

# AdvertisingAge®

---

---

## AGENCY NEWS

### IOC Chooses Cole & Weber to Head Creative and Media Planning

---

First Project: [Getting Youth Excited About Olympic Games](#)

Posted by [Rupal Parekh](#) on [12.02.08](#) @ 05:28 PM

NEW YORK (AdAge.com) -- The International Olympic Committee has tapped Seattle-based Cole & Weber United as its global creative and media planning agency -- and its first assignment will be a campaign to get young people fired up about the Games.

As part of its new assignment, Cole & Weber will target youth, particularly 12- to 19-year-olds. The first creative work, including TV, print and online executions, is expected to break next year.

The IOC has in the past worked with Omnicom Group's TBWA Worldwide and Publicis Groupe's Saatchi & Saatchi. It most recently worked with Cole & Weber's sibling agency, Sra. Rushmore, Madrid.

Cole & Weber and Sra. Rushmore are both part of WPP Group's United Network, a micro-network of eight global agencies.

An IOC representative could not be immediately reached for comment.

