

Etihad Airways appoints Cheil Network

Etihad Airways, the national airline of the United Arab Emirates (UAE), has appointed the Cheil Network to handle its global digital and social marketing activities, following a competitive pitch process held last month.

Cheil is now responsible for delivering Etihad Airways' strategy and creative in all digital and social channels. The agency will also support Etihad Airways with performance-based marketing, analytics and reporting.

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