NYC 9/11 Public Portal Document



A newspaper ad for General Electric shows a defiant Statue of Liberty getting ready for action.

Express; Hertz, a unit of **Ford Motor**; and **Marriott International**, which are contributing an estimated $20 million to run the spot.

In fact, McCann-Erickson is also the ad agency for Marriott.

President Bush is joined by a cadre of elected officials in campaigns commingling public service and commercial promotion, including Mayor Rudolph W. Giuliani, Gov. George E. Pataki and Jean Chrétien, prime minister of Canada. Those efforts seek to rebuild the New York City brand by encouraging tourism, shopping and dining out to help local businesses.

The campaigns, by BBDO New York and the New York and Toronto offices of the **Wolf Group**, work more effectively than the travel commercial because they mask their intent to benefit private companies with a burst of feel-good emotionalism tapping the reservoir of good will the city has earned the last three months.

Mr. Giuliani is by far the best performer of the bunch, particularly in the delightful BBDO New York spots carrying the theme "The New York miracle. Be a part of it."

The humorous pro bono commercials present well-known residents like Robert De Niro and Barbara Walters, each pursuing an improbable "New York dream" from taking part in the Macy's Thanksgiving Day parade to being in a Broadway musical.

Don't be surprised if after Mr. Giuliani leaves office, he appears in a Super Bowl commercial by BBDO New York for one of the agency's paying clients like Pepsi-Cola.

CITY_21MC100_011834032

NYC-WTC_000415730