



ADWEEK

Cole & Weber Wins Wash. State Lottery

The incumbent, Publicis in Seattle, did not defend

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-By Gregory Bolman

LOS ANGELES WPP Group's Cole & Weber United has prevailed in the \$12 million Washington State Lottery review.

A client representative confirmed that Cole & Weber was "the apparent successful bidder," and would be awarded the business pending the outcome of the state's final approval process.

Finalists included independent agencies Dave Syferd & Partners and Jones Advertising, Interpublic Group's TM Advertising and Omnicom Group's DDB, all in Seattle.

Incumbent Publicis in the West, Seattle, which held the account through at least two periodic reviews, did not defend.

The agencies could not be immediately reached or declined comment.

Current work uses the tagline "Whose world would you change?" and shows paragliders taking birds such as penguins and chickens on their first flights.

Past work used the tag "Do you feel lucky?" In one execution, a 30-something man is revealed at the end of a quilting bee among elderly ladies, complaining that he expected retirement to have "a little more action."