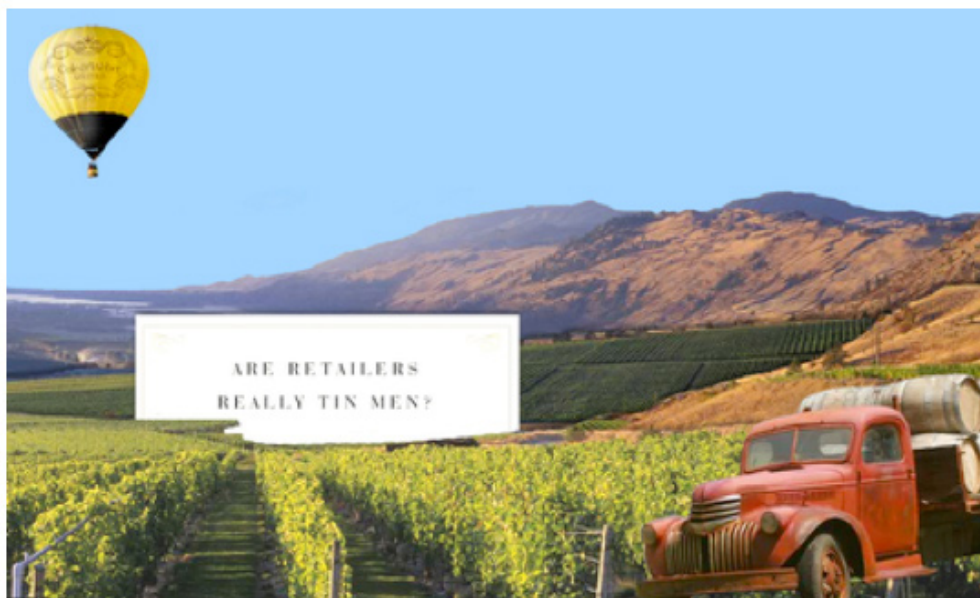




Cole & Weber: Create deep dive industry experiences



Industry relevance was once a column of client logos. Today, it's a sense of the experience. Of speaking the language, having apropos theories, demonstrating a targeted approach.

Cole & Weber brings a great example to life on this micro site showcasing their experience in the wine category. It's peppered with thought leadership. Has a taste of quality, a note of investment and a nose of confidence. (Metaphor - and post - officially exhausted).

August 05, 2008 in [It has a Clever Approach](#), [It was a Great Execution](#), [Medium: Events](#), [Medium: Web](#), [Series: Breaking through](#), [That's the Next Big Thing](#), [The Best](#) | [Permalink](#) | [Comments \(5\)](#) | [TrackBack \(0\)](#)

