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Jetbird prepares for September launch with StrategicFusion

StrategicFusion, a Holborn-based consultancy firm, has introduced a new brand positioning campaign for JetBird, a start-up jet company that will launch in September.

Jetbird is a private jet service based in the pan-European. It says that it will bring “the benefits of business jet travel to customers whose time is valuable but for whom the costs of such journeys has previously been prohibitive.”

StrategicFusion was selected by Jetbird to create its brand definition, language, and visual identity.

A key part of the project was research, which covered information about Jetbird’s management team, commercial airlines, business travelers, owners, etc.

The consultancy firm also conducted competitive analysis.

With the obtained data, the brand was developed, from the external livery of the planes to the trademark ‘Jetbird’ font.

“Jetbird identified a gap in the business jet market, and developed a robust business model with which to tackle it,” said Stephen Rogers, managing director from StrategicFusion. “StrategicFusion’s input needed to reflect both the dynamic and innovative nature of the company, as well as its commercial credentials and market differential.”

Jetbird has a unique offering to the market with Very Light Jets (VJLs), a new class of business aircrafts that are more cost-effective to manufacture compared to traditional models.