

American Airlines partners with MediaCom

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American Airlines will build upon its commitment to focus on customers' needs and wants, engage employees and look to the future as an industry leader in commercial aviation by partnering with MediaCom to manage its global media business.

Along with MediaCom, Crispin Porter + Bogusky (CP+B) will manage its global advertising creative, and together the two agencies will bring inventive ideas to engage audiences and create a new conversation for the American Airlines brand.

"From the very start, CP+B and MediaCom showed a clear understanding of American's assets and opportunities, and it all starts with our 100,000 employees," said Fernand Fernandez, American's vice president - Global Marketing. "We want to capture the enthusiasm and passion our employees have for the future of the airline and deliver that message to our customers with a genuine and unique campaign. We think our employees and our customers will be proud of how CP+B and MediaCom work with us to present American's brand in the coming years."

"We are determined to be the core agency for the world's most ambitious brands, and American absolutely wants to be the best airline in the marketplace," said Sasha Savic, CEO MediaCom USA. "Working with CP+B, in particular, will allow us to deliver creativity that's focused on creating a fully-integrated communications system and producing tangible results."

American Airlines began its advertising agency review with pitch consultancy AAR in July of this year as part of a broader objective to evaluate all major partners to more effectively compete and deliver on its vision to restore American Airlines to the greatest airline in the world. CP+B and MediaCom will be responsible for delivering strategic and creative marketing solutions across the globe.

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