

Airbus Names Crossmedia As Its New Global Media Agency AOR

The independent agency, based in the US, UK and Germany, won a shootout for the media business of the leading commercial aircraft, defence, space and helicopter manufacturer, topping a handful of competitors

LONDON/NEW YORK/DÜSSELDORF, February 14, 2023 --- Crossmedia, the globally independent media agency, has been named the global media agency-of-record effective immediately for Airbus, the leading commercial aircraft, defence, space and helicopter manufacturer. Crossmedia prevailed over a number of competing agencies including the incumbent shop.

The review focused on Airbus's need for a media agency partner that clearly demonstrates the ability to organise around the brand's requirements of employing a flexible, bespoke approach to match the company's internal operational structure and processes. The account will cover all of Airbus's global markets and will focus on strategy, media planning & buying, as well as any local support needed. The account will be primarily handled out of the agency's London office with digital services support out of Düsseldorf.

"We are thrilled to begin our new partnership with the Airbus advertising team that will support the entire Airbus organisation as it continues to drive innovation in aerospace," said Tony Williams, Crossmedia, Managing Director. "We love working with companies that are passionate about making a difference in the world, and Airbus is exactly that. We look forward to contributing to the brand's innovation ethos to support its continuing mission to pioneering sustainable aerospace."

About Crossmedia

Crossmedia is the global media independent. We do media the right way, guided by the principles of Trust, Reason and the Pursuit of Happiness. Founded in 1997, there are now over 600 Crossmedians worldwide. We pioneered operational media transparency to drive positive outcomes for our clients including Etihad Airways, Lidl, U.S. Bank, Hartford, Ilva Saronno, European Wax Center and White Castle. Minority-owned in the US and with a culture like no other, we were twice-named an Ad Age Small Agency of the Year and are the top-ranked media agency on Ad Age's Best Places to Work four years in a row (2023, 2022, 2021 & 2020). www.xmedia.com | www.xmvoice.blog

About Airbus

Airbus pioneers sustainable aerospace for a safe and united world. The Company constantly innovates to provide efficient and technologically-advanced solutions in aerospace, defence, and connected services. In commercial aircraft, Airbus offers modern and fuel-efficient airliners and associated services. Airbus is also a European leader in defence and security and one of the world's leading space businesses. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions and services worldwide.

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