



Lottery Names Cole & Weber Successful Bidder For Lottery Marketing Services Contract



Edelman Public Relations will Handle PR Duties

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OLYMPIA— Seattle-based Cole & Weber United has been named the 'successful bidder' for the new advertising and public relations (PR) contract for Washington's Lottery. Long known for its' funny and creative advertising campaigns, the Lottery contract is highly sought among advertising agencies. Cole & Weber United was among more than a dozen advertising agencies which bid on the account. The advertising agency will partner with Edelman to provide public relations duties for the contract. The total Lottery contract is valued at \$12 million annually over three years with the possibility of two (2) one year extensions. The contract covers agency fees and costs such as production, creative development, media planning and buying, etc.

The contract includes a full range of marketing communications and creative services. Cole & Weber will serve as strategic and creative partner – working across all advertising media including broadcast, print and interactive elements to promote all lottery programs and initiatives. As the Lottery's agency of record, Cole & Weber will also lead and manage all of the Lottery's interactive needs including web design and development. Cole & Weber and Edelman will begin work in November upon completion of the current contract.

Cole & Weber United (<http://www.cwunited.com>), part of WPP's United Group of Creative Agencies, is known for such creative and award winning campaigns for Nike, Woodland Park Zoo, Dell and others. Cole & Weber has been named Brandweek's 'Guerilla Marketer of the Year' twice and received a Gold Effie award earlier this year for work to revitalize E&J Gallo's iconic brand. "This is an exciting opportunity for us," said Mike Doherty, President, Cole & Weber United. "Washington's Lottery is a great brand that makes many positive contributions to the state. This is a chance to do amazing creative work that raises awareness of the Lottery and increase their relevance among Washingtonians."

Edelman (<http://www.edelman.com>) is the world's largest independent public relations firm, with 3,200 employees in 54 offices worldwide. For over 50 years, Edelman has been at the forefront of integrated marketing and communications – leading the industry in the digital arena, driving corporate social responsibility programs, helping companies engage stakeholders across the globe, and informing conversations through subject matter expertise. Edelman known for its work across the state including Washington State Community, Trade and Economic Development; Microsoft businesses such as Xbox, Zune and Surface; online travel agency Expedia; Vulcan Inc. and Starbucks Coffee Company. In addition, Edelman has provided communications leadership to Seattle organizations including Experience Music Project, the Seattle Cinerama Theatre, and the Seattle Public Library's Central Branch.

"Edelman is so pleased to be selected, along with our Cole & Weber partners, for the Washington Lottery's integrated marketing and communications efforts," said Jason J. Hunke, general manager of Edelman Seattle. "It will be professionally rewarding for our team to promote the value that the Lottery brings to our state, tell creative stories about winners, and communicate the various benefits of Lottery programs, all while encouraging fun and responsible play."



Publicis in the West and their PR house Publicis Consultants has held the Lottery account for the past eight years but did not bid on the contract. During the past eight years, Publicis developed numerous award winning and humorous campaigns which attracted widespread attention. Memorable campaigns included the Mega Millions launch campaign, 'Space Needle Moves to Moses Lake' and more recently, the current 'Birds' campaign in which a group of flightless birds are taken hang gliding to bring to life the concept, 'Who's World Could You Change?'

"For the past eight years Washington's Lottery has benefited from amazing creative work developed by Publicis in the West and Publicis Consultants I PR which has resulted in greater awareness levels and stronger Lottery brand identity," said Lottery Director Chris Liu. "We look forward to a new chapter of creativity with Cole & Weber and Edelman to help remind citizens that the Lottery can be a fun and effective way to contribute to state programs."

WASHINGTON'S LOTTERY:

Established in 1982, Washington's Lottery has generated over \$2.5 billion to important state programs, including education construction, stadium debt reduction, economic development and problem gambling prevention and treatment. In FY '08, Washington's Lottery contributed \$102 million to education in Washington State. Lottery dollars comprise less than 1% of the state's total education budget for K-12 and higher education. Washington's Lottery offers consumers several types of games: *Mega Millions, Lotto, Raffle, Hit 5, The Daily Game, Daily Keno, and Scratch.*

ABOUT COLE & WEBER UNITED

Cole & Weber United is a creativity company 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. Cole & Weber United is a member of WPP's Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs. For more information, please visit www.cwunited.com. 