

# 09/10 Southwest Airlines Co-op

Fall 2009/Spring 2010

## Program Description



Since 2005, CTTC has collaborated with Southwest Airlines in a strategic alliance to promote travel to California. The foundation of the program is a co-op television campaign where Southwest Airlines adds a 10-second tag to a 20-second version of CTTC's brand television commercials featuring celebrities, athletes, chefs and winemakers, along with Governor Arnold Schwarzenegger and first lady Maria Shriver. Through this alliance, CTTC is able to showcase the California attitude, reinforcing that Californians put pleasure first and live life to the fullest, while also offering a retail call-to-action in the form of Southwest Airlines' fares to California destinations. For 09/10, the Southwest Airlines co-op TV will include:

1. **"Serious Business"** (Umbrella brand, formerly called "Work"). A tongue-in-cheek concept that plays off the notion that for Californians, work is all play.
  - Opening line: *People think life in California is all fun and games...but it's really serious business.*
2. **"Ambitious"** (Snow). Conceptually aligned with "Serious Business," showcases winter in California through on-hill and off-hill experiences.
  - Opening line: *Everyone thinks Californians are so laid back...but we're actually pretty ambitious.*

This co-op TV campaign will air in six spot markets – Dallas, Houston, San Antonio, Chicago, Denver and Phoenix. For 09/10, a new online advertising component will be incorporated into the program, including remarketing to Southwest Airlines' database and banner advertising served through enhanced behavioral targeting.



## Target Audience

Southwest Airlines' target audience, which aligns with CTTC's buying target, is adults ages 25-54, with household incomes (HHI) of \$75K+, who take 8+ trips per year.

## Objectives & Reach

The objective of CTTC's integrated media campaign, which includes this co-op, is to foster awareness of California as a premier travel destination, generating preference for the California attitude and experience in order to drive incremental travel and overall economic impact.

### Spot Market TV Summary:

- Spot markets: Chicago, Houston, San Antonio, Dallas, Denver, Phoenix
- Spring 2010 flight: February through May
  - Spot rotation:
    - "Ambitious/SWA" – February through mid-March
    - "Serious Business/SWA" – mid-March through May
- Budget: \$465,375 (\$1 million with Southwest Airlines match)

### Online Summary:

- Spot markets: Chicago, Houston, San Antonio, Dallas, Denver, Phoenix, plus additional markets yet to be determined
- Fall 2009 campaign: October through December
- Spring 2010 campaign: February through May
- Budget: \$109,489 (\$225,000 with Southwest Airlines match)

## Results & Accomplishments

Strategic Marketing & Research, Inc. (SMARI) measures overall advertising effectiveness and return on investment (ROI) through an annual two-part tracking study. This research has shown that synergy between multiple media and messages/campaigns are critical. The more elements of CTTC's advertising consumers see, across different media channels, the more likely they are to visit California.



The Spring 2009 study (Wave 1) shows a slight decline in awareness, from 74% to 68%, attributed to lower media spending against print (magazine) advertising. While media spending was down 37% versus the same prior year period, aware households only decreased 8%, from 40 million to 36.9 million. Incremental likelihood to visit decreased slightly from 6.4% to 5.7%.

In 2008, CTTC's brand advertising program generated 3,647,280 million trips and \$6.55 billion in economic impact, with an ROI of \$431. Complete SMARI research reports can be accessed at [tourism.visitcalifornia.com/research](http://tourism.visitcalifornia.com/research) under "CA Advertising Effectiveness and ROI."

In addition to the annual SMARI tracking study, Southwest Airlines analyzes sales from each spot market where the co-op commercial airs, looking at performance versus system-wide traffic. For the spring 2009 program, Southwest continued to see incremental sales growth in the co-op markets ranging from 4.5% to 11.5%.

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