

American Airlines Hires Burrell Communications as Its Agency of Record for African-American Advertising  
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American Airlines today announced it has hired Burrell Communications as its agency of record for its advertising for the African-American market.

In addition to its work with the African-American consumer market, the Chicago-based agency also will work closely with the airline's longstanding general market agency of record, tm Advertising, on general market campaigns. Burrell will begin working with American on Nov. 1.

"We are very happy to bring Burrell onboard," said Roger Frizzell, Vice President-Advertising and Corporate Communications. "Their services complete our marketing team for African-American travel. The team also includes public relations support from Lagrant Communications of Los Angeles."

"We are delighted to work with American Airlines, our airline of choice," said McGhee Williams Osse, co-CEO of Burrell Communications. "This is an account our agency has wanted for a long time, and we are thrilled to have the opportunity to reach African-American travelers in ways that resonate with those who travel for both business and pleasure."

American has led the airline industry in its efforts to reach African-American consumers. It is one of few companies that employs a sales team devoted to African-American owned businesses.

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