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Positive message resonates in the International Olympic Committee spot directed by the duo Fx & Mat of Nexus Productions for Cole & Weber United

Westport, CT, December 18, 2009 | SHOOT Publicity Wire | --- The editors of SHOOT® magazine have honored "All Together Now" as the 'Top Spot of the Year' for 2009. There's a dash of sentimentality in SHOOT's choice for the Top Spot of 2009, culled from a field of 'Top Spots of the Week' it covered throughout the year.

As it turns out, SHOOT's sentiment coincides with many of its readers who in an online poll voted decisively in favor of the International Olympic Committee's (IOC) animation :60 spot, directed by the duo Fx & Mat of Nexus Productions, London, for Cole & Weber United, Seattle.

According to SHOOT editor Robert Goldrich, "All Together Now" garnered the largest number of year-end votes, over 21 percent out of more than 2,000 cast by SHOOT readers choosing from 15 Top Spots of the Week finalists, with some voters going off the ballot to make write-in selections." Ultimately SHOOT concurred with the largest bloc of votes from its readership poll for a number of reasons.

SHOOT editors felt the positive message in the IOC spot is of great appeal, reflected in its title as six giant-sized athletes engage in an epic tug of war, which ends with them literally pulling the continents together. "Indeed 'All Together Now,' the notion of pulling the world together to share what unites rather than what divides us, is a most compelling message in the face of a turbulent year. It's a feel-good optimism that takes on even deeper meaning as we embark on 2010," said SHOOT editor Robert Goldrich.

From a more specific spotmaking industry standpoint, "All Together Now" also represents an affirmation of what new talent can bring to the table. Goldrich related that Fx & Mat were part of SHOOT's 2009 New Directors Showcase. In a mini-profile of the duo as part of SHOOT's 7th annual [New Directors Showcase coverage](#) in May '09, the directors noted that they were working at the time on "a top secret project for the Olympics...oops, it's not a secret anymore."

"Our Top Spot for 2009 articulates several aspects of what we aspire to see more of in 2010--a promising concept that comes to fruition as a lovely work of art and a relevant piece of branding communication, a belief in new talent as the lifeblood of our industry and that we all can win when opportunities are extended to such talent, and the dream that the world can come together in the Olympic spirit for the greater good--and that this good can go well beyond athletics and help to unite people from varied cultures and societies," Goldrich summed up.

Top 5 Tally

Rounding out the Top 5 after the IOC spot were in order: Sprint Nextel's "Wedding" from Goodby, Silverstein & Partners, San Francisco; Diet Dr Pepper's "Unbelievable" out of Deutsch LA; and two spots for Liberty Mutual, "Trunk" and "Pilot," both from Hill Holliday, Boston.

Here are the poll results with the percentage of 2,000-plus voters who selected each Top 5 spot:

Top 5 2009 SHOOT "Top Spot of the Year" Vote Getters

1. IOC's "All Together Now" (21.06%)
2. Sprint Nextel's "Wedding" (17.36%)
3. Diet Dr Pepper's "Unbelievable" (14.53%)
4. Liberty Mutual's "Trunk" (11.70%)
5. Liberty Mutual's "Pilot" (10.63%)

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2009 **IOC's 'ALL TOGETHER NOW'**
Top Spot of the Year
Directed by Fx & Mat

The Editors of SHOOT Name IOC's "All Together Now" Top Spot of 2009 (www.SHOOTonline.com)