

# Leo Burnett Sydney Wins Emirates Creative Account

**Agency to develop and deploy creative strategies and solutions for the Australia market**

19th December 2017

Emirates has appointed Leo Burnett Sydney to handle its creative account for the Australia market following a pitch. The partnership will see the agency develop local strategies and deploy lateral creative solutions for the evolving media and digital landscape.

Pete Bosilkovski, CEO of Leo Burnett Sydney, said: “We are both thrilled and honored to be partnering with Emirates, who has built a reputation as one of the world’s best airlines and continues to redefine and lead the travel and aviation market through innovation and customer experience. We love to partner with brands that share an obsession with customer experience and innovation, and we look forward to collaborating with Emirates to help build on the tremendous affinity that exists for the brand in Australia.”

Christopher Galanto, senior vice president of advertising at Emirates, added: “During the RFP process, the Leo Burnett team demonstrated an excellent grasp of our strategic, brand and tactical communication requirements, and the ability to demonstrate inspiring creative work across channels. We look forward to working with them.”



## **About Publicis Communications**

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