Who we are: Southwest Airlines (marketing team)

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

Where are we presenting this: 1-panel advertisements in 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 services the most destinations of all domestic carriers and was one of the leaders in on-time arrivals during Thanksgiving week in 2008.