

CLIENT: Southwest Airlines “Free Hobby” Campaign

PROJECT: International Gates at William P. Hobby Airport

SERVICES: Public Relations | Public Engagement | Public Affairs

OBJECTIVE: Pass a memorandum of understanding (MOU) between the Houston Airport System and Southwest Airlines to allow expansion of five international gates at Houston’s William P. Hobby Airport.

STRATEGY: The One World team developed and implemented a number of public relations, public engagement, and public affairs strategies—within a period of only a few weeks—to ensure passage of the MOU by the Houston City Council. Specifically, we:

- engaged community grassroots and grassroots stakeholders, encouraging their participation in civic engagements and public city council meetings;
- executed traditional and nontraditional media strategies to build awareness of the project;
- implemented various public relations tactics, including staging a media opportunity in Houston City Council Chambers; and
- lobbied—and ultimately persuaded—members of the Houston City Council to vote in favor of expanding five international gates and William P. Hobby Airport.



RESULT

The Houston City Council approved the MOU between the Houston Airport System and Southwest Airlines by a 16-1 vote on May 30, 2012.

