



WPP Agency Awarded Top Prize in Beverage and Alcohol Category

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The Seattle-based creativity company Cole & Weber United (<http://www.cwunited.com>), part of WPP's United Group of Creative Agencies, was awarded a Gold Effie in the Beverages/Alcohol category for their Jug Simple campaign for Carlo Rossi Vineyards. The "Jug Simple" executions worked to re-imagine the Carlo Rossi brand in the public eye with a fully-integrated, consumer-facing advertising, PR, and word-of-mouth campaign that played out on the local and national level. Cole & Weber's campaign celebrated the iconic Carlo Rossi jug by using them as building blocks to create and design a custom furniture line. "We are honored that the Jug Simple campaign was recognized for the results it delivered," said Mike Doherty, President, Cole & Weber United. "We applaud the Cole & Weber team on this accomplishment and for re-energizing a fantastic brand." The Carlo Rossi campaign spurred an increase in sales among a younger audience of 21-29 year old wine drinkers, rejuvenated a tired sales force allowing them to maintain shelf space in a crowded category and created well over 12MM unpaid media impressions due to the uniqueness of the campaign. Effie award winners are determined by a pool of judges who score Effie entries based on the following criteria: 70 percent accounting for the Strategic Challenge, Idea and Bringing the Idea to Life and 30 percent accounting for the campaign's results. The judges' scores determine which marketing efforts will be awarded a gold, silver or bronze Effie trophy.

ABOUT COLE & WEBER UNITED

Cole & Weber United is a full-service marketing agency known for creating innovative campaigns that go beyond traditional advertising to solve business problems. Founded in 1931, the Seattle-based agency has established a reputation for producing insightful, creatively disruptive, award-winning work. For more information, please visit www.cwunited.com. Cole & Weber United is a member of WPP's Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs. 