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Cole & Weber United Wins National Addy Award

SEATTLE, WA – Cole & Weber United (CWU) has been informed by the American Advertising Federation (AAF) that they have won Silver at the National ADDY Awards for their Washington’s Lottery TV spot “Now Here.”

The spot was created by the CWU team of Scott Fero and Jake Baas to launch Powerball in Washington State. “Now Here” was directed and animated by PES (www.eatpes.com) whose other credits include work for Nike, Bacardi and Sprint.

The **ADDY Awards** is the world's largest advertising competition with over 50,000 entries annually. The ADDY Awards is unique among other advertising creative competitions in that it is the only competition that includes three levels of judging: local, regional, and national. Winning an ADDY at each level qualifies the work to progress to the next higher level.

The official announcement will be made by the AAF later this week.

You can see CWU’s Washington’s Lottery winning spot [here](#).

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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.