

CAMPAIGN GUIDELINES : MAY 2011

Southwest Introduces *101 Ways To Use a Sick Sack*, an interactive customer driven campaign and web application. It targets the hidden fees associated with First Class air travel. The campaign uses a magazine and front pocket insert to poke fun at the airlines that offer different "class" seating. In turn it boosts southwest's unique style of seating and tag line "a class above the rest." in a positive light.

By calling upon all of its customers and connecting them with the common bond; that they all have used a sick sack for something other than its intended use. The campaign is able to reveal just how unique the airline actually is. Through *Twitter* Southwest makes it even easier for any customer to interact with the airline and the campaign.

Finally, by actually using chosen customer stories in its ad campaign, Southwest has bridged any gap between customer and the airline. This trust and ability to see that the airline cares about its passengers, while cutting frills like first class. Will not only show an increase in return customers, but should also show a surge in new passengers.

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Customer Driven Campaign

The *101 Ways To Use A Sick Sack* logo is the primary visual representing the campaign and application. The logo holds many of the same elements as the Southwest Corporate Identity, and not only represents the campaign but the airline as well. This makes it imperative that the following guidelines are applied when using the logo.



Wi-Fi in all planes by 2013

A logo that will give an identity to the fact that Southwest is on a mission to make all of its jets wi-fi enabled by 2013. The identity plays off the aviation term "jet stream" which is typically given credits for making flights faster. By an identity to this upgrade, southwest will be able to let its customers and perspective passengers that they are constantly striving to stay up to date.



Campaign Clearspace

In order to ensure that the *101 Ways To Use A Sick Sack* logo is always visible and remains a focal point. It must always have the surrounding clear space as shown. The clear space is calculated by the y-width of the ascender on the number one. When the clearspace is measured on the x-axis, it is to be measured from the base of the number one instead of the zero. This space should be clear of any kind of graphics and or type. It also can be used to determine how far the logo should be from the edge of print or web media. To ensure legibility and clarity the mark must never be scaled smaller than a size of 5/8" (16mm) determine how far the logo should be from the edge of print or web media. To ensure legibility and clarity the mark must never be scaled smaller than a size of 5/8" (16mm)



Wi-Fi Identity Clearspace

In order to ensure that the *Jetstreaming*© mark is always visible and remains a focal point. It must always have the surrounding clear space as shown above. The clear space is calculated by the x-height from the descender of the letter J. This space should be clear of any kind of graphics and or type. It also can be used to determine how far the logo should be from the edge of print or web media. To ensure legibility and clarity the mark must never be scaled smaller



Reversing the colors to opposite side of the 101 Ways logo is considered unacceptable use.

THE SOUTHWEST ORANGE MUST ALWAYS REMAIN ON THE LEFT AND THE BLUE ON THE RIGHT. THE ONLY EXCEPTION TO THIS RULE IS WHEN IT IS USED FOR WEB ROLL OVERS



Lightening or tinting the logo in anyway is considered unacceptable use.

THE LOGO MUST ALWAYS REMAIN AT 100% OPACITY WITH NO TINT. UNLESS APPROVED OTHERWISE BY THE SOUTHWEST MEDIA DEPT.



Filling the banner solid with one of the primary logo colors or any colors is considered unacceptable use.

THE LOGO MUST ALWAYS REMAIN SPLIT WITH THE SOUTHWEST BLUE & ORANGE.



Filling the banner type with one of the primary logo colors or any color is considered unacceptable use.

THE TYPE MUST REMAIN WHITE WITH THE "TO USE A" IN ORANGE AND "SACK" IN BLUE



Changing the color scheme of the logo, to anything other than the primary logo colors is considered unacceptable use.

THE LOGO MUST ALWAYS REMAIN SPLIT WITH THE SOUTHWEST BLUE & ORANGE.



The logo should never appear on a background color that is the same as the primary colors

IF THE LOGO MUST APPEAR ON BLACK CHANGING "101" TO WHITE WILL BE THE SOLUTION. HOWEVER THIS MUST BE APPROVED BY THE SOUTHWEST MEDIA DEPT.



Outlining the logo in anyway is considered an unacceptable use of the logo.

CHANGING THE COLOR OF "101" IS ALSO PROHIBITED UNLESS APPROVED BY THE SOUTHWEST MEDIA DEPT.



Knocking out any part of the logo or filling it one single color is considered unacceptable usage of the logo.

THE BANNER MUST ALWAYS REMAIN ORANGE ON THE LEFT AND BLUE ON THE RIGHT.



Reversing the colors to opposite side of the 101 Ways logo is considered unacceptable use.

THE SOUTHWEST ORANGE MUST ALWAYS REMAIN ON THE LEFT AND THE BLUE ON THE RIGHT. THE ONLY EXCEPTION TO THIS RULE IS WHEN IT IS USED FOR WEB ROLL OVERS



Adding two colors to the radio waves is considered a unacceptable use

THE RADIO WAVES MUST ALWAYS BE THE SAME SOLID SOUTHWEST ORANGE, THEY MAY ALSO NOT CHANGE IN A TINT OF THE SAME COLOR.



Filling the word Jetstreaming solid with any color is considered a unacceptable use.

THE LOGO MUST ALWAYS BE SPLIT BLUE ABOVE BLACK, AND ORANGE FOLLOWING THE BLACK.



Lightening or tinting the logo in anyway is considered unacceptable use.

THE LOGO MUST ALWAYS REMAIN AT 100% OPACITY WITH NO TINT. UNLESS APPROVED OTHERWISE BY THE SOUTHWEST MEDIA DEPT.



Filling the Jetstreaming logo one solid color is considered a unacceptable use.

THE LOGO'S COLOR SCHEME MUST ALWAYS STAY THE SAME AS THE EXAMPLE [See Page 1](#)



Filling the spaces between the radio waves is considered a unacceptable use.

THE RADIO WAVES MUST ALWAYS BE ORANGE AND HAVE TRANSPARENT SPACES BETWEEN THEM



Filling the radio waves white to compensate for an orange background is considered a unacceptable use

THE LOGO SHOULD NEVER BE DISPLAYED ON A BACKGROUND THAT CONTAINS ONE OF THE PRIMARY LOGO COLORS.



Outlining the logo in any color is considered a unacceptable use

THE LOGO'S COLOR SCHEME MUST ALWAYS STAY THE SAME AS THE EXAMPLE [See Page 1](#)

MAGAZINE AD WITH INSERT



INSERT REMOVED



CALL TO ACTION INSERT

In correlation with the magazine ads southwest will include 8.5" x 9" campaign cards in all of their front pockets sick sacks. While the magazine ads will target the audience that may not fly southwest. The bag inserts will serve as a call to action to the passengers of Southwest planes along with an almost guaranteeing they will remember the campaign.



FLY SOUTHWEST
A CLASS ABOVE THE REST

ALREADY FLYING SOUTHWEST?
WERE SURE IT STILL WILL COME IN HANDY

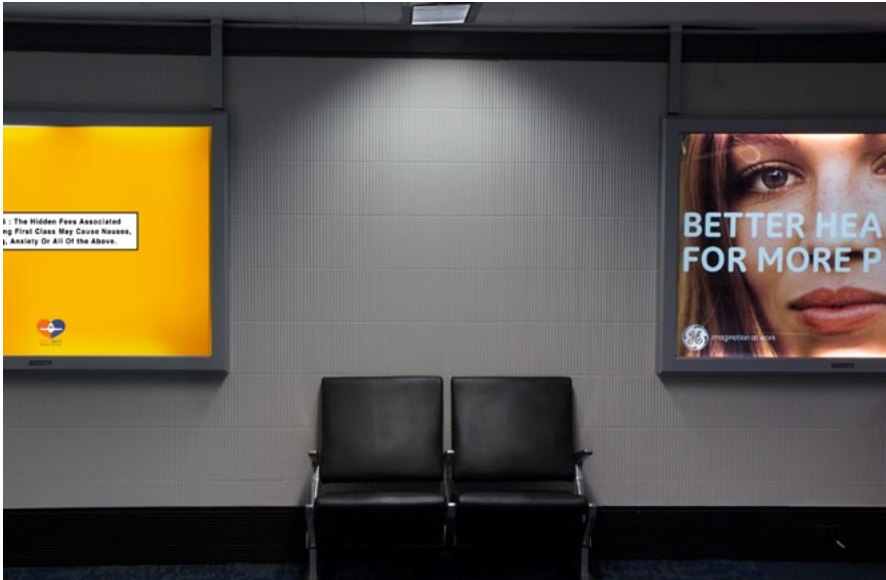
101
WAYS TO USE A SICK SACK

TELL US ON TWITTER
HOW YOU USE IT

twitter.com/sicksack
southwest.com/sicksack



WARNING : The Hidden Fees Associated With Flying First Class May Cause Nausea, Vomitting, Anxiety Or All Of the Above.





#11

"Hand Puppet"

DESCRIPTION

Kids + Parents

AUDIENCE

#26

"Leaky Pen"

DESCRIPTION

Suit+ Tie Commuter

AUDIENCE

#66

"Wet Bikini Storage"

DESCRIPTION

Spring Breakers

AUDIENCE

#87

"iPhone Seat Display"

DESCRIPTION

All Ages

AUDIENCE

Campaign Micro Site

This micro site will be the launching point for the social integration part of the campaign. It will also will be home base for the live feed of alternate uses from our Southwest Customers. Keeping this process as simple as possible is very important. So all the user will have to do is go to the site and click the tweet button. No annoying information has to be given, the app will immediately prompt you to connect with your twitter account.

LAUNCH SITE

Hidden fees tacked onto flying first class are enough to make anyone sick. Leave the frills and fees behind and **FLY SOUTHWEST**. We're sure you can think of a better use for the sick sack.

WE WANT TO KNOW HOW YOU USE IT.
Share Your Story 24
Check out all of the alternate uses from #101way2useasicksack at <http://southwest.jameslloydnelson.com> (via @sicSack)

I WANT TO SHARE
Don't put it off! Share now! Follow #101waystouseasicksack on Twitter. Enter and share above, and your story could be picked for our next commercial.

SHARE ON TWITTER
How do you entertain yourself when our flight attendants are serving drinks. Let us know. Don't forget to include this ridiculously long hashtag! #101waystouseasicksack.

LIVE TWITTER FEED
Join the conversation

© 2011 Southwest Airlines **FLY SOUTHWEST** A CLASS ABOVE THE REST

Twitter Application

101 Ways To Use A Sic Sack is a registered Twitter application that allows southwest customers to connect with our customer driven campaign. After connecting all the user has to do is type their story into their twitter box and add a specific hash tags. Simple as that, the users idea will then be displayed on the Sic Sack micro site. We then will pick our favorite stories and use them in a series of advertisements.

LAUNCH TWITTER

- Twitter for BlackBerry®** by Research In Motion Limited
Twitter for BlackBerry® smartphones helps you stay in touch anywhere, anytime. You can post a tweet, follow other Twitter users, search, upload photos and more
read and write access · Approved: May 27, 2010 4:10:52 PM PDT
- ÜberSocialOrig** by UberMedia Inc.
The Über client for smartphone devices
read and write access · Approved: October 12, 2010 9:26:33 AM PDT
- Plixi** by Plixi, Inc.
Plixi makes photo sharing fun.
read and write access · Approved: March 5, 2011 12:20:32 PM PST
- 101 Ways To Use A Sic Sack** by jamesLloydNelson
Share the alternate ways you have used a Southwest Sick Sack. Whether it be on or off the plane, an invention, or helped you out of a bind. We want to know!
read and write access · Approved: April 19, 2011 2:18:29 PM PDT
- LinkedIn** by LinkedIn
LinkedIn Status
read and write access · Approved: April 28, 2010 9:39:07 AM PDT
- Twitpic** by Twitpic Inc
Share photos on Twitter with Twitpic
read and write access · Approved: April 18, 2010 11:28:49 AM PDT

Motion Infographic

The *101 Ways To Use A Sic Sack* motion piece is broken into two versions. The first is a short bumper that highlights the campaign's message and use of the sic sack. It also subliminally will remind the customer to check the sic sack in the front pocket next time they board a southwest Boeing 757.

VERSION ONE



Motion Infographic

The second version contains version one and the campaign message, but then introduces the twitter application. Through fun simplified motion graphics, the viewer is taken through a step by step process of the application. This also highlights how easy and user friendly the app is and how simple it is to share.

VERSION TWO

