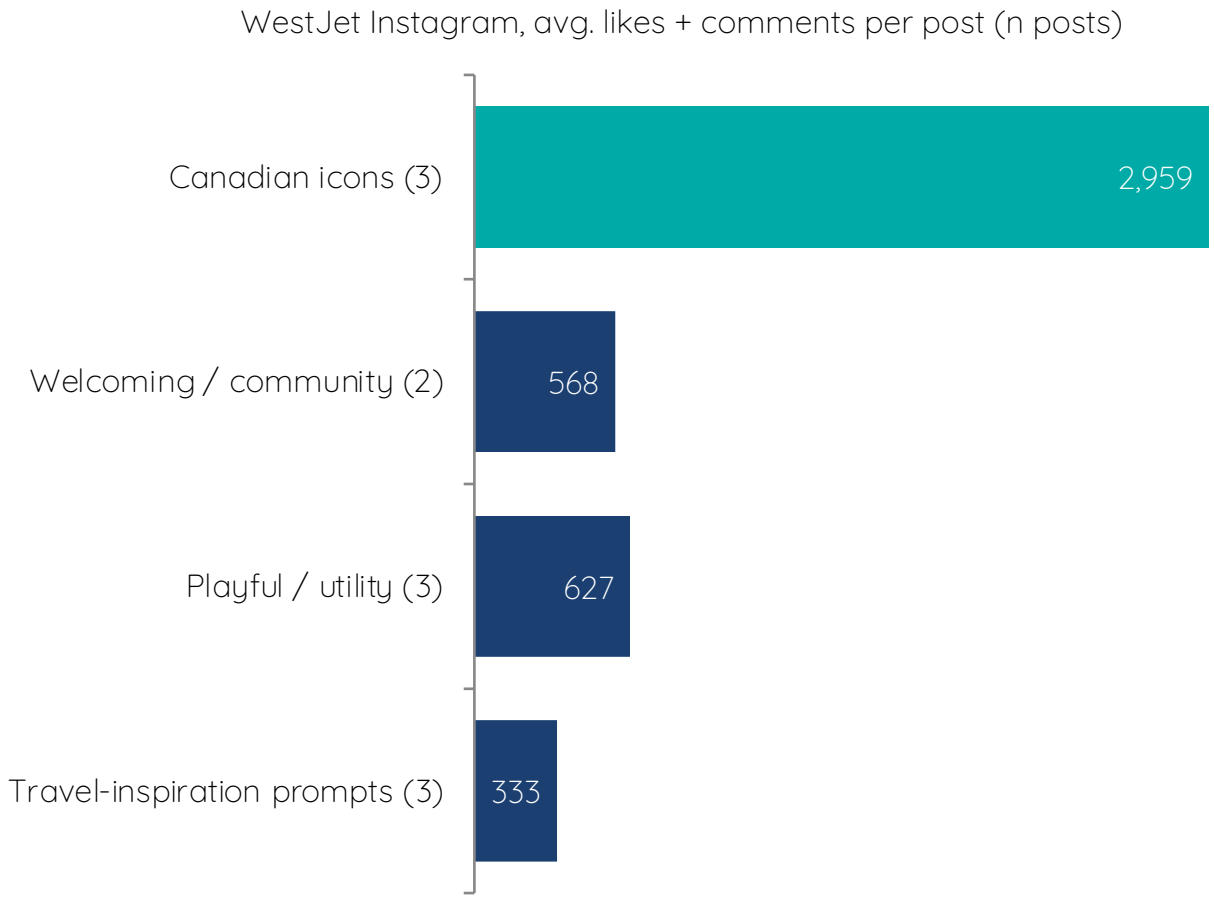
The channel built for WestJet's best stories is idle.

0 uploads in the window vs 6 for Air Canada. Porter and Flair are also dormant: open white space.

Sources: Awario Alert Comparison + Mention Statistics (Sep 3 – Oct 3, 2026); @westjet Instagram post of Sep 29, 2026 (comments as shown logged-out, Oct 3); YouTube channel pages

CANADIAN-ICON POSTS EARN ABOUT 9× TRAVEL-INSPIRATION POSTS

THE HOMEGROWN TRAIT IS THE PERFORMANCE TRAIT.



CANADIAN ICONS

Pager codes w/ Ernie Clement (5,266) · Tim Hortons Flight Roast (1,939) · Seatbelt demo w/ Ernie Clement (1,673)

WELCOMING / COMMUNITY

Iced coffee “glad you’re here” (582) · Haul for Hope (554)

PLAYFUL / UTILITY

Airline ABCs (654) · Carry-on explainer (649) · Avgeek bingo (579)

TRAVEL-INSPIRATION PROMPTS

Dominican (480) · Food motivator (283) · Fall experiences (237)

Even without the pager outlier, the two other Canadian-icon posts averaged 1,806 — about 5× the travel-inspiration posts. Small sample: a direction to test, not a law.

Source: @westjet Instagram, 11 owned posts dated Sep 8 – Sep 29, 2026 (likes + comments as displayed Oct 3, 2026) · Owned voice · Categories coded by the author

FOUR MOVES FOR WESTJET

KEEP THE VOICE. EXTEND WHERE IT REACHES.

01	**LEAD WITH HOMEGROWN**	Build two of every three posts on a Canadian person, partner, place or ritual. Every post must pass the logo test before it ships.	Evidence: ~9× interactions vs travel-inspiration posts
02	**CARRY THE WELCOME INTO THE REPLIES**	Adopt a casual-but-serious service tone, reply to complaints under brand posts with a first name and next step, and add a support route to the Instagram bio, as Air Canada and Porter do.	Evidence: 5 of 11 visible comments are complaints; empty quadrant on tone map
03	**RESTART YOUTUBE FROM THE REELS**	Re-cut the top Reels (pager codes, seatbelt demo) as bilingual Shorts — matching Air Canada's EN/FR pairing — and resume a monthly long-form story.	Evidence: 0 uploads in window; last Short May 1
04	**MAKE THE CHART THE TEAM'S TOOL**	One-page voice card, an AI writing prompt loaded with the chart, and a pre-publish checklist for staff and agencies.	Evidence: CMI method; consistency across creators

Sources: Awario (Sep 3 – Oct 3, 2026); brand Instagram, YouTube and websites (viewed Oct 3, 2026); Heald (2022) and Heald (2024), Content Marketing Institute

CONTENT THAT HITS THE MARK

ALREADY ON VOICE, DO MORE OF THIS.



PAGER CODES FROM 1996

Instagram Reel · Sep 9 · 5,177 likes

CHART ROWS IT DEMONSTRATES

Homegrown: “WestJetting since ’96” + a Blue Jay

Playful: aviation and nostalgia turned into a game

Ends with a question: “How many were you able to figure out?”



SEATBELT DEMO SWAP

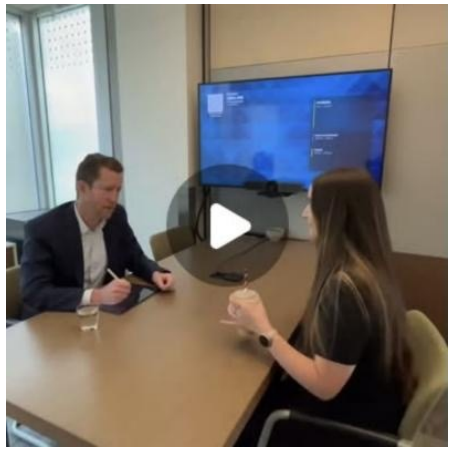
Instagram Reel · Sep 19 · 1,649 likes

CHART ROWS IT DEMONSTRATES

Homegrown: Ernie Clement + flight attendant Mathieu

Cheeky, not snarky: “harder than they make them look 😅”

The joke is on the job, never the guest



“WE’RE GLAD YOU’RE HERE”

Instagram Reel · Sep 28 · 534 likes

CHART ROWS IT DEMONSTRATES

Welcoming: host language, “we/you”

Bilingual caption, 💙 sign-off

Warm without a sales ask

Source: brand-owned Instagram, YouTube and websites, viewed Oct 3, 2026 · Owned voice · Posts dated Sep 3 – Oct 3, 2026 · @westjet Instagram

REVISION 1: GIVE A GENERIC POST A WESTJET HOOK

SAME FACTS, NEW VOICE.

BEFORE · INSTAGRAM, SEP 15, 2026 · 371 LIKES



Have you been to the Dominican? 🇩🇴✨
Think sunshine, culture, coffee, chocolate, and adventure around every corner. 🌴☕
#TravelTuesday #WestJet
#TravelInspo

AFTER · PROPOSED REWRITE

Swap the morning double-double for Dominican coffee? ☕🇩🇴
Sunshine, culture, chocolate and adventure around every corner — and we'd love to get you there.
Who's the first person you'd bring? 👇💙
#TravelTuesday #WestJet
(French version mirrors the English, as in the original.)

WHAT CHANGED, AND WHICH CHART ROW IT FOLLOWS

1. Homegrown: opens on Canadian shorthand (the double-double) so the post passes the logo test.
2. Facts unchanged: sunshine, culture, coffee, chocolate, adventure.
3. Welcoming: host line "we'd love to get you there" and the 💙 sign-off.
4. Playful: ends with a question and 👇 to invite replies.

Original: @westjet Instagram post, Sep 15, 2026 (caption as published) · Rewrite: proposed by the author against the WestJet voice chart

REVISION 2: LEAD WITH THE CANADIAN HALF OF THE LIST

THEIR LIST WAS ALREADY HOMEGROWN.

BEFORE · INSTAGRAM, SEP 22, 2026 · 195 LIKES



What are the best fall experiences to do at least once? 🍁
✓ Walk through Old Québec ✓ Drive the Cabot Trail ✓ Chase fall colours in the Scottish Highlands ✓ See Banff's golden larches ✓ Wander beneath Seoul and Tokyo's famous ginkgo trees ✓ Visit a pumpkin patch in the Fraser Valley ✓ Go apple picking in the Okanagan
✨ Save this for future trip planning.

AFTER · PROPOSED REWRITE

Fall in Canada hits different 🍁 Our once-in-a-lifetime list:
✓ Walk through Old Québec ✓ Drive the Cabot Trail ✓ See Banff's golden larches ✓ Pumpkin patch in the Fraser Valley ✓ Apple picking in the Okanagan
Going further? The Scottish Highlands and Seoul and Tokyo's ginkgo trees. ✈️
What's the fall tradition from your hometown we missed? 👇

WHAT CHANGED, AND WHICH CHART ROW IT FOLLOWS

1. Homegrown: Canadian stops lead; international ones follow as "going further".
2. Facts unchanged: same seven experiences, same places.
3. Welcoming: "our" list and "your hometown" put WestJet and the guest side by side.
4. Playful: swaps the passive "Save this" for a question that invites stories.

Original: @westjet Instagram post, Sep 22, 2026 (English caption as published; hashtags omitted) · Rewrite: proposed by the author against the WestJet voice chart

TONE FLEX: THE SAME VOICE WHEN A GUEST IS UPSET

CASUAL, BUT SERIOUS.

BEFORE · COMMENT ON @WESTJET, SEP 29, 2026



Usernames hidden.

No public reply was visible when viewed logged-out on Oct 3.

PROPOSED REPLY TEMPLATE

We're really sorry. Six weeks without an answer isn't the welcome we promise, especially with a wedding on the line. Please send us a DM with your booking reference and we'll track down your refund request and update you directly. — [First name], WestJet social team 💙

WHAT CHANGED, AND WHICH CHART ROW IT FOLLOWS

1. Tone dial: humour goes to zero, casual stays. Plain words, no corporate apology.
2. Welcoming: owns the gap against the brand promise, names a real person.
3. Clear next step moves the case to DMs, keeping personal details private.
4. No promise ops can't keep: commits to tracking and updating, not to an outcome.

Comment: @westjet Instagram post of Sep 29, 2026, viewed logged-out Oct 3, 2026 · Reply: template proposed by the author · Visibility of replies may differ when logged in

ROLLOUT: 90 DAYS TO A SHARED VOICE

OWNER: WESTJET SOCIAL MEDIA LEAD.

DAYS 1–30 LAUNCH	DAYS 31–60 EMBED	DAYS 61–90 EXTEND
60-minute walkthrough for social, care and agency teams: the chart plus the three revisions	AI writing prompt preloaded with the voice chart and the “hits the mark” examples; humans still approve	Re-cut top Reels into bilingual YouTube Shorts; schedule one long-form story a month
One-page voice card pinned in every brief and content tool	Pre-publish checklist on every post	First monthly Awario check against the baseline
Add a support route to the Instagram bio	Reply playbook: three complaint templates in the casual-but-serious tone	Quarterly chart review: revise only with evidence

PRE-PUBLISH CHECKLIST

① Would anyone know it’s WestJet without the logo? ② Is there a Canadian person, partner, place or ritual? ③ Does it invite a reply? ④ Is the joke on flying or on us, never the guest? ⑤ English and French? ⑥ If it’s a complaint: first name + next step?

Rollout steps adapted from Heald (2022) and Heald (2024), Content Marketing Institute

MEASURING SUCCESS

BASELINE IS THIS STUDY'S WINDOW.

KPI	BASELINE (SEP 3 – OCT 3, 2026)	DIRECTION	SOURCE · CADENCE
Positive share of mentions	**10.7%**	Up	Awario Mention Statistics · monthly
Negative share of mentions (manually checked)	**0.5%**	Hold or down	Awario + manual check · monthly
Share of voice vs Air Canada (mentions / reach)	**27.2% / 25.0%**	Close the gap	Awario Alert Comparison · monthly
Instagram engagement per post	**0.40%**	Hold while shifting mix to Homegrown	Instagram insights · monthly
Posts passing the logo test	**8 of 11**	All	Checklist audit · monthly
YouTube uploads in a month	**0**	Bilingual Shorts every month	YouTube Studio · monthly
Complaints under brand posts with a public reply	**Audit needed**	Up	Manual comment audit · monthly

Baselines: Awario Alert Comparison + Mention Statistics; @westjet Instagram (11 posts) and YouTube, Sep 3 – Oct 3, 2026 · Logo-test count coded by the author

LIMITATIONS

WHAT THIS DATA CAN AND CAN'T SAY.

PLATFORM COVERAGE

Awario returned only Web and Instagram mentions (0 from X, Facebook, Reddit). YouTube was analysed from the channels directly, not from listening data.

SENTIMENT ACCURACY

88.8% of WestJet mentions were scored neutral; automated scoring misses sarcasm and short complaints. Treated as directional.

NOISE AND LOCATION

Clouds include call-centre listings ("office", "address"). Only 15 located WestJet mentions were from Canada, versus 206 from the US.

SAMPLE AND WINDOW

One month; 32 owned Instagram posts from each profile's latest 12 tiles. Engagement counts as displayed on Oct 3, 2026.

SINGLE CODER

Tone scores, trait categories and the logo test were coded by one person. A second coder would strengthen them.

LOGGED-OUT VIEW

Instagram comments and replies were read without logging in; some replies may not be visible that way.

Sources: Awario Alert Comparison + Mention Statistics, Sep 3 – Oct 3, 2026; brand-owned channels viewed Oct 3, 2026

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"CONSISTENCY ISN'T BORING, IT'S WHAT BUILDS BRAND TRUST."

THANK YOU

Ryan Usher · MKTG 7011 · Dr. Todd Kanik · October 2026