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# Southwest Airlines Launches New Ad Campaign Showcasing Low Fares And Employees

## Company brings back a familiar face who's traveling more than ever

DALLAS, March 26, 2015 /PRNewswire/ -- [Southwest Airlines](#)® (NYSE: LUV) has launched its latest advertising campaign in conjunction with existing placements airing during the NCAA Tournament. Working with agency partner GSD&M in Austin, Texas, Southwest's new campaign brings to life those human moments audiences can relate to, balanced with Southwest's humorous personality and position as the inventor of Low Fares.

"Southwest Airlines continues to reinforce the importance of connecting Customers to what's important in their lives through friendly, reliable, and low-cost air travel," said Bob Jordan, Southwest Airlines' Executive Vice President and Chief Commercial Officer. "Our personality shines through in these ads, but beyond the college visits and wedding dancing we can have fun with, you're going to see an airline that works hard to keep fares low and flying accessible with a strong emphasis on the hospitality our Employees deliver day in and day out."

The campaign, filmed throughout the Los Angeles area, features a cast of characters and Employees who embody Southwest's bold and warm attitude. A 30-second launch spot that began airing Tuesday, March 17, during men's college basketball championship games on CBS, TBS, and TNT, highlights a series of college visits made possible through the airline's low fares and 86 U.S. destinations. The [second spot](#) launches tonight and re-visits a dancing bridesmaid who began her journey through a busy wedding season with Southwest just last Fall. Southwest Employees also get into the act to promote the airline's legendary low fares. Through this campaign, Southwest is reinforcing its unique personality and role as the inventor of Low Fares in the airline industry while also continuing its brand evolution.

"Southwest is an airline that knows exactly who they are – an airline with a heart," said Jay Russell, GSD&M Chief Creative Officer. "This campaign brings that heart to life and celebrates the Employees and legendary low fares that grew the company."

The ads will run nationally for four weeks. Southwest released the first two of the four ads last week, and received positive comments from the airline's fans and followers. The airline plans more activation on Facebook and Twitter around the new campaign in the coming weeks.

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,400 flights a day, serving 94 destinations across the United States and six

additional countries. Southwest service to Puerto Vallarta, Mexico, begins in June 2015; and subject to government approvals, service to Belize City, Belize begins in October 2015.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest is the only major U.S. airline to offer bags fly free® (first and second checked pieces of luggage, size and weight limits apply), and there are never reservation change fees, although fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 42 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at [Southwest.com/citizenship](http://Southwest.com/citizenship).

Book Southwest Airlines' low fares online at [Southwest.com](http://Southwest.com) or by phone at 800-I-FLY-SWA.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-launches-new-ad-campaign-showcasing-low-fares-and-employees-300056798.html>

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