

Southwest Airlines Featured in Episode Two of NBC's 'On Brand with Jimmy Fallon' and Celebrated Winner with Watch Party at SWA Headquarters

Southwest Airlines was the featured brand in the second episode of NBC's 'On Brand with Jimmy Fallon' on Friday, Oct. 3. This show is a new, first-of-its-kind unscripted reality competition series where Jimmy Fallon creates a marketing agency and tasks a team of young, competitive creatives with developing marketing campaigns for major brands. Led by Fallon and mentored by Bozoma Saint John, contestants compete by pitching innovative ideas from commercials to jingles to experiential brand activations. For the Southwest episode, the show contestants brainstormed around the airline's venture into assigned seating and extra legroom seating!

To celebrate the episode airing, we hosted a watch party with the show's Dallas contestant at Southwest Airline's Headquarters Friday night when it aired on NBC. No one knew that the hometown contestant was actually the winner of the Southwest episode! Mahiri Takai's design was brought to life at the party celebrating with his friends, family and Southwest Employees as well as design elements matching his plane wrap, and extra legroom seats for viewers.

If you missed the episode, you can stream it now on [Peacock](#).

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](#).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

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