



Cole & Weber United hires Todd Grant as new Executive Creative Director



05/16/2006

Cole & Weber United announced today that Todd Grant has been named executive creative director and partner. Grant, who was former creative director at Publicis of the West, will fill the position left vacant by Guy Seese in March. "This is an important hire for us as our agency continues to evolve to meet the needs of our clients and an ever changing media landscape," Cole & Weber United co-president Brad Harrington said. "Todd has an amazing body of work and a great creative reputation but more importantly, he is interested in taking his creative acumen into new and more unconventional mediums which is something this agency has been focused on for quite some time" After attending Art Center College of Design, Todd spent 2 years at the NY office of ChiatDay where he worked on Reebok and New York Life. He then headed to Goodby, Silverstein & Partners, where he was awarded the Marget Larsen award for Art Direction in 1997. At Goodby Silverstein & Partners he began working on Anheuser-Busch where he and his partner created Louie & Frank, The Budweiser Lizards. Over the next couple of years, 6 of the Lizard spots placed in the USAToday's Superbowl Top Ten Poll. The campaign was also named USAToday's most popular television campaign for over two years. The New York Times and ESPN polls also weighed in and pegged the commercials as the most popular Super Bowl spots ever. Todd has also produced notable work for HP and was responsible for the campaign that launched the "invent" tagline worldwide. At ChiatDay/SF Todd primarily worked on the Addidas account and most recently, at Publicis of the West, he was responsible for T-Mobile, HP and the Washington State Lottery. Todd has received recognition from every major award show, both nationally and internationally.

ABOUT COLE & WEBER UNITED

Cole & Weber United is a full-service marketing agency 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. For more information, please visit www.cwunited.com. Cole & Weber United is a member of WPP's Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs. 