

10/30/08

Hey, all. Happy fall. What a crazy past few weeks, eh? Makes us think creativity is more important than ever – time to do more with less. Innovate and find new solutions. Great opportunities ahead, even amid the chaos.

Regardless, it's been a busy few months here in Seattle. We wanted to share a quick glance at the latest from our team. Cheers!

## New Work / News

### New partners.

Whose world could you change...

We were recently named Agency of Record for Washington's Lottery.

They've long been known as an innovator in their category – we're excited to help them broaden playership and make the Lottery more relevant in the lives of Washingtonians. Keep an eye out for new work early next year.



Celebrating the spirit of Olympism.

Cole & Weber United was selected as the lead agency for the

International Olympic Committee, based in Lausanne, Switzerland. We'll work with the IOC on a global effort to broaden young people's connection to the Olympic spirit in between Games.



### New site.

We've been working a bit on our own marketing – check out our new Web site at [www.cwunited.com](http://www.cwunited.com).

### New work.

Nike Blue Chip: Now teams can customize the Nike Swoosh to look and play like one team – no more excuses.

Some recent work for Target helps drive preference for electronics online.

### News.

Digital honors: We were recently honored with two bronze awards at the Interactive Advertising Bureau's MIXX awards for our work on Colt 45 (Brand Destination Site) and the Microsoft Small Business Player (Digital Video).

## New Hires

**Casey Ingle** joined our team as Associate Strategic Planning Director. Casey came from Campbell Ewald, and is a thought leader in millennial marketing.



**Julie Dey** joined our team as an Account Director on Capella University. Julie came from the client side, managing licensing for AllRecipes.com. Prior to that, Julie worked at Sedgwick Road (now TM Advertising) on the Washington Mutual account.



## What's Got Us Talking

### Up, down, stimulus, recession, bailout, depression.



The last few weeks have been quite a wild ride. Our money is worth less than it has been in a while, and from all accounts it's going to be a tough couple of years. It's easy – and frightening – to think about what's really happening out there, and chances are you've already had multiple discussions about how this will continue to impact your business.

But maybe the most interesting piece of it all is the basic, ground-level personal finance industry. You know, what we used to just refer to as the neighborhood bank. As banks get bought out and merged together, who will stand up and take the lead?

A recent GFK/Roper study referenced the current consumer need for leadership. We'd like to think it's more than that. Financial brands have been playing around with the notion of consumer advocacy and intimacy for a while, and for most it inspired a handful of television commercials. We need more.

Wouldn't it be great to have a bank stop just thinking about us, and start doing for us? People need financial activists, not just a place to put their money. Spend your time thinking about how we can achieve success together, understand how goals can work together, and let's write a plan. Put down the free checks and iPod nano giveaways. Be our activist instead. Inspire us. We'll follow (with checks).

### Dude, where's my car?

GPS, TomTom, VZW Navigator, OnStar. Getting from point A to point B has never been more fun or tech-y. We've been thinking a ton about what the future of the navigation category might look like, and we've put a research project into action. We're talking to navigation users of all facets – original equipment manufacturer models, portable and after-market units, mobile device users and in-car telematics owners. We want to know how people are using navigation today, what they love, what they wish they had more of, and which brands they think are doing well. We want to help lead the next innovation. Interested in hearing the scoop? Send us an e-mail.

