

## IOC Push Stresses Friendship, Unity

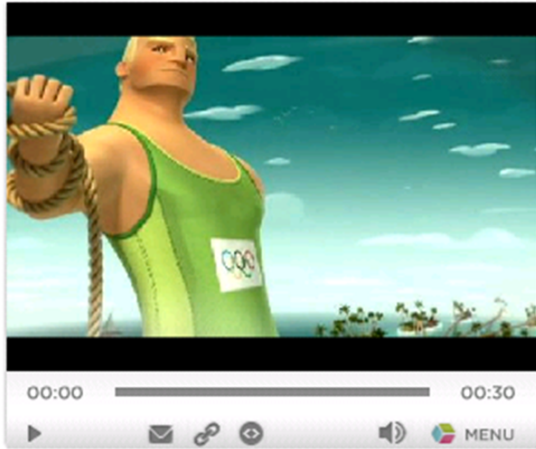
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- Eleftheria Parpis

**NEW YORK** The International Olympic Committee began running a new youth-targeted campaign from Cole & Weber United in Seattle this week featuring an animated commercial touting themes of friendship and unity.

The 30-second spot, directed by FX & Mat of Nexus Productions, shows six larger-than-life athletes in a global tug of war that pulls their countries together at the end to form an image of the globe. Continuing the messaging that began in a 2007 campaign from sister agency Sra Rushmore/United, Madrid, Spain, the spot, which has no dialogue, ends with "The best of us" tagline.

The commercial began running during the NBC broadcast of the IAAF World Championships and is part of the IOC's ongoing attempt to engage young people in the Olympics and the spirit it represents, especially in between events. "We want to maintain relevance," said Timo Lumme, IOC director for television and marketing. "We don't want to go silent in between games."



The Winter Games are set for Vancouver in February and the first Summer Youth Olympic Games will be held in Singapore next August.

The spot communicates "the basic values that underpin the Olympic Games: movement, respect, excellence and friendship," added Lumme. Print features "The best of us" with an image of a paper snowflake formed out of cutouts of people. An online component will follow in October.

"We looked [at] those values and tried to figure out a way to bring those to life, which is interesting because some of it works against each other. There is friendship, but there is also excellence which is competition, so how do you bring this to life in an interesting way," said Scott Fero, associate creative director at Cole & Weber. "That's where this

idea of a tug of war came about. It appears these characters are fighting against each other only to later realize they are coming together."

The campaign will run on a pro-bono basis in about 80 countries.