


Campaigns/Work

MediaDailyNews SECTION THREE

OUT TO LAUNCH

This week's ad campaign, website and promotional launches

Wednesday, Mar 5, 2008



I like the concept of this campaign for GPS provider **Mio-Tech USA**, but the execution could use some direction. "Behind Every Great Explorer is a Great Navigator" shows George Washington steering a course through the Delaware River, using his GPS system to navigate a seamless route. Were Lewis and Clark or Columbus unavailable? Astronauts explore the moon with additional help in another ad. Rich-media banner ads are running on assorted technology Web sites. See the ads [here](#), [here](#), [here](#) and [here](#). **Cole & Weber United** created the campaign and **Maxus** handled the media buy.

MarketingDaily SECTION TWO

Around the Net

IN BRAND MARKETING

By Thom Forbes , January 29, 2008

Colt 45 In Hip Re-Branding Effort

Brandchannel

As microbrews and imports have lent a snootier air to the beer marketplace over the years, Colt 45 became increasingly viewed as a throwback and a symbol of simpler times and unrefined tastes. Despite a re-branding last summer, the brand has remained true to its roots.

The Pabst Brewing Company owns Colt 45. Like Pabst Blue Ribbon (PBR) beer--a brand known for its low cost and ubiquitous presence at frat parties -- Colt 45 has come a long way. The inseparability of Billy Dee Williams' now-almost-satirical commercial for Colt 45 in the 1980s and the current ironic adaptation of the '80s aesthetic (music, fashion, drugs), is a perfect and hilarious opportunity for the brand to reposition itself. The brand message the product has been using since the 80s--"Works Every Time"--has basically come to mean "Gets the Job Done."

You needn't look further than College Humor's online archive of Colt 45-related materials to understand that the brand is simply reinforcing an image that it has had for decades--that of a potent, inexpensive drink favored by those with more motivation than means. - [Read the whole story...](#)

AAAA SmartBrief

July 16, 2008

News for the advertising, media, and marcom industries

Marketer News

Online beer marketing less than frothy
 Beer marketers have been slow to push ad dollars online: By one estimate, top brand Budweiser devoted about 3% of its ad budget to digital efforts in 2007. [paidContent.org](#) (7/15) [E-MAIL THIS STORY](#) [RELATED STORIES](#)

MediaDailyNews SECTION THREE

Accounts on the Move

Follow the money. Here's our record of the week's high-profile account and agency activity:

Monday, Dec 8, 2008

International Olympic Committee Cole & Weber United

Cole & Weber United was awarded global creative and media planning chores for the International Olympic Committee.

-- This newsletter is compiled weekly by MediaPost staff writer [Amy Carr](#). Past issues are archived at the [MediaPost website](#). Your comments, questions and submissions are always welcome and appreciated.

Accounts on the Move for Monday, December 8, 2008:
<http://www.mediapost.com/publications/7afa-ed81-218d-2008-12-8>

MediaPost Publications

Accounts on the Move

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Tuesday, Sep 2, 2008

Washington State Lottery Cole & Weber United

Cole & Weber United was awarded the Washington State Lottery account, valued at \$12 million.