

# MEDIA MIX



**LEWIS LAZARE**

e-mail: llazare@suntimes.com

## AD NOTES

◆ **Greg Edson** has joined Magnani Continuum Marketing/Chicago as digital campaign manager. He will be responsible for spearheading all online processes and client Web-related initiatives. Edson previously worked with a variety of clients, including Van Cleef & Arpels, General Electric and AOL.

◆ **Tonya Roberts** has joined Burrell Communications/Chicago as a senior research analyst from her own research firm, Performax. **Howard Amos** also has joined the agency as a senior account executive on the Verizon business from Howard Amos Sports & Entertainment. And **Fabia Talhame** has joined as senior account executive on McDonald's from Fleishman Hillard.

◆ **James Gillespie** has joined Abelson-Taylor/Chicago as a senior copywriter reporting to **Stephen Neale**, a group creative director. Gillespie previously was a senior copywriter

# Coke ads from Portland have fizz

## Wieden & Kennedy bring touch of class back to iconic brand

That gem of an ad agency in the Pacific northwest has done it again. Big time.

Wieden & Kennedy/Portland, long lauded for its landmark advertising for athletic shoe giant Nike and more recently its brilliant "Girl in the Moon" efforts on behalf of Miller High Life, is now — at long last — providing Coca-Cola with some advertising truly worthy of what is generally perceived to be the world's most famous brand.

We couldn't be happier about this development.

For years, we sat in front of our television screen and winced whenever we watched new Coca-Cola advertising. For a legendary company with enough resources and the brand heritage to produce the best advertising in the world, Coca-



Although it doesn't sound like much of an advertising idea, the splendid choreography of the creation of a Coca-Cola float is absolutely mouth-watering in "Coke Float" from Wieden & Kennedy/Portland.

narly bright note for Coca-Cola Co., thanks to the marvelously intelligent and ingeniously simple work Wieden has created

and playful, yet unmistakably powerful, fresh and of the moment.

What's even more amazing is how effective several of the spots

a Coca-Cola ice cream float. The commercial begins with a couple scoops of vanilla ice cream landing in the bottom of a glass and proceeds to watch the bubbly brown Coca-Cola first envelop the ice cream and then fill up the rest of the glass.

On paper, the concept sounds almost idiotic and totally uninviting, but the execution is absolutely mouthwatering, in large part because of the way the camera remains intently focused on the luscious-looking soda as it tantalizingly interacts with the ice cream.

The single line of copy at the end, "You had a good run, root beer," provides a nicely understated coda to the visual triumph that preceded it. "Coke Float" and the rest of the Wieden work conclude with a vivid animated drawing of an iconic Coke bottle that effectively plays to the brand's long history.

There are other equally fine executions. We especially liked "Fountain Pour," which is all about a young man filling up his