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» **Seen and noted** UPDATED DAILY BY CAMPAIGN BRIEF/BESTADS

## Guest judge: Todd Grant, ECD of Cole & Weber United, Seattle

GUEST JUDGE / BEST AD OF THE WEEK USA October 28, 2008 17:26

As Executive Creative Director at WPP's Seattle-based Cole & Weber United, Todd is charged with driving the agency's creative turn around and breathing new life into sleepy brands that need a shot of life. Todd joined Cole & Weber United in 2006 from Publicis West, where he served as Creative Director. In this role, Todd worked for an impressive roster of brands including, T-Mobile, Washington's Lottery and the Surfrider Foundation. Todd's Surfrider campaign was recognized at The One Show, Archive and at the International Advertising Festival in Cannes.

Previously, Todd spent eight years at Goodby Silverstein & Partners and several years at Chiat/Day in San Francisco. Over the years, he has worked and developed notable campaigns for Adidas, GotMilk, Ace Hardware and Porsche. Under his direction, Todd launched the Invent tagline for HP worldwide. He was also the creator of the Budweiser Lizards campaign - USA Today's most popular campaign two years in a row.

In 1996 and 1997, Todd was recognized as West Coast Art Director of the Year. His work has also been recognized multiple times at the Kelly Awards, OneShow, Andy Awards, ADDYs, Clios, D&A, Beldings, Radio Mercury Awards and the Cannes Advertising Festival - Todd has been awarded 15 Lions.

In addition, Todd has taught at Miami Ad School's San Francisco campus.



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### BEST TV

I enjoyed the reprisal of the Wassup guys even though it's a tad long. A nice bit of imagined design to see the trials of these guys 8 years later and the hope an **Obama** presidency would offer their various woes. My favorite though is the **Goodyear Mate** commercial as I tend to like spots where I can honestly ask, "did that really run?" I enjoy the unspoken realization of the walrus traveling long and far for this rendezvous and the elegantly handled moment of lust, one sided as it may be. Then no product shot, yay.

### BEST PRINT

I like the **Skins** spread for the unexpected notion that your bike now pays for the rigors of your physical activity. The small shot of apparel helps to reinforce the notion that a little bit of smart engineering on the part of what you wear goes a long way to making you feel comfortable/protected. A nice, natural photograph as well. But it's hard to beat the beauty of the Tiger ad for **Wildlife Trust**. A beautiful, simple and very powerful idea.

### BEST OUTDOOR

I like the work for **Samson & Dellia**. A smart juxtaposition of environments and conflicts with a message for awareness/hope that goes beyond just selling opera tickets. I'm continually impressed with the **Economist** advertising, both overseas and here in the states. And it's also refreshing to see them going after a younger audience with a sarcastic yet oddly respectful tone. I hope they did a bunch; would be a fun series to collect until it started to smell.