

## Mergers and Acquisitions



### Problem

A contentious merger in the airline industry, facing deep skepticism from regulators and both political parties in Washington, sought high level political and business leader voices from affected regions around the U.S. to voice their support for the new airline. Leaders from major metropolitan areas served by the airlines needed to weigh in on behalf of the merger, urging its approval.

### Solution

In less than 90 days, Locust Street designed a surgical grassroots campaign across nearly 50 small and medium-size U.S. cities. In each market, Locust Street engaged local mayors, chambers of commerce, airport directors, and other municipal and state elected officials, motivating them to write letters to the U.S. Senate Judiciary Committee and federal regulatory agencies overseeing approval of the merger. Locust Street also facilitated over 100 individual meetings and communications with local leaders and public officials, demonstrating how the merger would provide a positive economic impact for their communities.

### Metrics

# 150



## Official Letters

**3** Months  
**150** Letters

The three-month sprint produced over 150 official letters of support for the merger to Senate and House leadership and federal regulatory agencies reviewing the merger.

**50**  
Markets

Our campaign procured support from governors, mayors, airport directors, business leaders, and other high-level officials scattered across the nearly 50 different markets.