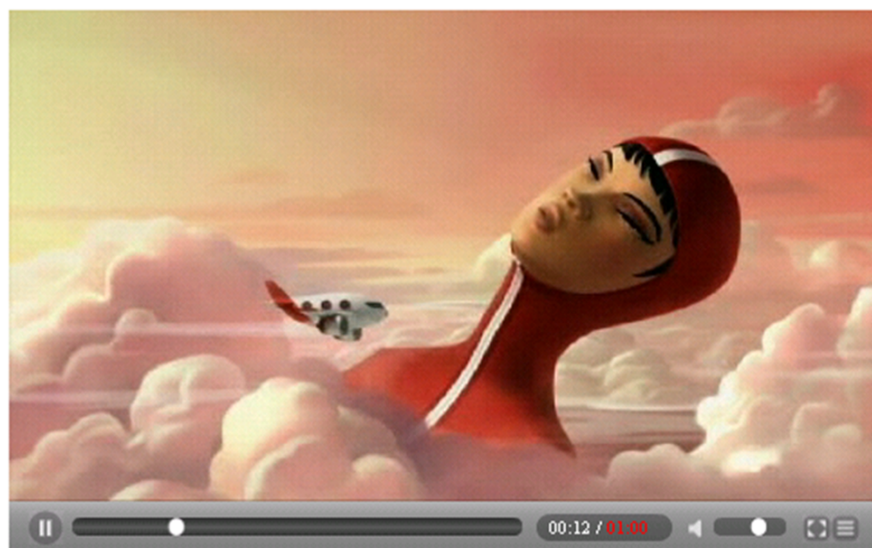


**International Olympic Committee (IOC): All Together Now** [TV](#) [Americas](#) [United States](#) [Recreation & Leisure](#) [C](#)



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The IOC just launched the second phase of its "Best of Us" campaign, a multifaceted, global effort that aims to bring the Olympic values of Excellence, Respect and Friends

For this latest effort, Cole & Weber created an animated TV spot titled "All Together Now." The spot was directed by the brilliant young French directing duo, FX & Mat of Ne countries together with rope, symbolizing the world coming together in the spirit of Olympism through the super-human effort of athletes and fans.

"All Together Now" aired for the first time this past weekend on NBC—IOC's broadcast partner in the US—during the 12th IAAF World Championships in Athletics (in Berlin, be viewed on the IOC's website. This is the first part of a campaign that will include print in Sept and a digital experience launching later in the fall. Ultimately, through the ca end goal of increasing interest in the Games when they do occur.

Advertising Agency: Cole & Weber United, USA

Executive Creative Director: Todd Grant

Art Director: Scott Fero

Copywriters: Jake Baas, Greg Lane

Executive Producer/Broadcast Producer: Pete Anderson

Production Company: Nexus Productions

Director: Fx & Mat

Executive Producers: Charlotte Bavasso, Christopher O'Reilly

Head of Production: Julia Parfitt

Producer: Christine Ponzevera

Project Lead: David Fleet

Animation: Nexus Productions

Compositing: Nexus Productions

Sound Design: Wave, London

Sound Designer: Stuart Welch

Music: Brains and Hunch


Producer: Tonic/Susan Stone

orward



Industry



Cole & Weber  International Olympic Committee

hip to life and engage youth around the world.

exus Productions. In the spot, six larger-than-life Olympic athletes are depicted literally pulling

Germany). The spot will be made available to broadcasters across the world, and can also  
mpaign, IOC hopes to build excitement for the Olympic movement between Games with the



