Boeing Selects Finalists for Global Advertising Review

The Boeing Company today announced that it has selected three finalists in its search for a global advertising agency. Chosen from among six semifinalists, the finalists are BBDO, FCB and J. Walter Thompson, all of Chicago.

"The review took place in a competitive environment," said Anne Toulouse, vice president of brand management and advertising for Boeing. "Our team visited each agency and conducted an analysis. The choice was a difficult one because of the caliber of the talent in Chicago."

Last month Boeing announced it would be selecting a global advertising firm in Chicago in conjunction with the move of its world headquarters to the same city. The search is expected to conclude in October.

The advertising account includes campaigns for Boeing at the corporate level and for several business units. Boeing's internal advertising council -- with assistance from Bob Wolf Partners -- is conducting the ad agency search.

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.

Boeing 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. Boeing has an extensive global reach, with customers in 145 countries.

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