

Achtung! to lead global PR activities for Lufthansa Group

The Lufthansa Group has appointed PR agency Achtung! to handle the global PR activities for its airlines, which include the brands Lufthansa, Austrian Airlines, Swiss, Eurowings, and Brussels Airlines.

Atmosphere Communications was appointed as the South African agency and will work alongside Achtung! to manage local PR activities for the Lufthansa Group.

Achtung! assumed the mandate on 1 January 2019, forming the necessary international agency network over the agency pool The Network One.

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