



The Challenge

How do we ensure everyone at Southwest, especially frontline employees, knows about the investments we're making to modernize our operations and improve their working lives?



Our Audience

70,000+ frontline employees in the air, in the airport, and on the ground, from Pilots and Flight Attendants to Customer Service Agents and Dispatchers



Key Insight

Employees feel disconnected from the strategic decisions taken by leadership to drive improvements across the business.



Our Story

One Story is an ongoing, inspirational drumbeat about Southwest's journey to Better, highlighting improvements across every area of the business at the right time for their work and their people.



Creative Craft

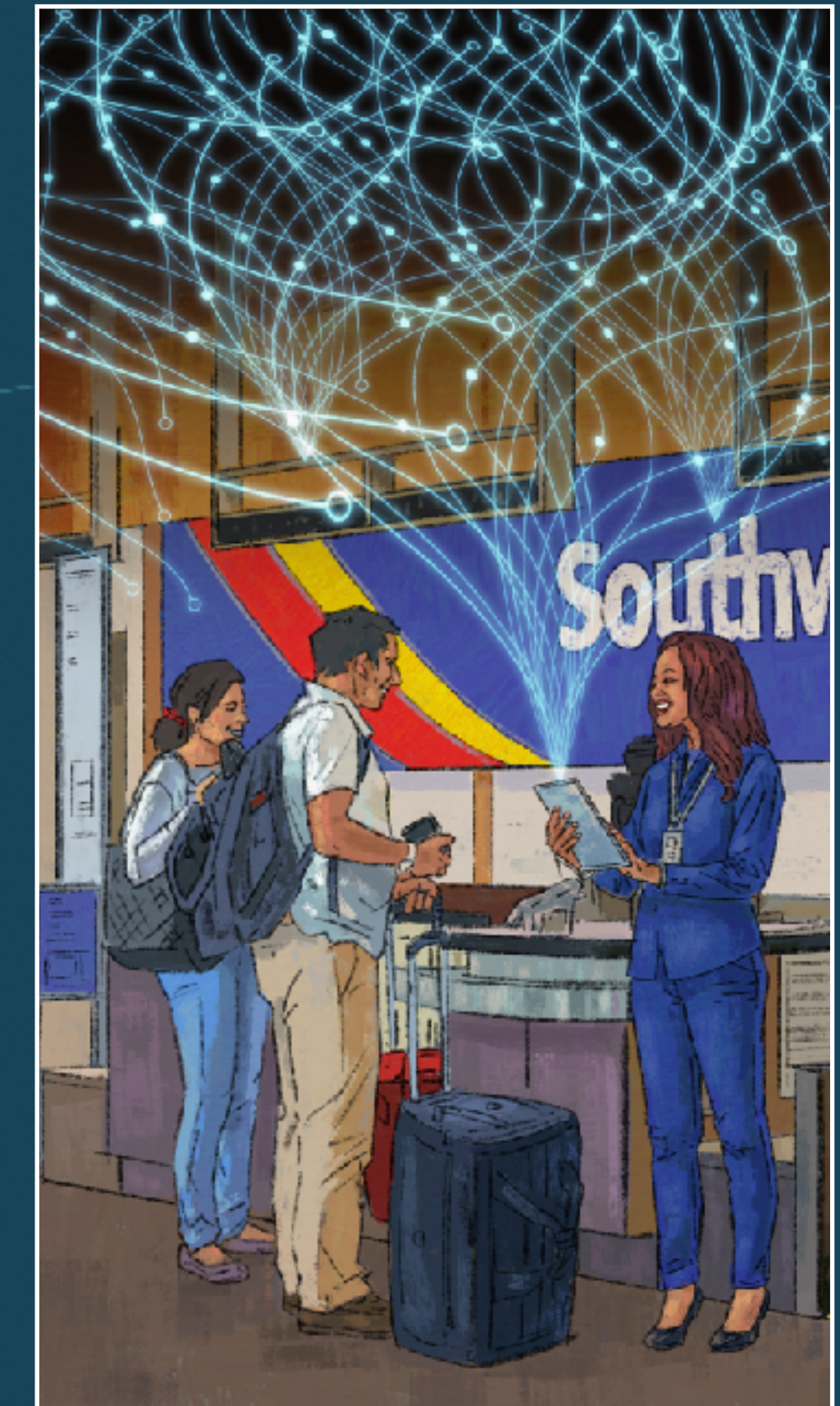
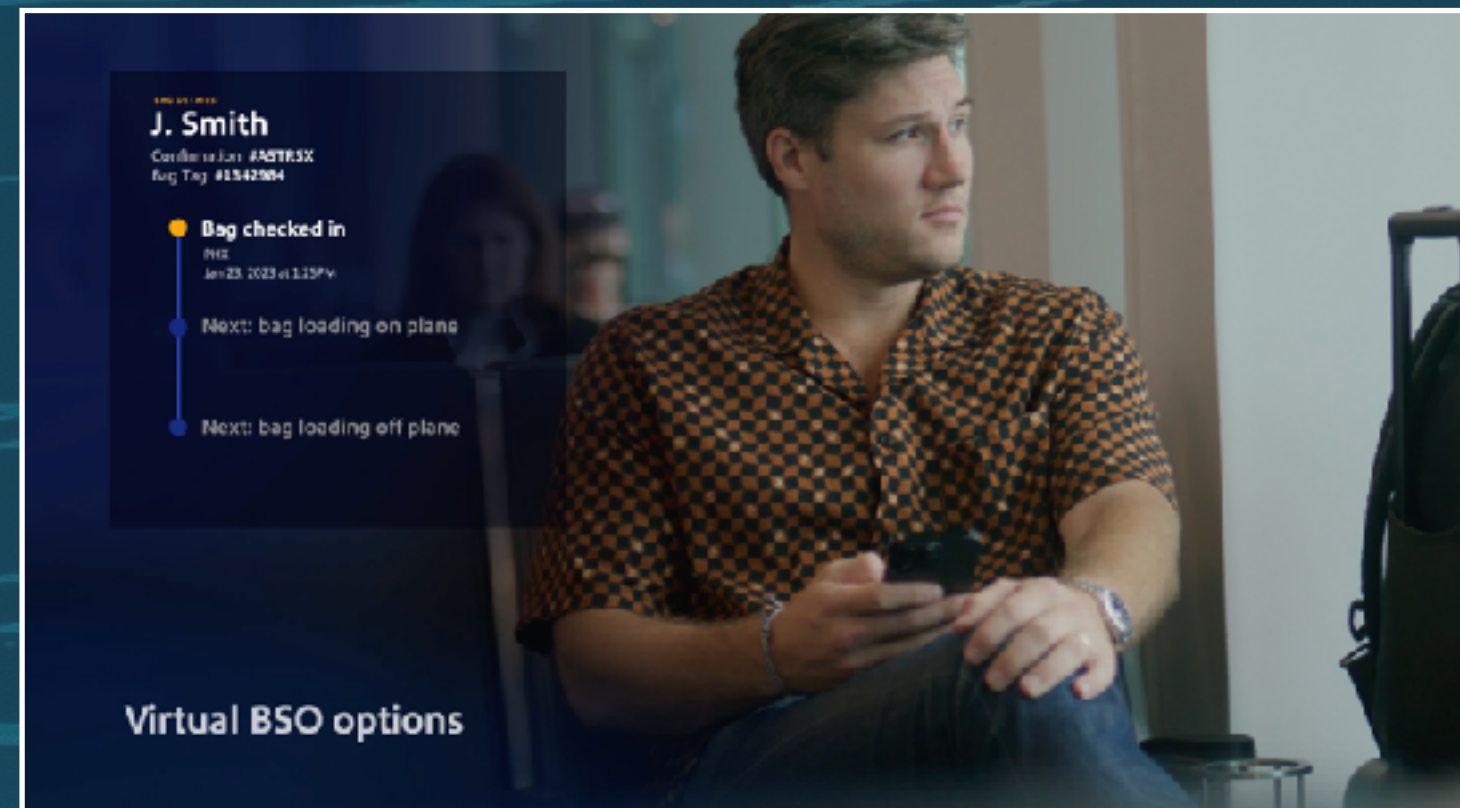
A central story platform showcasing operational improvements through print and digital infographics, and a film series that features real employees and presents complex data in simple, relatable ways.





Operational Modernization

Change Marketing™ at work



Film Series

23 consumer-grade videos—sizzle reels, Anthem films, and animated explainers.

Posters & Infographics

Print and digital assets, including mobile-friendly, consumer-grade infographics, crafted to put essential information directly into employees' hands.

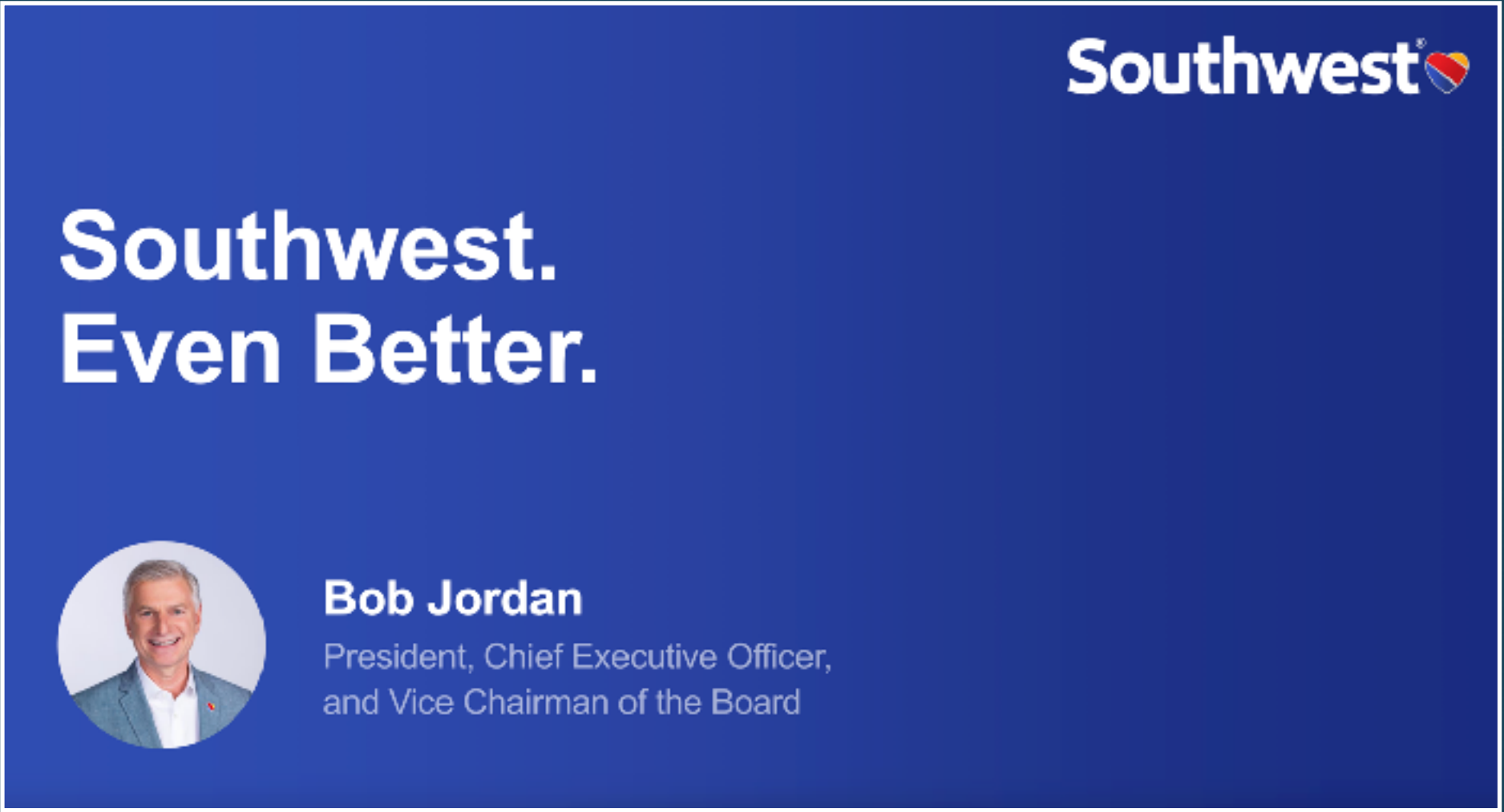
AI - Our next storyline

One Story began with Operations. The next storyline to roll out will be AI & Data.



Company-wide narrative

Change Marketing™
at work



One Story Strategy

Creating a central story platform, approved and supported by the CEO, to contain every strategic initiative across the business.

Launching at Investor Day Q3 2024

Leadership started sharing the Better story with key corporate stakeholders, ahead of a full employee rollout in 2025.