



Cole & Weber United Asks Seattle to Remember

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It seems like just yesterday, but it was more than three years ago when we hired a bright young Executive Creative Director named Guy Seese. A devout lover of beer, one of Guy's first objectives was to land a beer account. Just a short time later it was so, and Rainier Beer flowed plentifully through the halls of Cole & Weber United. Next we were tasked with doing something that had never been done – a campaign that would be considered anything but typical. Today, as the award season is coming to a close, we are proud to say Cole & Weber United is being recognized for doing just that. Our campaign for nearly forgotten Northwest icon, Rainier Beer, didn't just reinvigorate the brand, it started a movement. It all began with the invention of two local Rainier aficionados, Tim and Chuck, who discover a box of classic Rainier commercials. Based on their stories and adventures, we wrote and produced an 11-episode late-night TV show for UPN11. But a TV show alone wasn't enough. So we built a Web site, redesigned the 1970s 16-oz. poulder can, created Rainier's first new TV commercials in more than 20 years, produced new POS, scheduled events and appearances at "Rainier Bars," and designed a press kit so amazing it was even auctioned off on eBay. To top it all off we bought a 1975 red pickup and illuminated the streets of Seattle with a giant neon red "R" that stood proud in the truck's bed. Less than a year later, a 17-year sales decline was reversed and we're being honored by some of the ad industry's best, including:

1. A Gold Clio award in the Content & Contact category
2. Both a Gold Mixed Media National ADDY and the Best of Show award
3. A New York Art Directors Club Gold in the Hybrid category and Yahoo!'s "Big Idea Chair" award
4. The Grand Prize at Advertising Age's Battle of the Brands at the Madison+Vine conference

Most of these awards, some of which are in their first year of existence, were created to honor such non-traditional and extraordinary campaigns. Proving Cole & Weber United is, once again, at the forefront of the industry. To see the entire chronicles of Rainier, click on the featured creation story and see for yourself what all the hype is about. 