EAT THE WORLD TO

*for all our flights

Andrea Boland has a background in journalism. She currently works for Westjet as a content strategist. She went to Dalhousie University in Halifax to study political Science. After university Andrea moved to London, England to study journalism. She worked in communications abroad for three years. Andrea came back to Canada to work in digital marketing for events in the entertainment industry and she also started a blog called Eat the World TO. In the reading it mentions that our priorities have shifted, and marketing strategies should reflect that. Out of touch marketing or tone deaf messaging is one of the fastest ways to alienate the very people we hope to impact. Andrea works with Westjet to facilitate affordable travel this means that customers want to know whether their products are sustainably sourced or how companies are protecting their employees overall.

Consumers simply want to support businesses that support their concerns. 73 per cent of consumers are swayed by a company's charitable giving when determining where to make purchases. Companies need to speak to consumers' concerns. Andrea says that Westjet uses a lot of data, and using data representation can get stakeholders involved. Brands also have a wealth of resources and opportunities to connect with their communities. Consumers are clearly concerned about their health and safety, and they're looking to those they do business with to clearly tell them what they are doing to ensure the safety of both consumers and employees. User experience maximizes content. Andrea suggests that possessing core fundamental writing is essential for a career in communications. As a student studying public relations, my aspiration is to develop skills throughout my career that will contribute to the improvement of my overall writing abilities.