



Thecasesolutions.com

Southwest Airlines



Compared to Competitors
JetBlue, United Airlines, Delta Air Lines, American Airlines

Thecasesolutions.com

- Average airfare per passenger \$100.00
- The earliest **fare** customers than any other U.S. airline since 2006
- Only a **refund** that has **not** implemented a baggage fee & premium as appealing policy
- Lowest** rates of **complaints** per passenger boarded of all major U.S. airlines
- Complimentary in-flight service with **no additional charge**
- Southwest.com is the **most-visited** website on the web
- 1st in Customer Service

Target Audience

Thecasesolutions.com

- Young Adults: Primarily Couples 20-35
- Interested in weekend travel
- Income: \$65,000 & below
- Education: Some college

Selling Points

Thecasesolutions.com

- Low Fairs 🏆
- Variety of Destinations close to the U.S. 🌎
- Bags fly free 🧳
- NO change fees ✖️
- Rapid Reward Program ⭐
- Bundle for savings 🛒 + 🏠

Campaign

Thecasesolutions.com

Slogan: 'Stop Searching. Start Traveling.'

Tagline: 'Your weekend getaway is just a click away'

Promoting: 'The want to get away'

Thecasesolutions.com

Southwest Airlines

Campaign

Thecasesolutions.com

**Slogan: "Stop Searching. Start
Traveling."**

**Tagline: "Your weekend getaway is
just a click away"**

Promoting: "The want to get away"










Target Audience

Thecasesolutions.com

- Young Adults: Primarily Couples 20-35
- Interested in weekend travel
- Income: \$65,000 & below
- Education: Some college



Selling Points

- Low Fairs 
- Variety of Destinations close to the U.S. 
- Bags fly **free** 
- NO** change fees 
- Rapid Reward Program 
- Bundle for savings   

Thecasesolutions.com



Compared to Competitors

Jetblue, United Airlines, Delta
Air Lines, American Airlines

Thecasesolutions.com

- Average airfare per passenger **\$112.76**
- Has **carried more customers** than any other U.S. airline since 2006
- Only airline that has **not implemented** a baggage fee & provides an open-seating policy
- Lowest ratio of complaints** per passengers boarded of all major U.S. airlines
- Complimentary in-flight service with **no additional charge**
- Southwest.com is the **most-visited** airline site on the web
- Built on **Customer Service**

Thecasesolutions.com



Puerto Ri-go

Stop Searching. Start Traveling

SOUTHWEST.COM[®]

Thecasesolutions.com



Stop Searching. Start Traveling.

Southwest 



Thecasesolutions.com