Boeing Announces McCann-Erickson as its Advertising Agency

The Boeing Company [NYSE: BA] today announced the selection of McCann-Erickson as its advertising agency of record.

Judith Muhlberg, Boeing's vice president of Communications, said the company looked for a strategic partner with global reach. "Boeing wants to grow its leadership position in commercial aircraft, defense and space, and expand its market reach. We want all of our audiences around the world to hear our message in one powerful voice," she said.

According to Muhlberg, it was a tight competition, with powerful presentations from a very strong field of agencies that included Bozell Worldwide, Publicis, and Young & Rubicam.

The new advertising will focus on leveraging the strength of the Boeing brand. The global effort will highlight the breadth and depth of the company's businesses and its technological leadership. Muhlberg said, "This new campaign will tell our audiences what The Boeing Company is all about - the continuing exploration of space, connecting the world through satellites and communications, providing defense and protecting the peace, and carrying millions of people to their destinations every day."

The Boeing decision concludes a four-month search that began with a field of more than 20 agencies. Geduldig & Ferguson, Inc., a New York-based consulting firm, assisted Boeing in the agency review.

Boeing expects to launch the new advertising campaigns before year-end.

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