Boeing Launches Advertising Agency and Annual Report Design Firm Reviews

Boeing, the world's largest aerospace company, today announced that it is conducting an assessment of its global advertising needs consistent with its ongoing transformation and its world headquarters move to Chicago. In addition, the company announced a search for a design firm to handle its annual report.

"The restructuring of our corporate architecture and other major moves in the last six months, are driving stronger communications strategies designed to support the Boeing brand," said Judith Muhlberg, vice president of communications for Boeing. "The rapid evolution and growth of our company, combined with our move of Boeing's world headquarters to Chicago, make this a prudent opportunity to fully consider all resources."

Boeing is inviting a number of global advertising agencies with full-service offices in Chicago and Chicago-based design firms to participate in the reviews. The advertising account includes campaigns for Boeing at a corporate level and for several of its business units. FCB Worldwide, the incumbent, has been invited to participate.

"FCB created some top-notch work for our company, and we have tremendous respect for their organization," said Anne Toulouse, vice president of brand management and advertising. "It is important that we continue to communicate the expanding scope of the company."

"With the help of Bob Wolf Partners, we have already identified a short list of advertising agencies that meets our criteria," said Toulouse. "Notifications will be sent to the list shortly, and we expect to complete the review by early October." An internal ad council with representatives from key parts of the company will conduct the initial review of qualified agencies.

Boeing is conducting a similar process to select a design firm for its 2001 annual report. Notifications to a pre-screened list of firms will be released soon. An internal committee will assess the candidates to find the most compatible and effective firm for the report. Boeing expects to finalize the selection by early September.

All questions or inquiries regarding the advertising review, other than news media queries, should be directed to Bob Wolf Partners/TPG, 1880 Century Park East, Los Angeles, CA 90067, phone (310) 552-2800.

The Boeing Company is the largest aerospace company in the world and the United States' leading exporter. It is NASA's largest contractor and the largest manufacturer of commercial jetliners and military aircraft. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles, satellites, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries.

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