



**How to make
better social
for brands
and people ←**

**Our world
has changed**

**Which is both
terrifying and thrilling**

 Human
truth

**Humans thrive
through social and
emotional connection**



 Brand truth

Brands need
emotional connection
to be relevant and grow

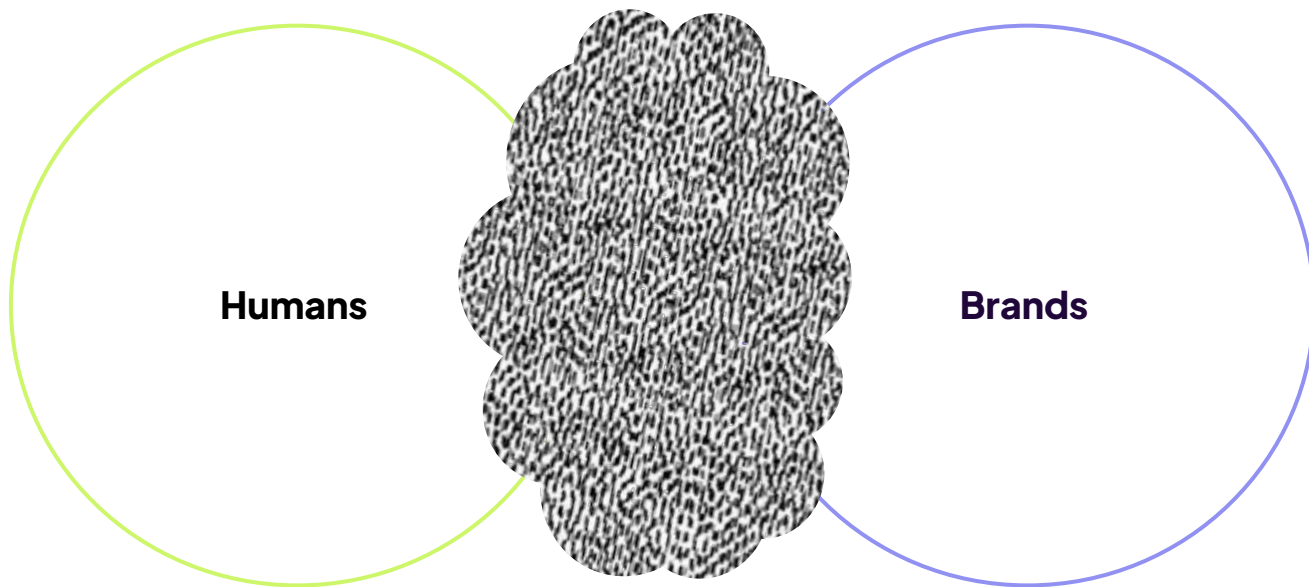
Media truth <<

**The landscape is cluttered,
noisy and with multiple
touch points for consumers
to choose to connect**

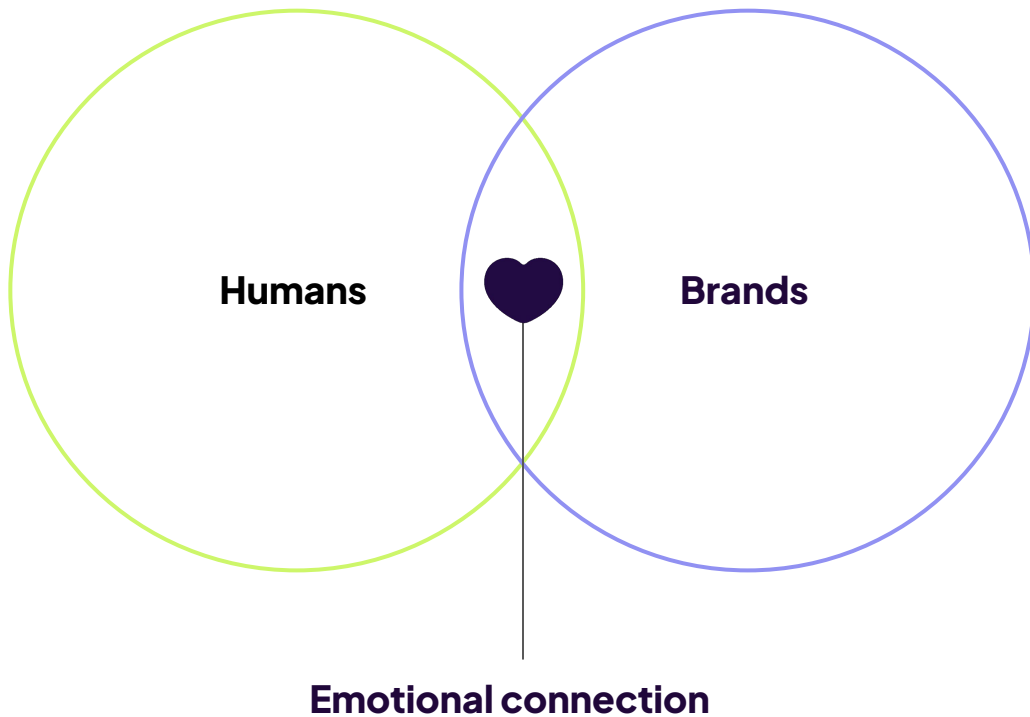
Social media truth <<

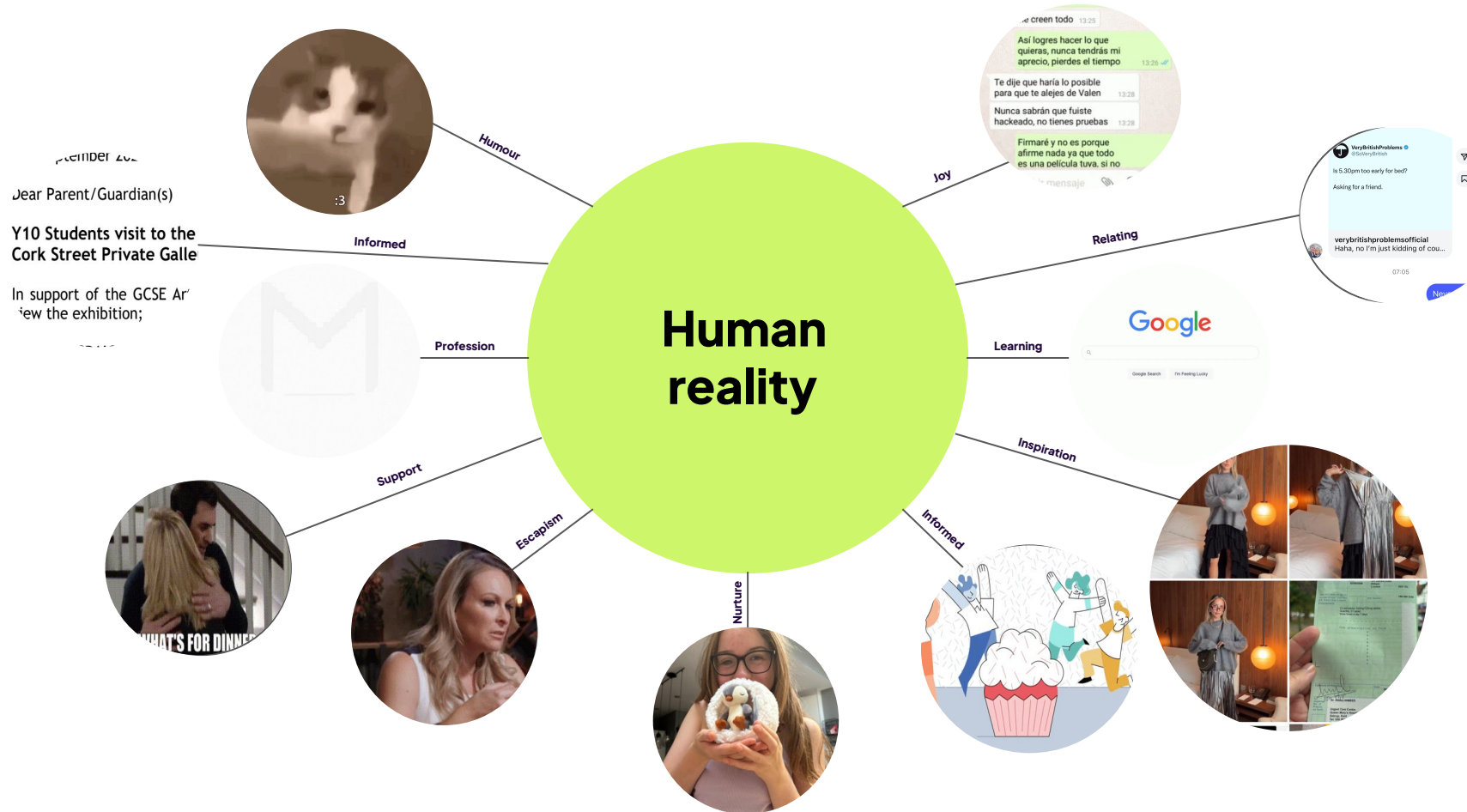
**Its fast, live, always on,
ever-evolving and the rules
for success keep changing**





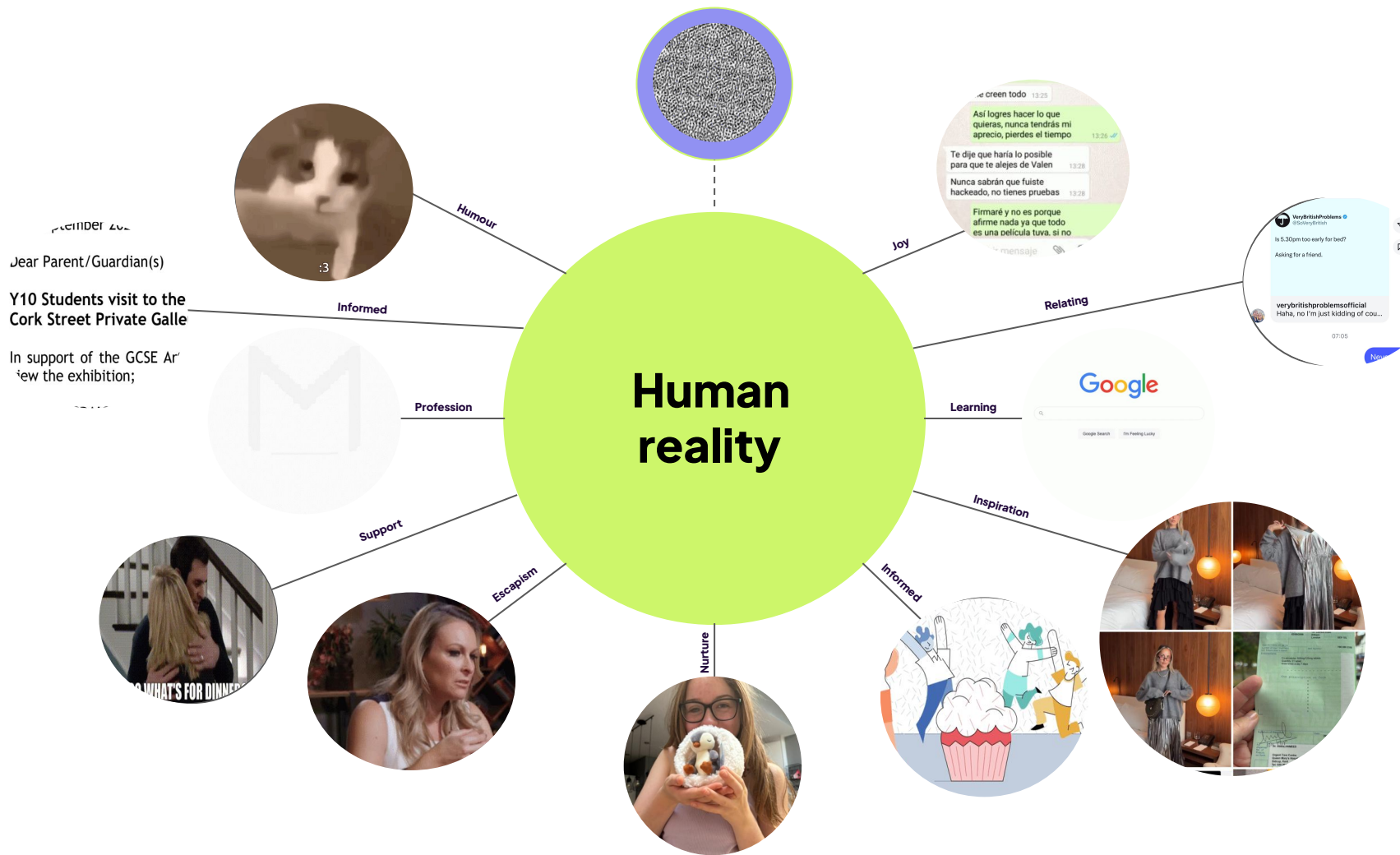
A united truth





**It's messy, multifaceted
and time-poor**

The fight for **attention** is real



~~attention~~

**So, in a world where
people are messy,
multifaceted and
attention-poor...**

**We go back to the
fundamentals of
being social and human**



Emotional Connection



Audiences are primed to socialise.

**And brands
must act like
people to earn
their place**



And people are:

Imperfect

Relatable

Helpful

Authentic

Humourous

Let you into their real life

**And shift the focus
from how to be ON
Social Media, to how
to**

BE SOCIAL

To do this you need to understand your brands

Social Currency and role in people's lives



How do you turn
a brand everyone
hates into one
they



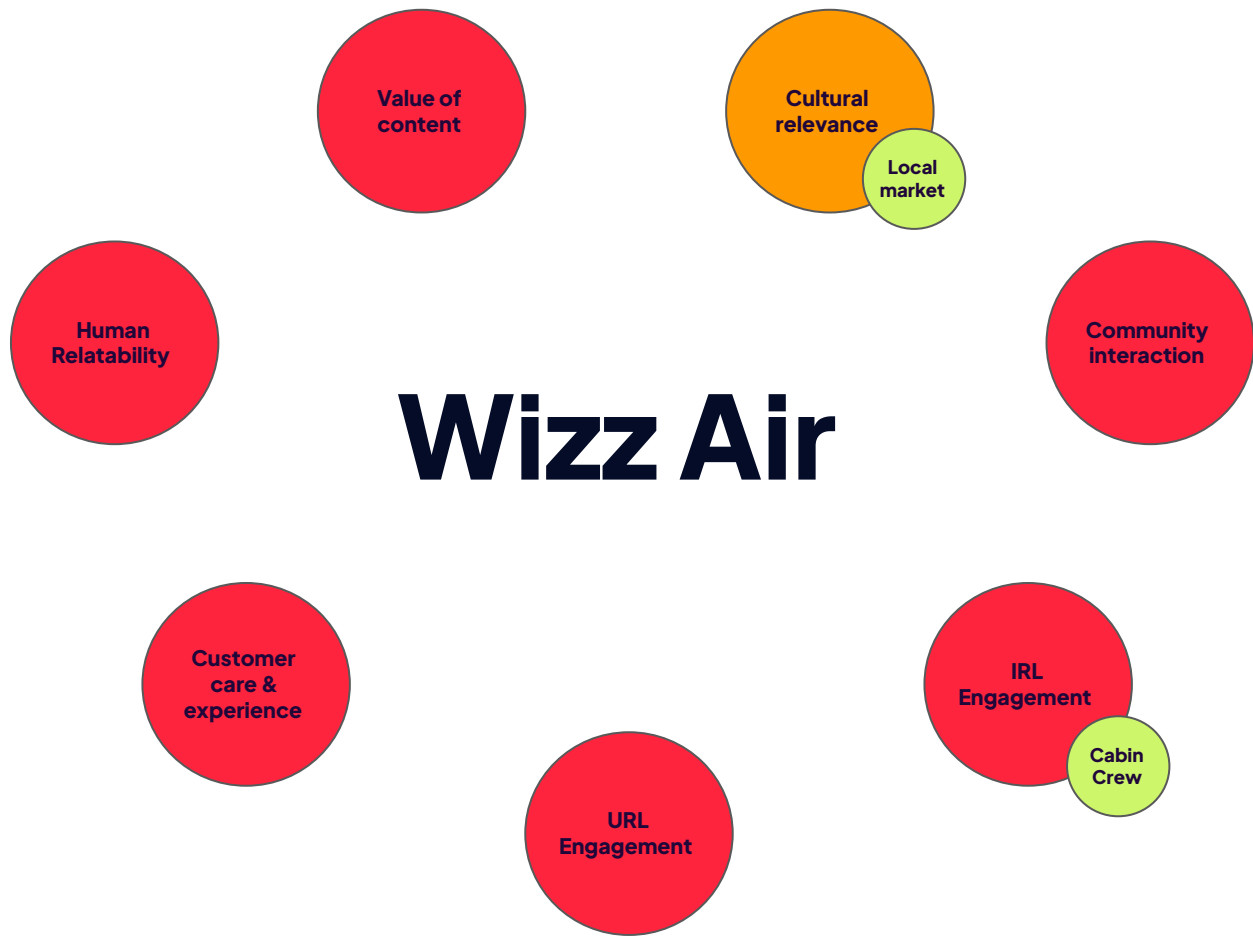
IRL $\longleftrightarrow$ URL

We started by
understanding their
social currency and
fixing the things that
mattered first



Hi, I'm Amelia
How can I help you today?





WIZZ was struggling to connect with young travellers because:

It had yet to create a personality that resonated

Like the category, WIZZ only saw and engaged with travellers as *budget fliers*

And on social, brand messages were one-way and product focused

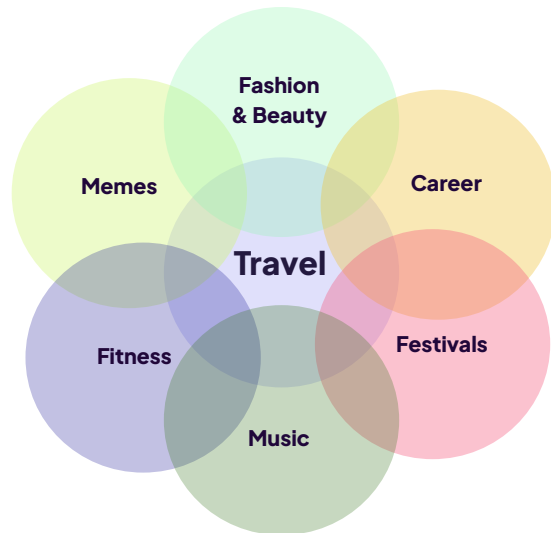
We bridged this disconnect by uncovering the audience's **multifaceted** and deeper emotional connection to **travel**

From: Demographic-led, single lens

Gen Z and Millennial
travellers looking for
budget-friendly
flight options



To: Multifaceted social human



To unlock a social opportunity **beyond travel** for WIZZ, allowing it to compete out of category and regain relevance

Online

By shifting from product-focused posts to people-centered storytelling

IRL



Building trust & community through IRL experiences and employees as advocates

In hearts



Sharing emotionally resonant stories allowed WIZZ to be noticed, remembered and loved

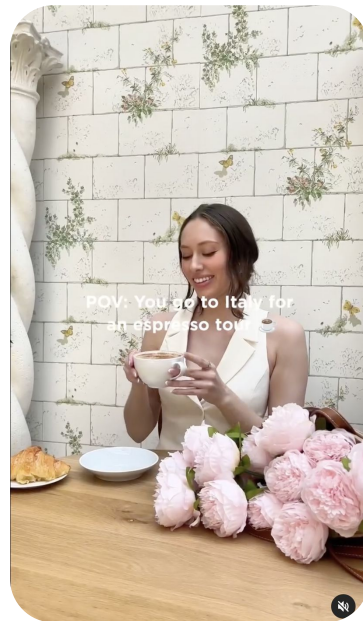
We appeared in feeds with audience-led content tailored to each platform

Sparking conversations

Encouraging interaction

Driving meaningful engagement

Embracing the messy, time-poor life we all lead



We positioned WIZZ

To be the **fun ally**
connecting our
audience with exciting
new experiences

Injects personality
to the brand through
the persona of
the *travel bestie*

How did we build this persona across social?

Unlocked their personality

(with a TOV that made them human)

Put it to the test

(across all platform comms)

Pushed it Further

(step outside the comfort zone)

Unlock their personality

To turn WIZZ into a
brand people
trust, but most
importantly,
notice and
connect with 

To show up as:

knowledgeable

adventurous

vibrant

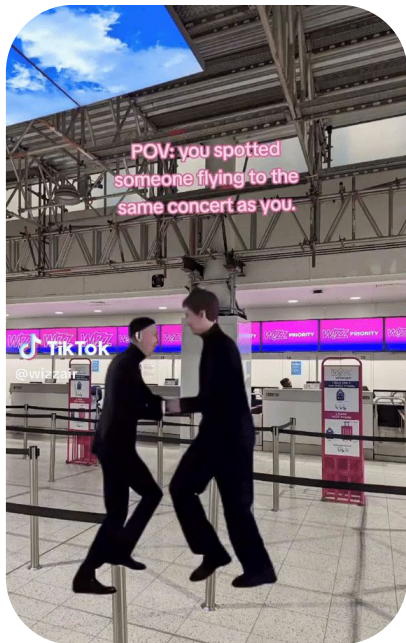
relevant

Then put this Persona to the test >>

Content

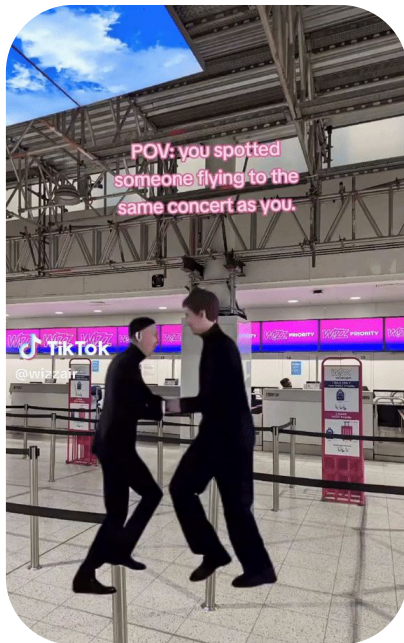
Community

Consumer



Then put this Persona to the test >>

Content



Community



roamawayfromhome_ The timing of this post could not have been better! We JUST booked flights on Wizz Air to see one of our favorite bands in London :)

2 w 2 likes Reply

Hide replies



wizzair @roamawayfromhome_ It will be a WIZZtastic experience that's for sure 🎵✈️

2 w 1 like Reply



IL_VERO_BADDIE

If wizz air restponds to me imma brake every thing

8-30 Reply

wizzair Creator

total W 🎵✈️

9-3 Reply

wizzair Creator

here 🙌

9-2 Reply

IL_VERO_BADDIE

Omggggg Im crying rn 😭😭😭😭😭

9-2 Reply

IL_VERO_BADDIE

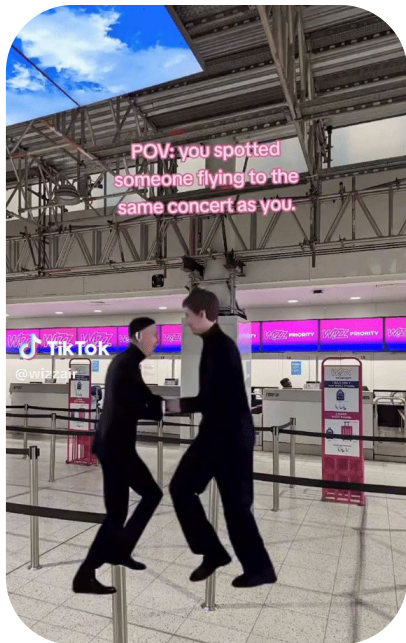
Whit wizz air i go to Albania 🇦🇱

9-2 Reply

Consumer

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8-30 Reply

wizzair Creator

total W 🤖✈️

9-3 Reply

wizzair Creator

here 🙌

9-2 Reply

IL_VERO_BADDIE

Omggggg Im crying rn 🥹🥹🥹🥹🥹

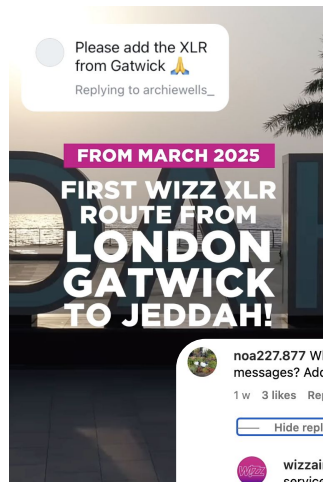
9-2 Reply

IL_VERO_BADDIE

Whit wizz air i go to Albania 🇦🇱

9-2 Reply

Consumer



Please add the XLR from Gatwick 🙏
Replying to archiewells_



noa227.877 Why don't you have email or WhatsApp to send messages? Added baggage? Human response

1 w 3 likes Reply

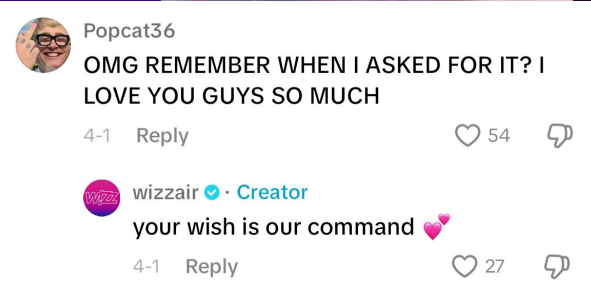
Hide replies



wizzair @noa227.877 We don't have a customer service email, Noa, nor do we use Whatsapp. If you WIZZ over to our website you can find the info you need about baggage allowances ➡️

1 w Reply ...

Then we pushed
it further –
identifying the
**conversations
that mattered** to
the community,
even when it
meant a “**full
re-brand**”



So, what did we deliver for Britain's most hated airline?

Wizz Air named worst airline in UK for customer service in new Which? survey – finishing below Ryanair at the bottom of the table

Wizz Air ranked worst airline for delays for third year running

The low-cost carrier says it has made "significant improvements" but acknowledged there is "still work to be done".

M This is Money

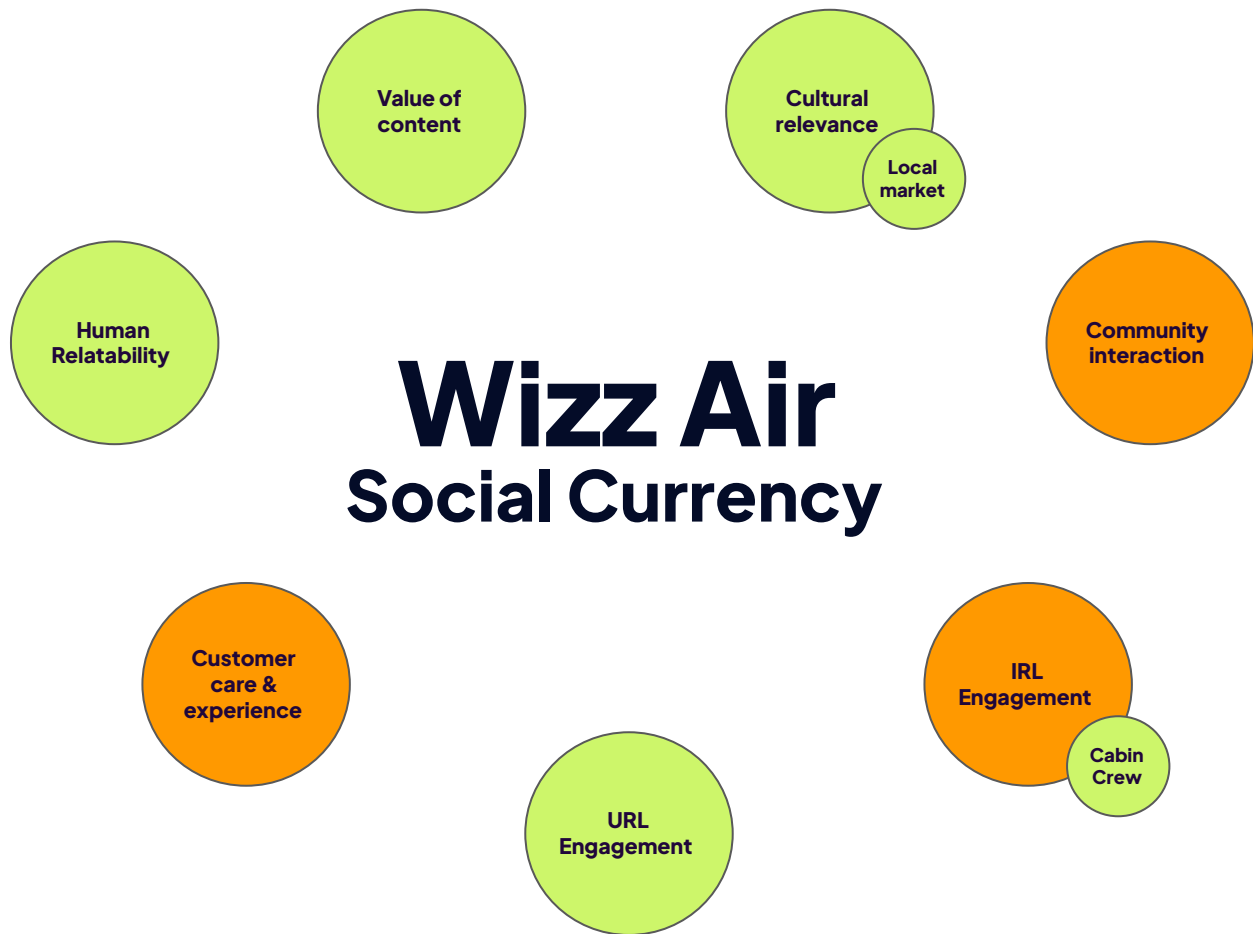
Complaints backlog that's made Wizz Air Britain's most hated airline

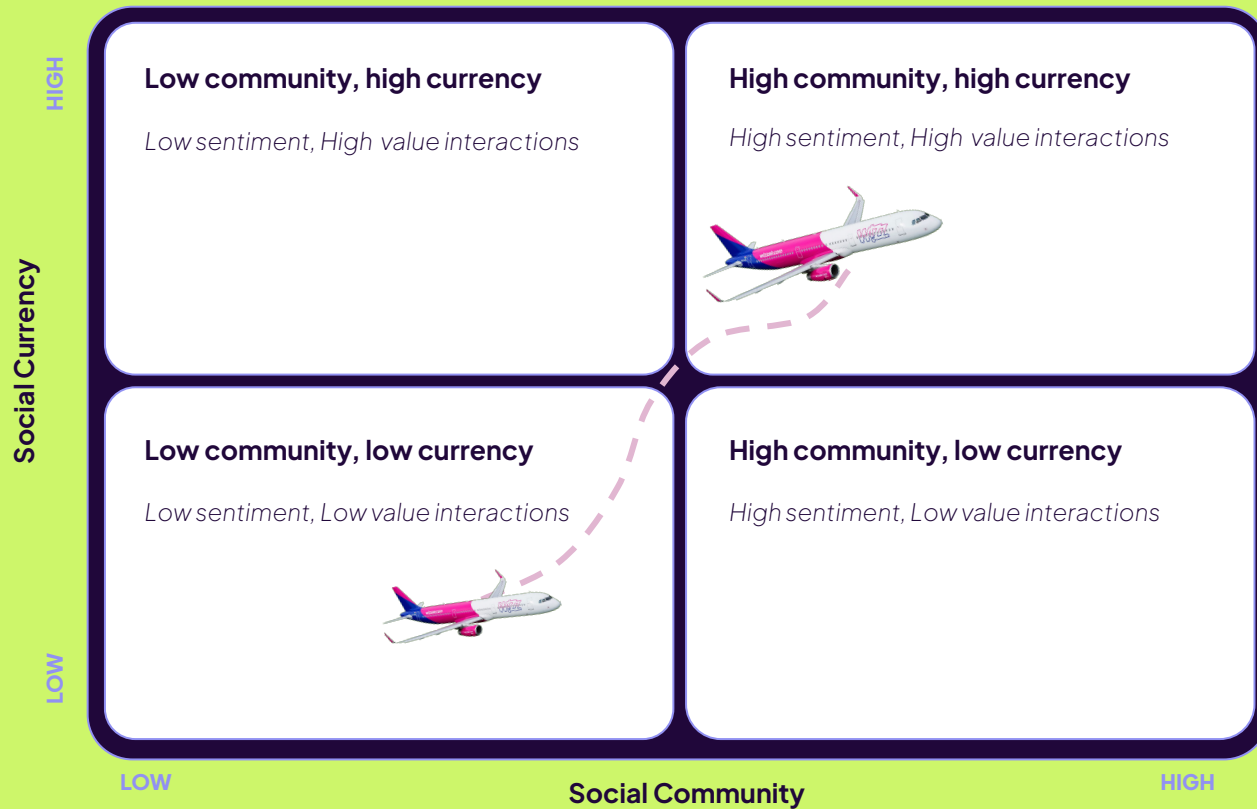
When Alex de Laune's Wizz Air flight from Gatwick was cancelled last August and his trip to Cyprus ruined, he applied for compensation.

22 Feb 2023



(Literally, the mosted hated... 🐼)







Made them less hated

10pp decrease in negative sentiment on channel



Found New Audiences

Grew cross channel followership by 312K



Grew content effectiveness

Instagram ER 2x higher YoY &
TikTok ER up 1.5x VS industry



Forged strong connections

15pp increase in level of
passion felt towards brand

We saw their
comments
section as
more than
just a place
for
negativity



253k

Avg. impressions per post
+280%

313

Avg. Comments per post
+65%

4.9K

Avg. Engagements per post
+226%

257

Avg. Shares per post
+486%

*VS average for March to September 2024

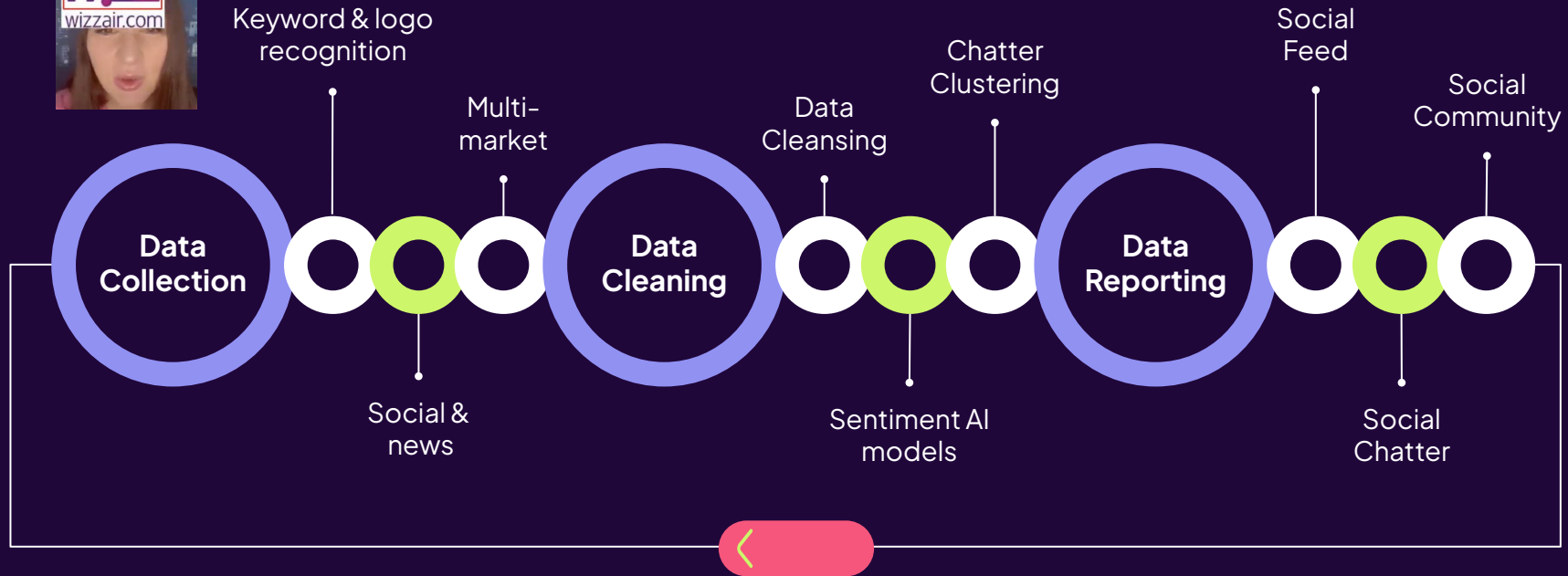
The average
vacationer
produces more
data through
holiday snaps
than an
aircraft's black
box

200 photos VS a single
flight

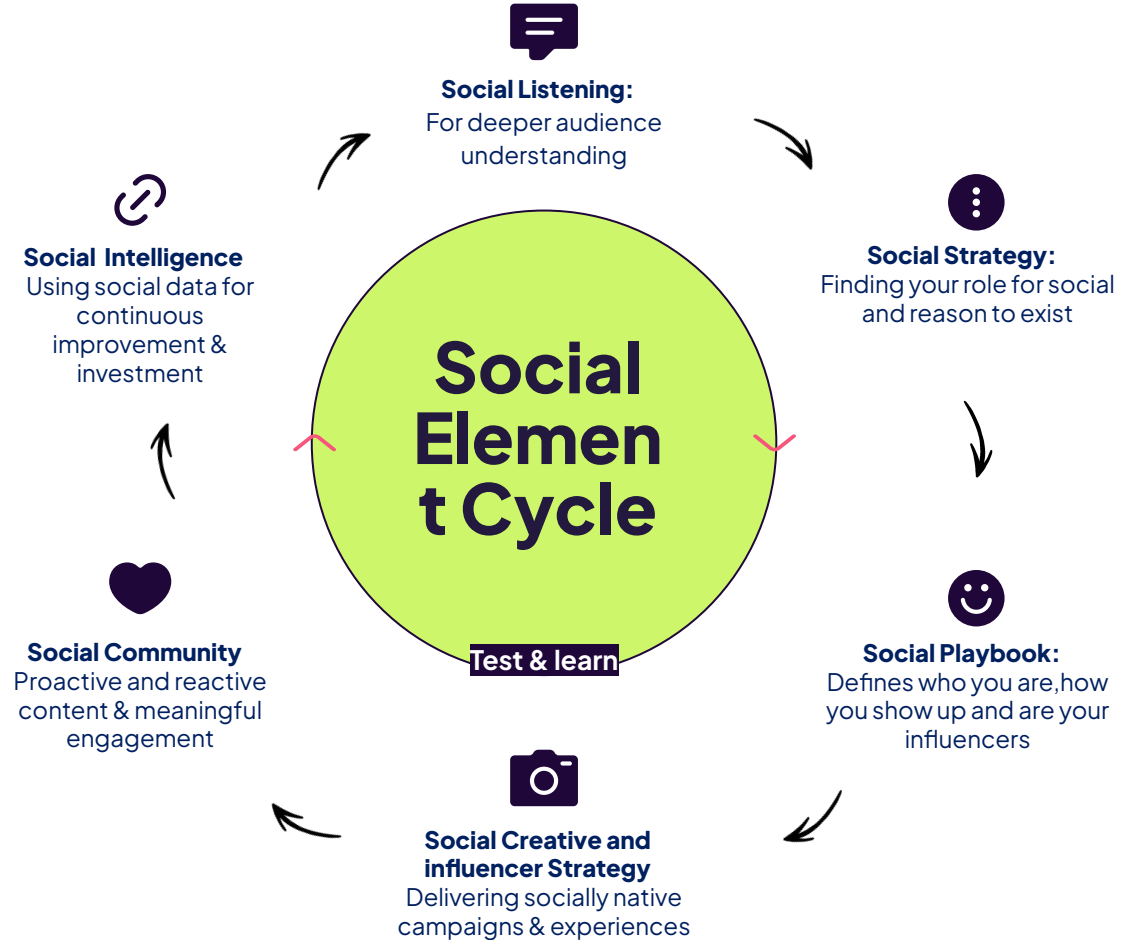
1.5x as
much



To capitalise on this data opportunity we designed a bespoke tracking programme



We then leveraged this data to supercharge putting being human and social at the heart of the business



**It's messy,
multifaceted
and time-poor but
rich with emotion**

