



Southwest Airlines CEO Gary Kelly, Mayor Annise Parker, Greater Houston Partnership Chairman Tony Chase at the press conference to announce "the deal".

Client: Southwest Airlines "Free Hobby" Campaign

Project: Public Relations | Public Engagement | Public Affairs

Objective: To pass a "Memorandum of Understanding," allowing the expansion of five international gates at Houston Hobby Airport

Strategy: The One World team developed and implemented a public relations, engagement and affairs strategy – in only a matter of weeks – to ensure a successful vote on Houston City Council. Specifically, we were responsible for:

- Engaging community grassroots and grassroots stakeholders, encouraging participation in City Council public meetings and civic engagements
- Executing of traditional and non-traditional media strategies to build awareness on the project
- Executing public relations tactics including staging a media opportunity at Houston City Council
- Lobbying and ultimately persuading Houston City Council members to vote in favor of the expansion of five international gates at Houston Hobby Airport



Southwest Airlines employees celebrate the passing of the Memorandum of Understanding.

Result:

The Houston City Council approved the "Memorandum of Understanding" between Houston Airport Systems and Southwest Airlines by a 16-1 vote on May 30, 2012