

Strategic Message Planner

Southwest Airlines - Wanna Get Away Flights

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Advertising Goal: The advertising goal is to better encourage young fliers to take advantage of Southwest Airlines “Wanna Get Away” flight deals. Southwest flies to 121 different locations and the goal of this campaign is to encourage young adults to step out of their comfort zone and explore.

Client: Key Facts

- Founded by Herbert Kelleher and Rollin King in 1966
- Current CEO is Bob Jordan and current Chairman is Gary C. Kelly
- Originally operated flights only on Texas and in 1979 expanded to other states
- Southwest now operates flight in 42 different states
- Listed on New York Stock Exchange as “LUV”
- Because of NYSE listing Southwest uses LUV instead of LOVE in their campaigns
- #9 on Forbes World’s Best Employers in transportation and logistics 2022 list
- Company purpose: “Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.”
- Most recent brand campaign - “Go with Heart”
- Social media highlights both employee and customers experiences

Product: Key Features

- Flights are booked and priced as one-way tickets
- Wanna Get Away tickets are refundable for a travel voucher in the event of a missed or canceled flight
- No flight change fees as long as changes are made 10 minutes before flight departure
- All tickets include two free checked bags in addition to typical carry on items
- There is no business or first-class seats aboard Southwest flights
- There are also no assigned seats before boarding
- Guests are able to choose their seats at time of boarding based on check in order
- Early-Bird check in is available for \$15-\$25 to be automatically checked in for boarding
- No hidden fees that come with other airlines

Marketplace Trends

After overcoming a worldwide pandemic it comes as no surprise that people want to leave their houses and travel. Gen-Z are at the forefront of travel and are constantly seeking adventure. People are looking for good deals to help fulfill their travel goals and cross things off their bucket list. They were held back for so many years but now is the time they are wanting to go out and see the world. Travel influencers have built brands on simply posting aesthetic photos from their travels. The accessibility of social media entices people to take a chance at becoming a travel influencer themselves. They are traveling with their bucket list and photo ideas in hand.

Target Audience

The target audience for this campaign is going to be the adventurous people that make up Gen-Z. Targeting people who are seeking thrill and excitement through travel. They are young and looking for a cheap way to see as many things on their bucket list as possible. This generation grew up watching the evolution of travel influencers. They watched people travel the world and were waiting til they were old enough to do the same. According to a recent 2022 study, Gen Z was the leading generation with 72% of surveyors saying they had plans to travel this year. Travel ranks high among Gen Z priority lists, especially eco-friendly travel. They are adventurous and seek the thrills in life. Looking to explore all that this planet has to offer.

Product Benefits

Southwest makes sure every guest experience is the best it can be. Starting with the fact every guest can check in 2 free bags with any flight. Southwest is the only airline that offers free bag check along with 2 carry on items as well. Southwest allows every customer to choose their seat upon boarding. No extra fees for late flight changes or cancellations. Missed flights result in a credit refund being issued to the guest for whatever their changed or future flight may be. Not only great material values but Southwest offers great advantages in terms of service. Southwest is the leading competitor in terms of customer service among all other airlines. They strive to make every customer experience a great one from the moment they book their flight.

Direct Competitors & Brand Image

- American Airlines
 - The largest airline in the world in terms of fleet
 - Popular among americans for having a patriotic brand image
 - Known for mediocre customer service and lot of delayed flights
 - Flies to lots of international airports as well as domestic

- Delta Airlines
 - Known for being the most on time airline with the least delays
 - Similar to Southwest in terms of customer service
 - Flies to many international airports across the globe

- Spirit Airlines
 - The airline that people choose primarily for extremely low cost travel
 - Known for having an abundance of added fees
 - Poor in terms of guest experience

Indirect Competitor & Brand Image

- Carnival Cruises
 - A cost effective way for families who want to vacation together
 - All inclusive way to experience traveling
 - One of the low cost cruise lines
 - Cheap way to experience multiple cities/countries in one trip

- EF Ultimate Break
 - All inclusive trips for 18-35 year olds
 - Encourages travel among young adults
 - Primarily international trips

Client Brand Image

- Current Brand Image: Southwest is known for being the friendliest airline in the industry. No other brand compares to Southwest when it comes to customer service. They are also heavily known for being a Texas airline since the company was founded in Dallas and started by only flying to Texas airports.
- Desired Brand Image: The desire is for the company to be viewed as a cost effective airline that doesn't skimp when it comes to service. The first option for anyone who wants a cheap get away but doesn't want to pay all the added fees.
- Plan to Overcome Image: It is easy for any brand to say they are different from the rest or that they are the best at customer service. Southwest's brand image differs once a person flies with the brand and they get to truly experience what flying should be like. The goal is to entice as many people to take their first flight with Southwest and experience the best flight of their life. Showing people that you don't have to sacrifice a good flight for a cheap one, because instead you get the best of both worlds with Southwest.

Strategic Message: The Promise

Southwest Airlines connects people to what's important in their lives through convenient, reliable, and friendly air travel. The goal of this campaign is to build brand awareness among Gen-Z as being the best low cost airline in the market. The secondary goal is to encourage travel among the target audience to the 121 locations that Southwest flies to.

Supporting Evidence

- <https://www.southwest.com/air/low-fare-calendar/>
 - The website allows our target audience to plug in where they want to go and we show them the cheapest way to get there. The younger target audience maintains a lot more flexibility than the 9-5 workers of older generations. The low fare calendar allows them to explore all the possibilities of where they could go and encourages them to take on a new adventure.

Tone

Southwest marketing promotions typically take on a very professional and similar tone across the board. Though marketing to Gen Z requires a slightly different approach. More attention will be garnered with a more exciting and adventurous tone. Showcasing how an amazing flight with Southwest will set the tone for the rest of your trip wherever you might be landing. Gen Z is a digital generation that requires a special type of advertisement to keep them engaged. Setting the advertisements with an upbeat and bold tone will help to catch their eye.

Supporting Creative Content

Visual Content Ideas

- Aesthetic travel influencer photos with Southwest plane placed subtly in background
- Plane shadow placed on sand, water, ground, etc.
- Hearts placed subtly hidden within regular travel photos
- Clouds in shapes of hearts accompanied with tagline relating to love

Copywriting Ideas

- “We can take you there”
- “Start your trip with love”
- “Wherever your heart desires, we can take you there”
- “Go wherever your heart desires”
- “Start your next adventure with a little LUV”

**WHEREVER YOUR HEART DESIRES
WE CAN TAKE YOU THERE**



Southwest 

**Plan your next beach trip
with our low fare calendar**

SOURCE LINKS

<https://www.forbes.com/companies/southwest-airlines/?sh=23e2663f4c2a>

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