



International Olympic Committee: All Together Now

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 Friendship to life and engage youth around the world. For this latest effort, Cole & Weber United Seattle created an animated TV spot titled "All Together Now." The spot was directed by the brilliant young French directing duo, FX & Mat of Nexus Productions. In the spot, six larger-than-life Olympic athletes are depicted literally pulling countries together with rope, symbolizing the world coming together in the spirit of Olympism through the superhuman effort of athletes and fans.



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**Client:** International Olympic Committee  
**Agency:** Cole & Weber United, Seattle  
**Production Company:** Nexus Productions  
**Director(s):** FX & Mat  
**Creatives:** Todd Grant (Executive Creative Director)  
 Scott Fero (Art Director)  
 Jake Baas (Copywriter)  
 Greg Lane (Copywriter)  
 Pete Anderson (Exec Agency Producer)  
 Charlotte Bavasso (Executive Producer)  
 Christopher O'Reilly (Executive Producer)  
**Country:** United Kingdom  
**Other Credits:** 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