

Boeing launches two new ad campaigns

Boeing has announced that it will embark upon two new advertising campaigns designed to address widespread fears of the adequacy of airline security.

Boeing Commercial Airplanes' *Freedom is Being There* campaign, directed mainly at the US market, not only reminds people that travelling freely and without worry is a precious liberty, but it also reassures them that governments and industry were taking important steps to ensure comfort, safety and security. This according to Donna Mikov, Boeing's vice-president.

The second campaign, *Being There is Everything*, will address the same issues, but will be directed at the international market.

Both campaigns impress upon there being no substitute for personal contact, despite the vast array of communications technology available.

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