



International Olympic Committee (IOC) : All Together Now

information

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 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 super-human effort of athletes and fans.

"All Together Now" aired for the first time this past weekend on NBC—IOC's broadcast partner in the US—during the 12th IAAF World Championships in Athletics (in Berlin, Germany). The spot will be made available to broadcasters across the world, and can also be viewed on the IOC's website. This is the first part of a campaign that will include print in Sept and a digital experience launching later in the fall. Ultimately, through the campaign, IOC hopes to build excitement for the Olympic movement between Games with the end goal of increasing interest in the Games when they do occur.

credits

Advertising Agency: Cole & Weber United, USA
Executive Creative Director: Todd Grant
Art Director: Scott Fero
Copywriters: Jake Baas, Greg Lane
Executive Producer/Broadcast Producer: Pete Anderson
Production Company: Nexus Productions
Director: FX & Mat
Executive Producers: Charlotte Bavasso, Christopher O'Reilly
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
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