Boeing Launches "Horizons" Global Advertising Campaign

The Boeing Company today launched a new global advertising campaign "Horizons," created by Foote, Cone & Belding Chicago.

"Horizons" is the next step in Boeing's long-range advertising strategy designed to convey the broad scope of the company. "We are closing the gap between the public's perception of Boeing and the true breadth of our business as a global aerospace company," said Anne C. Toulouse, vice president of brand management and advertising for Boeing. "This campaign captures the spirit of Boeing, celebrating the power of human imagination and technological achievements," continued Toulouse.

A key objective of the campaign strategy is to build upon elements of the brand. "The Boeing brand is one of our most valuable intangible assets. Our investments in the brand help strengthen the company's long-term business position," she said. The Boeing brand music and the themeline 'Forever New Frontiers' are retained in the Horizon campaign. The themeline captures the essence of Boeing's heritage and future.

This is the first commercial produced for Boeing by FCB Chicago, selected as its global agency of record in November of last year. "Someone told me that if you get a great strategy -- one that truly captures the very soul of the brand -- you should be able to start writing ads right then and there," said Jonathan Harries, FCB worldwide creative director. "The concept of 'Forever New Frontiers' is one of those rare strategies, and I sincerely believe the work reflects that," he said.

Sixty and 30-second U.S. television buys include CNN, CNN Headline News, MSNBC, CNBC, Bloomberg and Fox News. Versions of the television spots will air throughout Asia and Europe beginning in February.

The Boeing Company is the world's leading aerospace company. It is the largest manufacturer of satellites, commercial jetliners, and military aircraft. The company is also a global market leader in missile defense, human space flight, and launch services. In terms of sales, Boeing is the largest U.S. exporter. Total company revenues for 2001 were $58 billion. The company has an extensive global reach with customers in 145 countries.

Foote, Cone & Belding Worldwide 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 102 countries.

FCB Worldwide 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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