

To: Gary Kelly, CEO

From: Kimberly Vogel, Director of Communications

Date: February 23, 2011

Subject: Potential Product Placement

In these hard economic times, we need to remind our customers that we are growing more than ever. Knowing our consumers and what they like, we, in the Communications department, feel that it would be in our best benefit to subtly integrate our products into their everyday lives. To do this, we have two ideas that we would like to tell you about.

Our first proposal would be to do some simple placement to get our name on people's minds without seeming pushy. In exchange for an offer of flight service for the Ellen show, we would request that she mention the airline on her television show. The target audience for this would be women ages 18-49 years old. There are a couple of ways for us to do this. First, we could offer to fly any contest winners that Ellen might have, as long as Southwest is mentioned on air. The cost to us would not outweigh the benefits. All it would take from us is the number of flights that the show would need.

Our second idea would be to integrate our product more into our customers' lives. For example, there is a new romantic comedy coming out next fall, starring Ryan Reynolds and Jennifer Aniston. In one of the scenes, the main character is at the airport trying to get a seat onto an airplane so he can catch the girl. We would offer that not only do they use our planes in the scenes, but also at the ticket counter and at the gate. Then, all the scenes in the airport would feature Southwest very prominently. We would need to cover any expenses that would occur from using one of our ticket counters for how long they would need to film. Also, one of our planes would need to be for their use.

For both of these proposals, and especially the second, the benefits of getting the Southwest name out there drastically outweigh the costs. It would be in our best interest to move forward with one or both of these plans.