



VETERANS DAY TV/PRINT/DIGITAL

14 OCTOBER 2016

FCBCHICAGO

SERVING. WORKING. TV: 30

Open on the interior of the Boeing factory in Everett. We move slowly down the line, noticing different people at work. They don't notice us, but as we pass them, a super with their Boeing position and military title appears. We match cut to the BDS factory in St. Louis where different people work on different products. We continue match cutting and moving down the line until we reach the last engineer, who gives us a slight nod of recognition before getting back to work.

SUPER: Machinist, Sergeant

SUPER: Engineer, Senior Petty Officer

SUPER: Technician, Private First Class

SUPER: Aerodynamicist, Pilot

SUPER: Software Engineer, Lance Corporal

SUPER:
Serving Those Who Serve

LOGO:
Boeing



SERVING. WORKING. PRINT



ENGINEER
PRIVATE FIRST CLASS

MACHINIST
SERGEANT

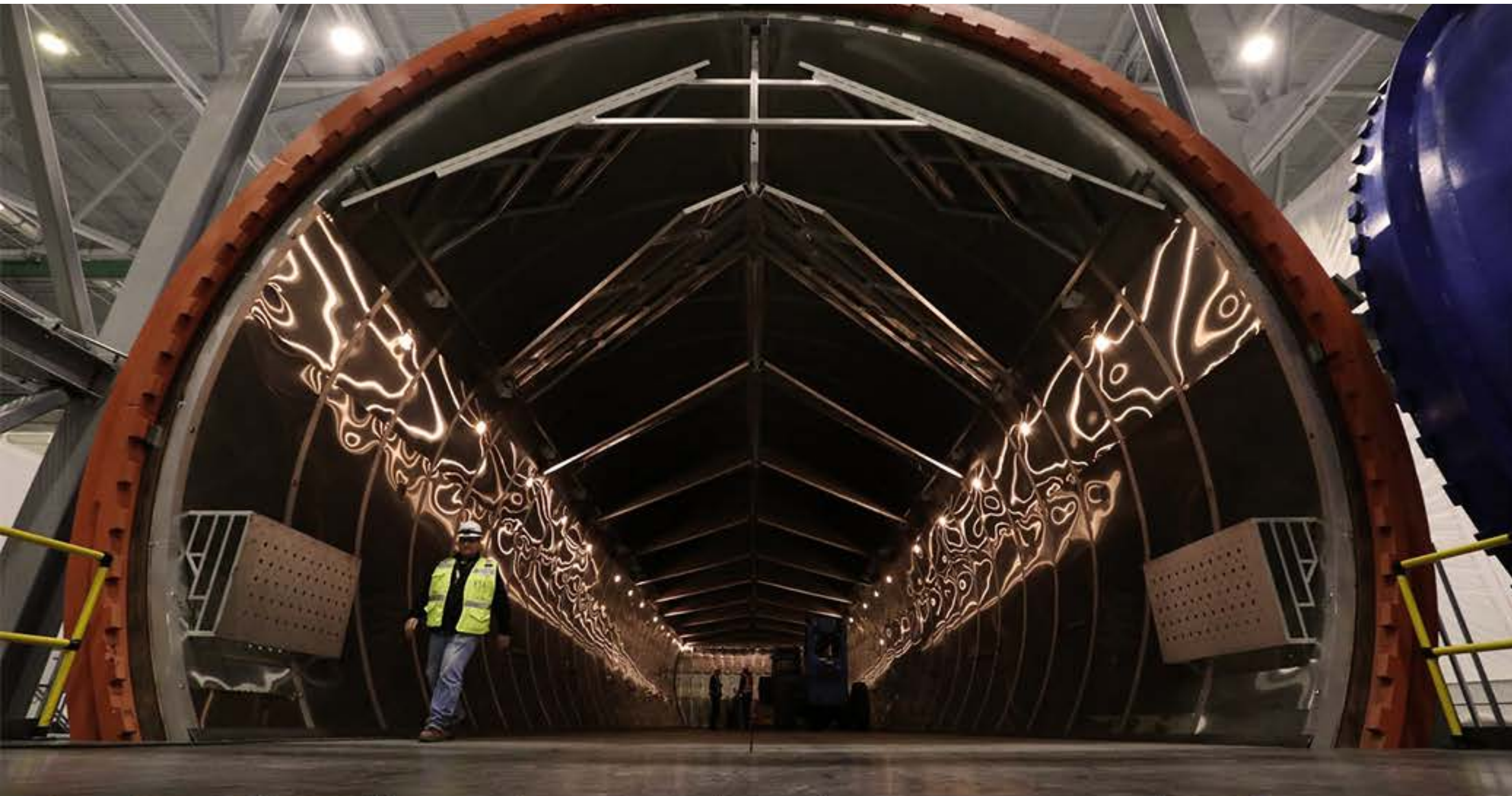
Some will only ever thank the men and women who serve our country. At Boeing, we believe in doing more. More than 15% of our workforce are veterans, and their skills, work ethic and value will always be honored here. Serving Those Who Serve For 100 Years.



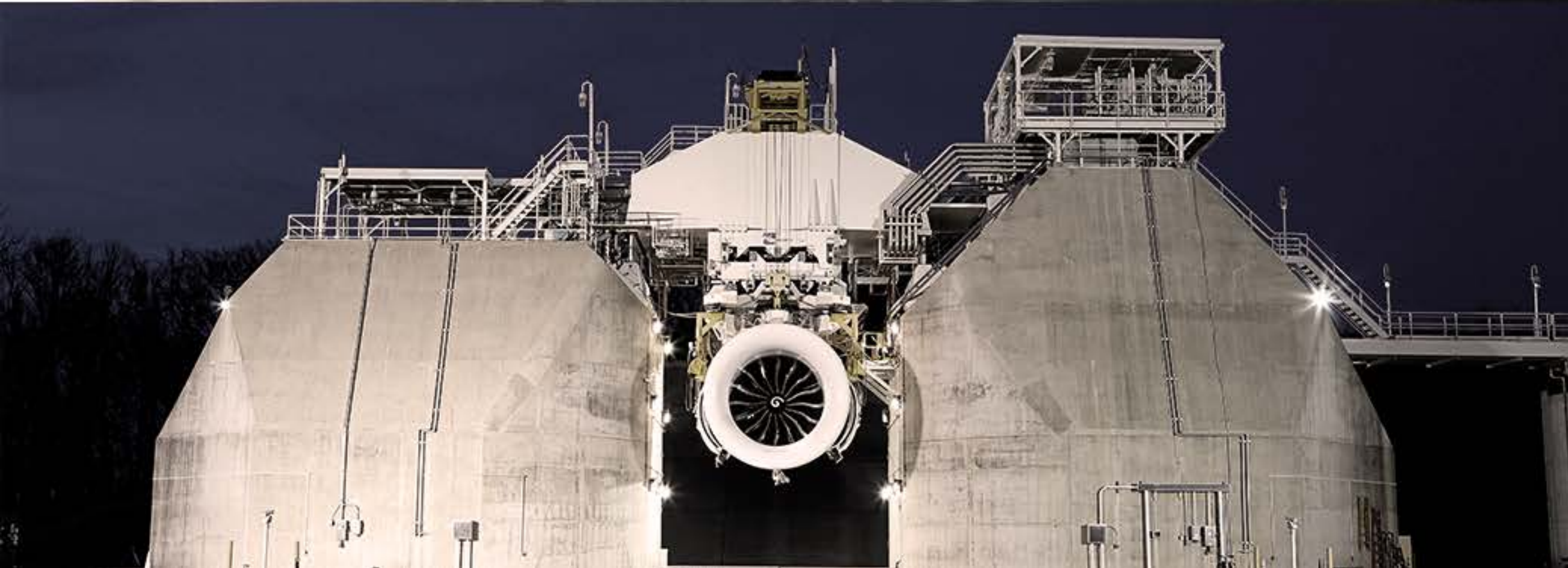
It Can Be Done
Mood | People



It Can Be Done
Mood | Products



It Can Be Done
Mood | Places





FCBCHICAGO