Boeing Selects Foote, Cone & Belding as Global Advertising Agency of Record

The Boeing Company [NYSE: BA] today announced the selection of Foote, Cone & Belding's Chicago office as its global advertising agency of record.

The decision follows a four-month, competitive review process in which Boeing identified FCB, BBDO and J. Walter Thompson, all of Chicago, to participate in the final review stage.

"In the end, we selected the FCB team as the best positioned to take us to the next level -- strengthening and leveraging our brand worldwide," said Judith Muhlberg, vice president of communications for Boeing. "Our expectations are huge as we seek stronger communications strategies to tell the Boeing story. FCB presented a campaign with a powerful, simple message that captured the spirit of Boeing."

Boeing announced its intention to put the advertising account up for review in July 2001, where upon it invited advertising agencies within the Chicago area that met specific criteria to participate in the process. FCB's Seattle office most recently served the account.

"The move of our headquarters to Chicago in September provided us with an opportunity to reassess our advertising needs," said Anne Toulouse, vice president of brand management and advertising for Boeing. "FCB Chicago, led by Dana Anderson and Jonathon Harries, delivered a strong response and demonstrated the qualities we sought in a strategic partner."

Commenting on the competitive nature of the review, Anne Toulouse stated that, "The talent of Chicago's advertising industry is impressive, and lived up to its reputation of being a world-class center."

Members of the review team included advertising directors from Boeing's various business units. Bob Wolf Partners/TPG assisted with the agency review. The value of the advertising account, which includes campaigns for Boeing at the corporate level and several business units, was not disclosed.

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.

Foote, Cone & Belding (www.fcb.com) is one of the largest agency brands in the U.S. and the world, with 2000 billings of $9.5 billion and more than 190 offices servicing clients in 100 countries.

FCB is one of the largest agency brands of The Interpublic Group of Companies (IPG), the world's leading organization of advertising agencies and marketing services companies. IPG's four global operating groups are McCann-Erickson WorldGroup, The Partnership, FCB Group and Advanced Marketing Services. Major global brands include Draft Worldwide, Foote, Cone & Belding Worldwide, Golin/Harris International, Initiative Media, Lowe Lintas & Partners, McCann-Erickson, Octagon, Universal Media, and Weber Shandwick Worldwide. Listed on the New York Stock Exchange (symbol:IPG), the company's restated revenue was $7.2 billion in 2000.

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