

Who we are: Southwest Airlines (marketing team)

Who is our audience: Customers planning to fly for American Thanksgiving 2009

Where are we presenting this: Draft copy of 1-panel advertisement for multiple media (i.e. page in a magazine, poster on the side of a bus stand, etc).

Basic Message: Southwest Airlines is the best choice for flying during Thanksgiving because it operates the most flights of all domestic carriers and was one of the leaders in on-time arrivals during Thanksgiving week in 2008.

Names: Tarndeeep Chahal, Alex Tamm, Vincent Phan Trong

[GROUP 17]

Thanksgiving with the family is stressful enough without being late.

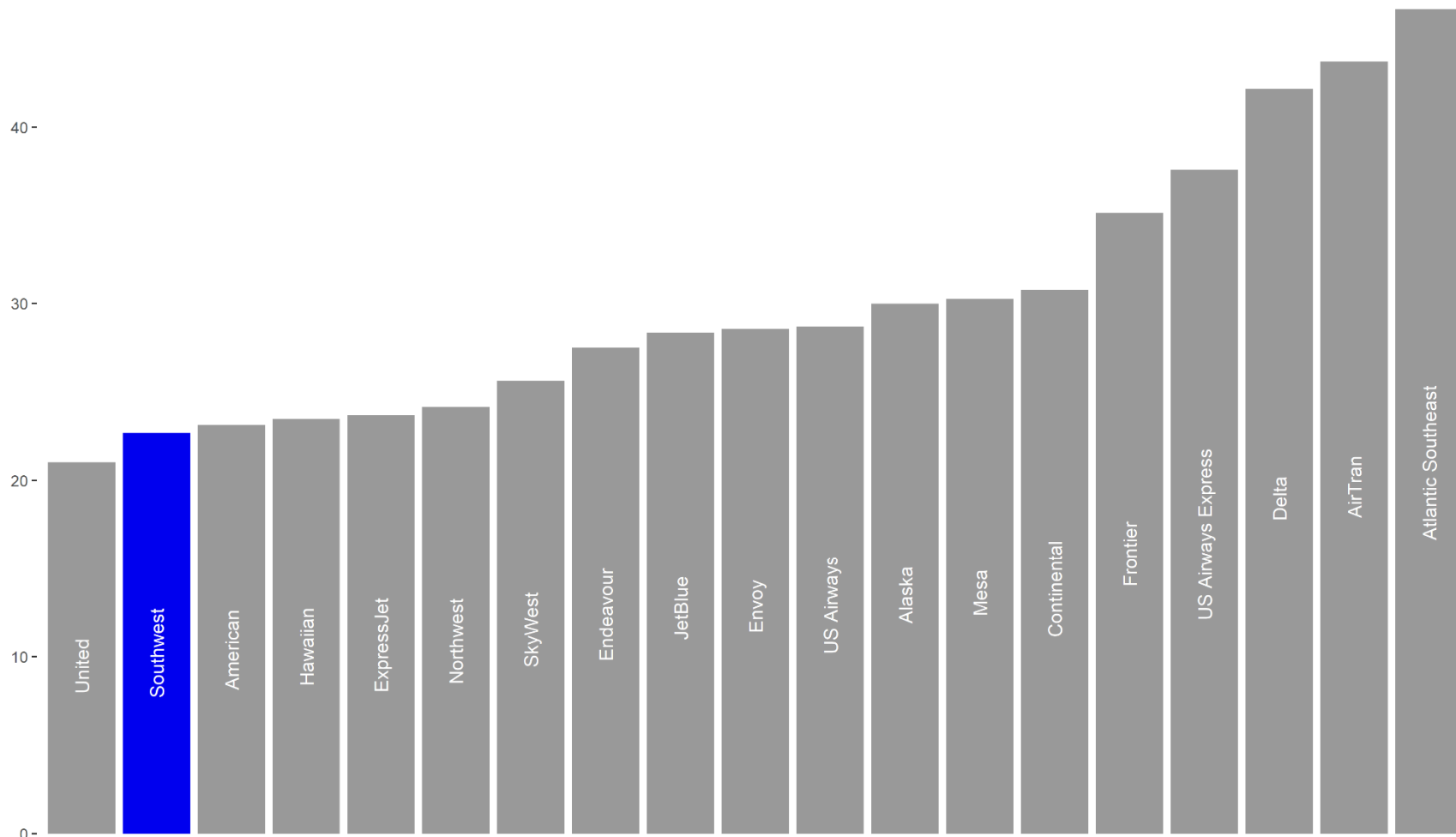
This Thanksgiving, Southwest Airlines will get you where you need to go. On time.



**Southwest Airlines operates more flights
than any other domestic carrier
(twice as many as the next guy).**



Percentage of Late Arrivals by Airline
Thanksgiving 2008



Southwest Airlines placed second for lowest arrival delays in the industry during Thanksgiving week 2008

Southwest Airlines: More Turkey, Less Waiting