



AFLAC names GCI agency of record

Written by **CRAIG MCGUIRE**
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Though officials at both AFLAC and GCI declined to discuss numbers, a source close to the deal said the account was worth close to \$1 million annually. The source added that GCI bested BSMG and Fleishman-Hillard for the business. AFLAC president and CEO Daniel Amos said GCI was the most well-rounded of the agencies considered.

AFLAC previously worked with Cohn & Wolfe's Atlanta outpost, though the firm was never formally given the agency-of-record designation. The company refused to identify other firms that it has used on a project basis.

Insuring more than 40 million people worldwide, AFLAC has charged GCI with raising its profile. Kaplan Thaler Group, a NY-based ad agency, was brought in by the company last year and developed the AFLAC quacking-duck TV ads, which debuted this May. Bob Pearson, president of GCI/North America, said his team will work closely with Kaplan as well as Atlanta's Fitzgerald & Co., which handles all of AFLAC's print advertising.

A 10-strong GCI team will lead the account from NY with support from the firm's Atlanta office and GCI BoxenbaumGrates.