



# Cole & Weber United Triumphs At Beverage Dynamic Awards

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SEATTLE — Cole & Weber United emerged a big winner at the Beverage Dynamic Awards 2008. These awards recognize the best advertising, promotion, package and merchandising materials in the beverage alcohol industry. Cole & Weber United stands out with wins across multiple categories for Colt 45 and Livingston Cellars campaigns.

Tales of Colt 45 was awarded three first place awards across various categories: website, collateral and special supplement. The campaign was also recognized for second and third place awards in the case card, special video, web ads, and outdoor categories.

In addition, a campaign for Livingston Cellars was recognized with third place awards in the website and consumer print categories. A full listing of awards is below.

Commenting on these awards, Mike Doherty, President of Cole & Weber said, "We are delighted by our success at the Beverage Dynamic Awards as it demonstrates the impact brand experiences can have for our client's business. The number of awards is a testament to the breadth and depth of creative talent to be found at our agency."


## **Colt 45: The Tales of Colt 45**

- First Place, Website category
- Collateral First Place, Other Premium Items category
- First Place, Special Supplement category
- Collateral Second Place, Case card category
- Second Place, Special Video category
- Third Place, Web Ads category
- Third Place, Outdoor/Transit Ad category

## **Livingston Cellars**

- Website Third Place, Website category
- Third Place (tie), Consumer Print Ad category

## **ABOUT COLE & WEBER UNITED**

Cole & Weber United is a creativity company known for creating innovative campaigns that go beyond traditional advertising to solve business problems. Founded in 1931, the Seattle-based agency has established a reputation for producing insightful, creatively disruptive, award-winning work. Cole & Weber United is a member of WPP's Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs. For more information, please visit [www.cwunited.com](http://www.cwunited.com). 

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