

CHICAGO FIRE



SOCCER CLUB

THE CHICAGO FIRE EXPERIENCE

CONCEPTUAL THINKING FOR CHICAGO'S MLS TEAM

03.04.14

IDEO

TABLE OF CONTENTS

- Introduction
- Brand Personality
- Gameday Experience
- Soccer Center Experience
- Alternative Marketing
- 2014 Advertising Campaign
- Brand Book
- Things To Keep In Mind



WHEN WE FIRST MET, YOU HAD A STRAIGHTFORWARD REQUEST:

“HELP US SELL MORE TICKETS
TO FIRE GAMES.”

Before we dug in, we wrapped our heads around the current situation.
We needed to understand what was working and what were the challenges.

OUR OWN “STATE OF THE FIRE”.

THERE WERE ELEMENTS THAT WERE SEEN MORE AS CHALLENGES:

Chicago was a sports-rich city with 5 well-established pro franchises to compete with:
the Blackhawks, Bulls, Bears, White Sox, and the Cubs.

Chicago was also home to a vast number of entertainment options beyond sport that were competing
for the attention of potential fans – concerts, festivals, museums, the lake, and shopping, just to name a few.

The overall marketing budget was to be 700K for the 2014 campaign –
not a small amount of money but pale in comparison to the budgets of the City's larger franchises.

Bridgeview, the location of Toyota Park, was often viewed as “too far” and/or “unknown” to the average city dweller.

The perception of play on the field to the average Chicago soccer fan, was often, albeit unjustifiably, “sub-par”.

BUT THERE WERE ALSO ELEMENTS THAT SEEMED TO BE WORKING IN OUR FAVOR:

Ticket prices were affordable.

There existed a large number of untapped, knowledgeable soccer fans in the City of Chicago.

The true quality of play was high in comparison to most top leagues worldwide.

Attendance to two games generally created a long term visitor to Toyota Park.

The Fire had an established and still growing core of rabid fans known as “Section 8”.

A newly-formed Chicago Fire Rec League had kicked off and was showing early signs of success.

A new Chicago Fire Soccer Center was to be built within the Chicago city limits.

THIS LEAD US TO BELIEVE THAT WE NEEDED TO CREATE A UNIQUE EXPERIENCE IN ORDER TO DRAW MORE FANS TO TOYOTA PARK.

But, it wouldn't be enough to just be a unique sport experience. With all there was to pick from in the Chicago entertainment landscape, the Fire needed to create an experience that captured the imagination of Chicago sport fans AND beyond.

This new, unique experience needed to be wonderfully memorable: memorable enough so that people would chat about it with their friends...and therefore attract more friends to games.

What would be unique about the Fire experience?



BRAND POSITIONING

We needed to establish our brand personality.
The Fire's personality, it's DNA, is what would make it unique.

WE STARTED BY DETERMINING WHAT WE STOOD FOR & WHAT WE STOOD AGAINST.

**WE'RE FOR A FRESH NEW APPROACH TO A PROFESSIONAL SPORT EXPERIENCE.
WE LIKE THINGS TO BE NON-MAINSTREAM AND A LITTLE OFF-CENTER.
WE'RE FOR UPSTARTS, UP-AND-COMERS, AND THE UNPREDICTABLE ELEMENTS OF CHICAGO CULTURE.
WE'RE FOR THE CONTEMPORARY, BROAD-MINDED, GLOBAL CITY OF CHICAGO.**

**WE'RE AGAINST BORING MAINSTREAM, CORPORATE SPORT.
WE'RE AGAINST THE OLD FASHIONED, NARROW-MINDED, PROVINCIAL SIDE OF CHICAGO.**

WE SUMMED THIS PERSONALITY UP
AS A SET OF SIX DISTINCT TRAITS...



GRITTY

The Chicago Fire isn't about being slick.

It's about being Chicago style: raw, direct, and rough around the edges.

HUMAN

Chicago Fire isn't a bland faceless entity.

It's a set of passionate people who love the game. We bring the human voice to everything we do.

INDIE

We're not corporate. We don't worship money. We love up-and-comers, strivers, and dreamers.

We love people who do things for passion.

CHICAGO PRIDE

We're proud of Chicago, of the city, of its people and its attitude to sport.

GLOBALLY CURIOUS

We recognize that soccer is the world's game.

We admire and respect the many cultures that play the game.

IRREVERENT

The Chicago Fire doesn't take itself too seriously.

Despite all the passion we bring to the five values, we puncture them all occasionally by bringing a dash of humor.

These personality traits are meant to be timeless.
They are what makes the Chicago fire the CHICAGO FIRE.
Want something to put up in your conference room walls? Try these.

**WE DETERMINED THAT WE WOULD USE THESE TRAITS
IN THREE DIFFERENT WAYS:**

GENERATING ★ ASSESSING/EVOLVING ★ BRIEFING

USE THE PERSONALITY TRAITS TO
GENERATE IDEAS.

Let's say you're designing an element of the Chicago Fire experience. It could be a poster. It could be a scarf. It could be the landing page of the website. It could even be the ceremony that takes place when the players come onto the pitch.

Ask yourself, "How can I make this experience be expressed through a gritty/human/indie/Chicago pride/global curious/irreverent lens?" Ideate around each trait individually. It's unlikely that you will create an idea that is influenced by all six traits. But you may find that maximizing one or two leads to a powerful idea.

Note: not every experience touchpoint needs to reflect the same balance of traits. Some can be super-gritty, some can be purely irreverent, others can skew towards Chicago... but overall the fans will get a sense of all six traits being expressed. Consider this another way: a person doesn't express every facet of their personality through everything they do. But over time, as we see them do multiple things, a clearer picture of his/her personality emerges.

USE THE PERSONALITY TRAITS TO

ASSESS & EVOLVE IDEAS.

If an experience concept has been generated by someone else, you can use the personality traits as a vocabulary for assessment and for guiding evolution of the ideas.

Instead of seeing something and just feeling intuitively that it is “off”, you can guide someone by referencing the traits. eg. “The poster does a good job of conveying the information, but we’re trying to be gritty. So maybe make the font something more raw, like a stencil or stamp. Also we’re trying to be indie. So don’t include loads of hard-sell text on the poster: we want the fans to feel like they’re discovering something.”

With assessment, the traits shouldn’t drive a check-list mentality: it isn’t a question of ensuring that there’s a rigid connection to the traits. Rather they should provide opportunities to make ideas better, more memorable, and more reflective of the Chicago Fire core essence.

USE THE PERSONALITY TRAITS TO **BRIEF PARTNERS.**

Finally, the traits can be used to brief creative partners, by revealing the dimensions that the club is looking to display in its experience.

This process is best done by showing the traits along with examples of designs that bring those traits to life:
“When we say irreverent, we mean stuff like this poster with the chant lyrics on it. We don’t want to just have jokes etc”

Armed with the personality traits, we were ready to begin designing elements of the Chicago Fire experience.

WE FOCUSED OUR INITIAL DESIGN ENERGIES ON FOUR AREAS:

**GAMEDAY EXPERIENCE
SOCCER CENTER EXPERIENCE
ALTERNATIVE MARKETING
2014 ADVERTISING CAMPAIGN**



GAMEDAY EXPERIENCE

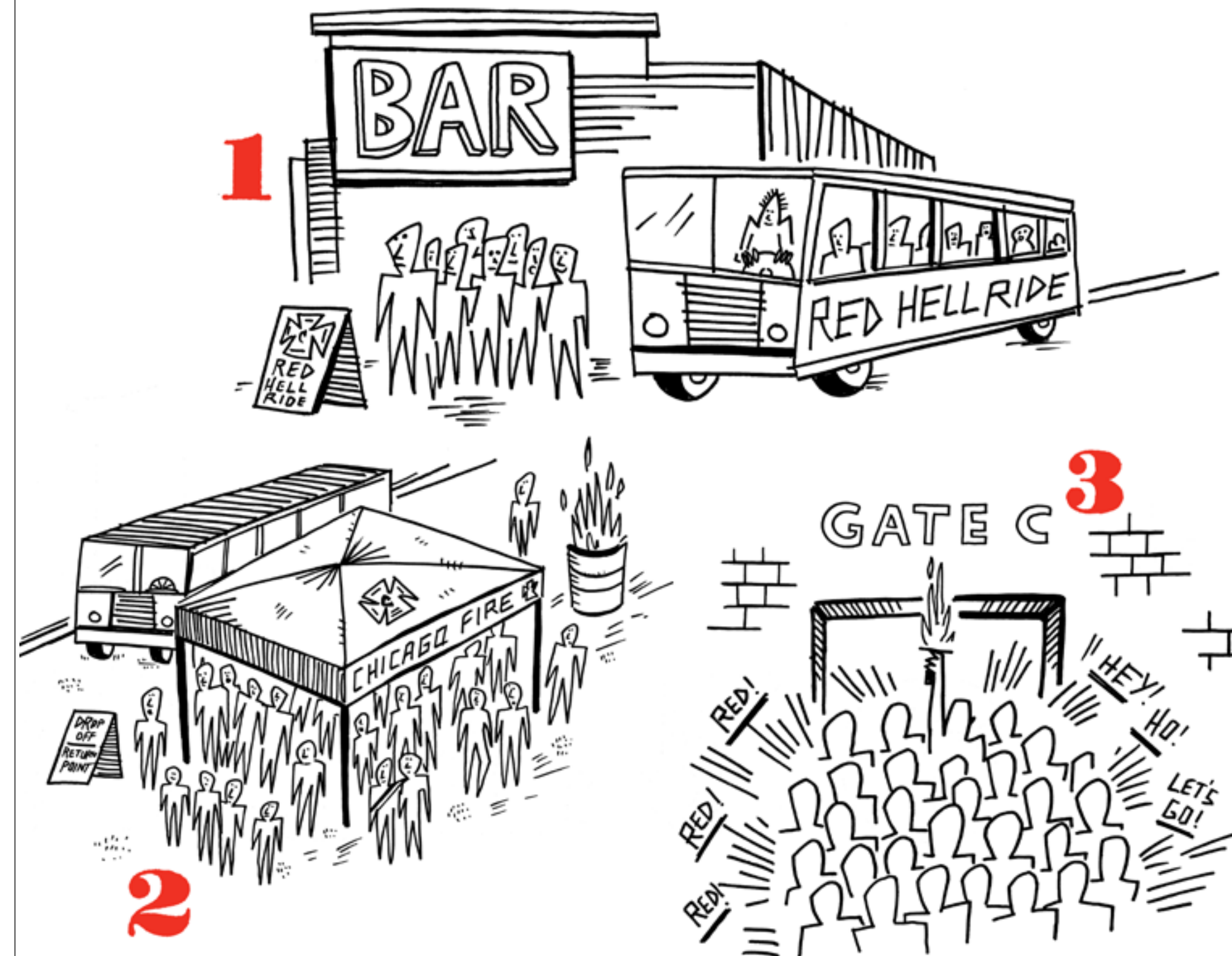
GAMEDAY EXPERIENCE

The gameday experience represents the core of the Chicago Fire brand.
Focusing on making this experience memorable will result in our fans talking and tweeting about it.
Word will spread that Chicago Fire games are worth checking out.

We want conversations that don't revolve solely around the end result of the game – we want people speaking in descriptors when asked about their experience at Toyota Park – the wild tailgate scene, the cool Fanbulance, an awe-inspiring burst of flames, or funny halftime entertainment.

The gameday experience is a journey consisting of key moments – from the Fire shuttle that takes us to the game, to the parking lot experience, purchasing food and merchandise, our interactions with staff, player introductions, goal celebrations, to even our exit of the stadium. It's important to remember that when we design these moments we need to apply the brand personality traits – this assures that the end results are memorable AND have the unique Chicago Fire personality that we're looking for. The cumulative effect of these experiences will be to make the gameday experience less corporate, more in line with the passions of the fans, and a better driver of word-of-mouth.





GAMEDAY EXPERIENCE

The Fire March

The March is about getting our Fire fans to Toyota Park seamlessly and, more importantly, with a consistent drumbeat of passion. From the Red Hell Ride buses leaving from spots around the city to the collection area in the parking lot to the procession into the stadium – it's all a MARCH TO THE MATCH.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



GAMEDAY EXPERIENCE

Bands On Trucks

Bands are picked from the City of Chicago AND from around the country/world to perform on flat bed trucks in the parking lot before (and after) matches. The music genres can range from Mexican salsa to Polish polka to Heavy Metal to Oi to Punk.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



GAMEDAY EXPERIENCE

Food Truck Court

Give people food variety in the parking lot. Much like the Bands on Trucks, the styles of food you bring in game to game will change (possibly depending on who you are playing) – BBQ, Mexican, cupcakes, bratwurst, Peruvian – you name it – the food truck guys will always drive to serve a captive audience.

CHICAGO PRIDE
GLOBALLY CURIOUS
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GRITTY



GAMEDAY EXPERIENCE

The Chicago Flame

The Chicago Flame torch is used throughout the season as a signifier of major club events – the beginning of the season, at a supporters meeting, the beginning of a match, the end of the season. Shown in two different materials (wood and metal), the torch is collection of raw Chicago-based materials bound together with braided rope or leather.

Remember:

Making the torch is only ONE PART of the experience. Think about the person chosen to walk it in, the song that is played during the march, the element that it is used to light, where it's kept between games, etc.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY

THE RITUAL

1ST GAME? EVERY
GAME?

PARKING LOT
BONFIRE



THE CHICAGO
FIRE "TORCH"
LT BY BONFIRE
AND MARCHED INSIDE



IT LIGHTS
THE ENTRANCE
"FIRE BOXES"

GAMEDAY EXPERIENCE

Fire Upon Entry

Lit by the club's special guest fan, wooden fire pits ignite as the players run onto the pitch. This whole procedure – the march in, the lighting of the pits, and the procession of the players are all shown up on the jumbotron.

CHICAGO PRIDE

GLOBALLY CURIOUS

HUMAN

INDIE

IRREVERENT

GRITTY



GAMEDAY EXPERIENCE

Tour Stops Posters 2014/15/16

This is one of our favorites. Bands, big and small, commission illustrators and artists from all over to provide them with unique tour posters. We think the Fire needs to do the same. It could be a for a few matches or the whole home season but the artists design posters that are screen printed and sold to fans as they enter the stadium for that corresponding match. Following the match, mass printed posters go on sale in the pro shop or online. This is a wonderful collectible for frequently attending fans. The series, year after year, would make for a great display in places like the soccer center or meeting rooms within the stadium.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



GAMEDAY EXPERIENCE

Seasoned Ticket

You're about to develop an ID card that will act as the Fire fan's new season ticket. This is a prime opportunity to produce something special for your most loyal fans. The designs you see incorporate a type of loyalty chevron in the form of the Chicago Flag Stars. The more years you stay a Season ticket holder, the more red stars you gain – a type of Seniority indicator.

CHICAGO PRIDE
GLOBALLY CURIOUS

HUMAN
INDIE
IRREVERENT
GRITTY



GAMEDAY EXPERIENCE

Hands of Fire

Everyone has seen foam fingers at sporting events – we’ve been told it’s even your top selling item in the pro shop. It’s tired and old but people like the concept – so – create a Chicago Fire original – the Hands of Fire. Just imagine an entire section waving their “hot hands” in unison – pretty cool we think.

Remember:

A few of these ideas are illustrating how we can use the “personality traits” to also change EXISTING products or materials. We believe these traits are only powerful if they can help the organization currently AND in the future.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



"They're the Fire. We need more flames around here!"

"I wonder if being in Bridgeview allows them to push boundaries more than if they were within the city limits?"

"What is there for the first time visitor to tell their friends about, other than the game itself?"

GAMEDAY EXPERIENCE

Goal Inferno

It's in your name – you're the Chicago FIRE. No more fireworks that go unnoticed. When you score a goal – fire erupts. When the players run onto the pitch – fire erupts. When you win the match – all hell breaks loose.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



GAMEDAY EXPERIENCE

Create the Anthem

We all want an anthem that the Fire fans can own BUT the real challenge (and cool opportunity) is actually how we go about developing and ingraining the anthem in the hearts of our fans. Without this unique process, we believe, the anthem will go no further than person who wrote it. From the open public invitation to the fan online voting to the first public performance by the artist – the whole process is open, transparent, and completely Chicago.

CHICAGO PRIDE

GLOBALLY CURIOUS

HUMAN

INDIE

IRREVERENT

GRITTY



GAMEDAY EXPERIENCE

Bubble Soccer Halftimes

Let's have a good laugh. Let's not be so serious. Bubble soccer – an actual real thing – would be a great addition to the Fire half time festivities. Fans picked to squeeze inside the bubble suits will find themselves bouncing and rolling all over the pitch – all to the fans in the stands great amusement.

CHICAGO PRIDE

GLOBALLY CURIOUS

HUMAN

INDIE

IRREVERENT

GRITTY



GAMEDAY EXPERIENCE

The Thank You

The “human touch” of an experience goes a long way in establishing brand loyalty. Upon exiting Toyota Park, each fan is thanked by a Fire employee and handed a postage-paid feedback card with two simple, straight forward questions to fill out if they please – What could we do better? and What should we do more of?

CHICAGO PRIDE
GLOBALLY CURIOUS

HUMAN

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IRREVERENT
GRITTY

GAMEDAY EXPERIENCE WORKSHOP

IDEO and Chicago Fire core team members gathered for a half day workshop where they took a deeper look at existing concepts while also generating a number of new ideas. The end goal was to create gameplans for a number of high impact experience moments. These early gameplans began to define why fans and the organization would embrace the concept, steps that needed to be taken for implementation, and delegating responsibility to individuals within the organization.



The workshop began by creating a list of key moments along the Gameday Experience journey – each of which was presented as an opportunity to design a memorable experience. The group then voted (notice the sticker dots) for the moments that they believed had the highest potential for fan impact.



The team then broke into smaller groups and expanded on moments that received the most number of votes. Each group was instructed to brainstorm ideas around the moment, make a short list of why the idea is important to fans and the organization, and steps that needed to be taken to make the best ideas come to life.



5 KEY GAMEDAY EXPERIENCE MOMENTS

FIRE FAMILY

WHY WE LIKE IT:

- + Heightened fan gratitude
- + Closer connection with fans
- + Small touches make big imapcts
- + Great learning resource

WHAT NEEDS TO HAPPEN:

Fire Staff:
Treat part-time staff more like Fire staff.
Importance comes from the top down.
Need a clear action plan to take forward.
Gameday Partners:
Continue evolving training.
Need engagement/buy-in from managers.
Fire staff needs to treat us as part of Fire Family
We need to identify key actions to take forward.

WHO IS TAKING THIS FORWARD:

Nicolette

NEXT MILESTONE?

TBD

ENTRANCE CEREMONY

WHY WE LIKE IT:

- + Promotes Section 8
- + Growth comes from the fans
- + Reinforces the mantra “First in. Last out.”

WHAT NEEDS TO HAPPEN:

Talk to MR. FANBULANCE
Get GATE C ready
(look, feel and operational: programs, staff, etc.)
Route for Fanbulance
What does the Fanbulance need?
Audio? People? Swag?

WHO IS TAKING THIS FORWARD:

Mike, Jenny
(Berch? Harbert?)

NEXT MILESTONE?

Talk to Fanbulance and Section 8
Create plan to launch for Game 1

PUMP-UP VIDEO

WHY WE LIKE IT:

- + Build excitement to kickoff.
- + Be voice of fans.
- + Get fans in the stadium on time.

WHAT NEEDS TO HAPPEN:

Internal alignment on key elements
Storyboard and creative brief
Production by 3/14

WHO IS TAKING THIS FORWARD:

Jenny

NEXT MILESTONE?

Create a brief

GOAL INFERNO

WHY WE LIKE IT:

- + Unique, feature moment.
- + Experiential branding: “You have to see it!”

WHAT NEEDS TO HAPPEN:

Village/Fire code restrictions. What IS allowed?
Feasibility: restrictions/cost
Determine ideal/possible locations in stadium

WHO IS TAKING THIS FORWARD:

Mike

NEXT MILESTONE?

Feasibility check

SIRENS/FLAMES/LIGHTS

WHY WE LIKE IT:

- + Signature celebration
- + It's LOUD and built around FIRE

WHAT NEEDS TO HAPPEN:

Village restrictions?
Logistics: cost of materials, where to place fire
Choose on-screen vs. physical lights
Graphic design
CP Sold assets

WHO IS TAKING THIS FORWARD:

Devin

NEXT MILESTONE?

True options + feasibility filter
Measure money, impact, & time

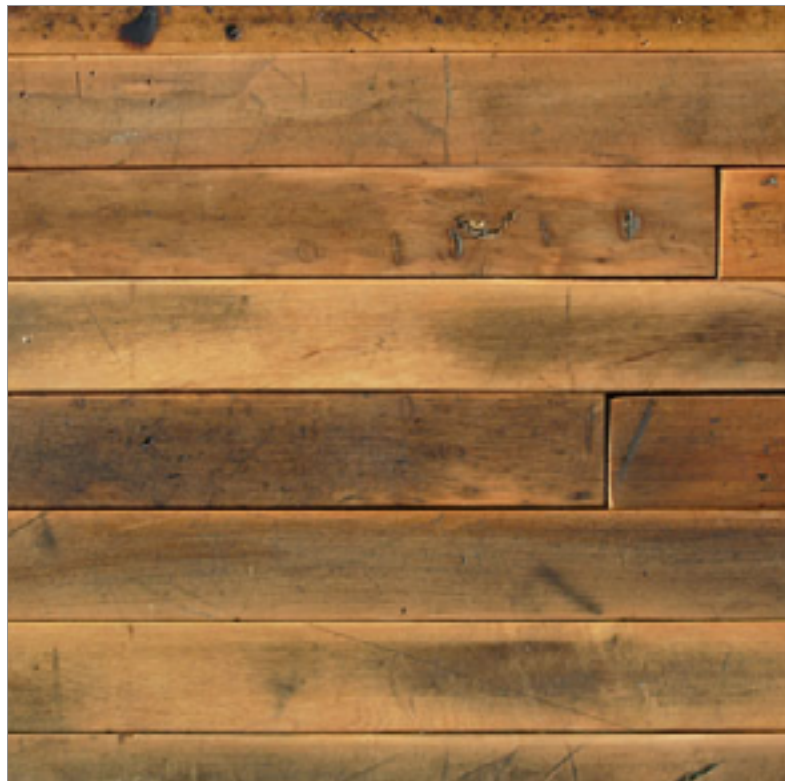


SOCCER CENTER EXPERIENCE

SOCCKER CENTER EXPERIENCE

The soon-to-become-a-reality Soccer Center will be one of the Fire’s most prominent beacons within the city limits.
It will be a brick and mortar representation of your new positioning and messaging as a club.
In the first 10 pages, you’ll see a broad collection of experience concepts presented early in the project - ranging from thoughts regarding food and beverage to events that could be held on the playing fields.
Following that stage, we focused our efforts on creating “look book” of aesthetics, materials, and elements that could be used as a briefing booklet when speaking to or interviewing potential architects.





SOCCER CENTER

Sensory Materials

You're in a great place right now - you have a clean slate to build on. The Soccer Center needs to feel, literally feel, like the new Chicago Fire personality. Collected from the Chicagoland area and beyond, the materials and details will all have a sensory aspect. Polished concrete floors, beautiful exposed mechanicals, reclaimed lumber, Chicago pavers, weathered steel, corrugated metal sheet, even glass garage doors - the center will look, feel, and even smell like the new Chicago Fire.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY

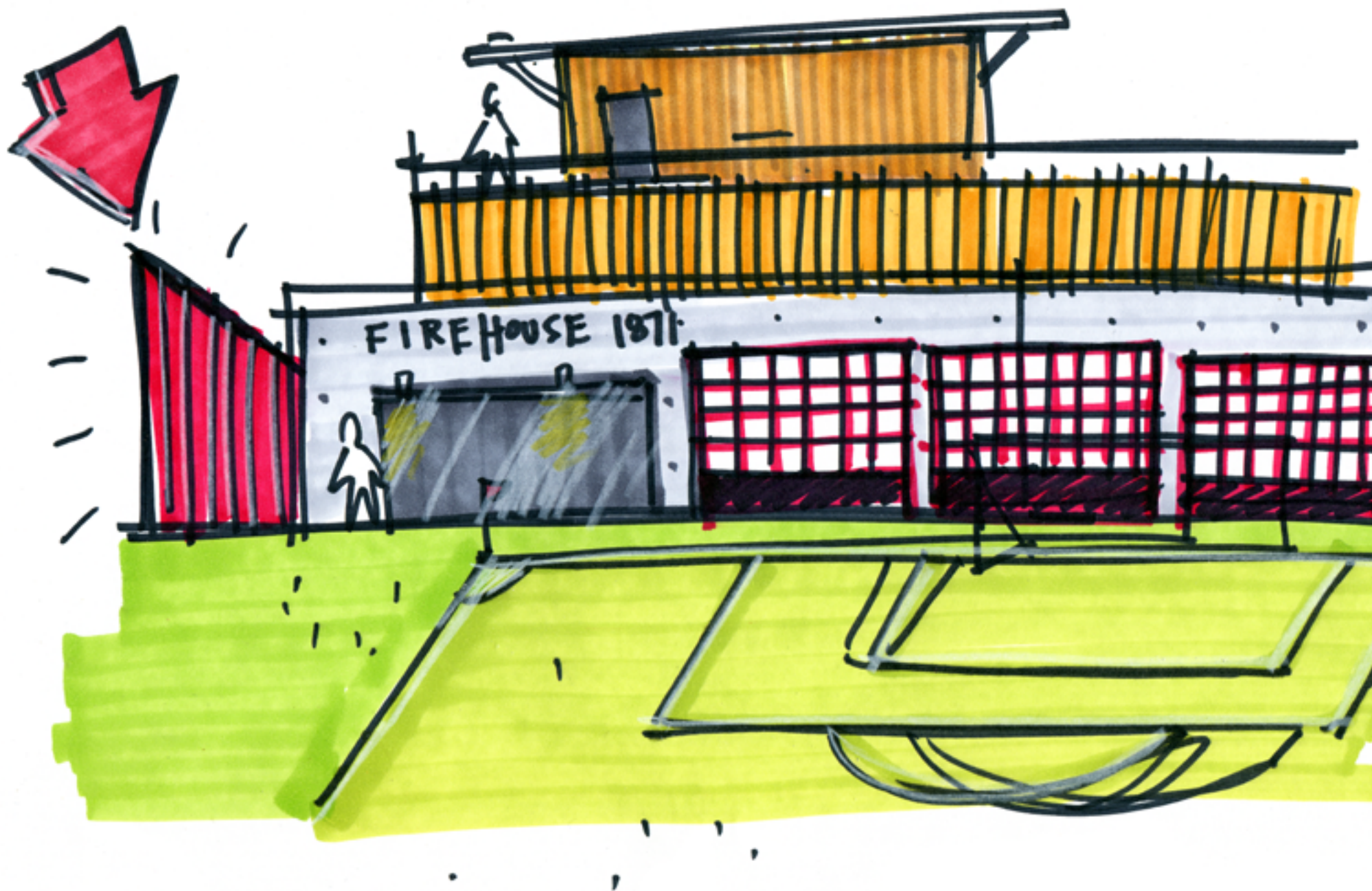


SOCCER CENTER

FIREHOUSE 1871

You have garage doors planned for the center. The club is named the Chicago FIRE. We're not calling it the "Soccer Center" from this point on- we're calling it what it should be called - The Firehouse. Actually - Firehouse 1871. "Where are you guys playing your game tonight?" "We're playing at the Firehouse." Awesome.

CHICAGO PRIDE
 GLOBALLY CURIOUS
 HUMAN
 INDIE
 IRREVERENT
GRITTY



SOCCER CENTER

Celebrate the Entrance

This isn't some rec center. It isn't just another soccer facility. The Firehouse is the manifestation of the Chicago Fire within the Chicago city limits. It's cool and proud. the entrance should be treated as such. It needs to be highlighted and filled with a instagram-worthy piece of art.

CHICAGO PRIDE
 GLOBALLY CURIOUS
 HUMAN
 INDIE
 IRREVERENT
 GRITTY



SOCCER CENTER

Building As Canvas

A large side of the Firehouse faces Addison Ave. What do you want passers-by to see? We think it would be great for them to be mesmerized by a facade of commissioned, soccer-themed street art.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY

FIRE IS THE CENTER PIECE

SOCCER CENTER

Fireplace Focal Points

Again, we're the Chicago FIRE. We want fire wherever we can get it. From big open fireplaces throughout the restaurant to burners on the exterior, flames should always be present.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY





SOCCER CENTER

Classic Roof Deck

Chicago knows how to do a roof deck. The Firehouse needs a great one. With uninterrupted views of the beautiful skyline, guests should be able to experience relaxed seating, fireplaces, and fun conversations. Give them a roof hangout that they'll tell their friends about.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



SOCCER CENTER

Foosball vs ~~Pool~~

We think we've started to establish that the Firehouse isn't your typical bar/restaurant. That means you don't have typical entertainment options. you don't have video games. You have pinball machines. You don't have pool tables. You have FOOSBALL tables. The sound of the little white ball bouncing off spinning players should be heard throughout the space.

CHICAGO PRIDE
GLOBALLY CURIOUS
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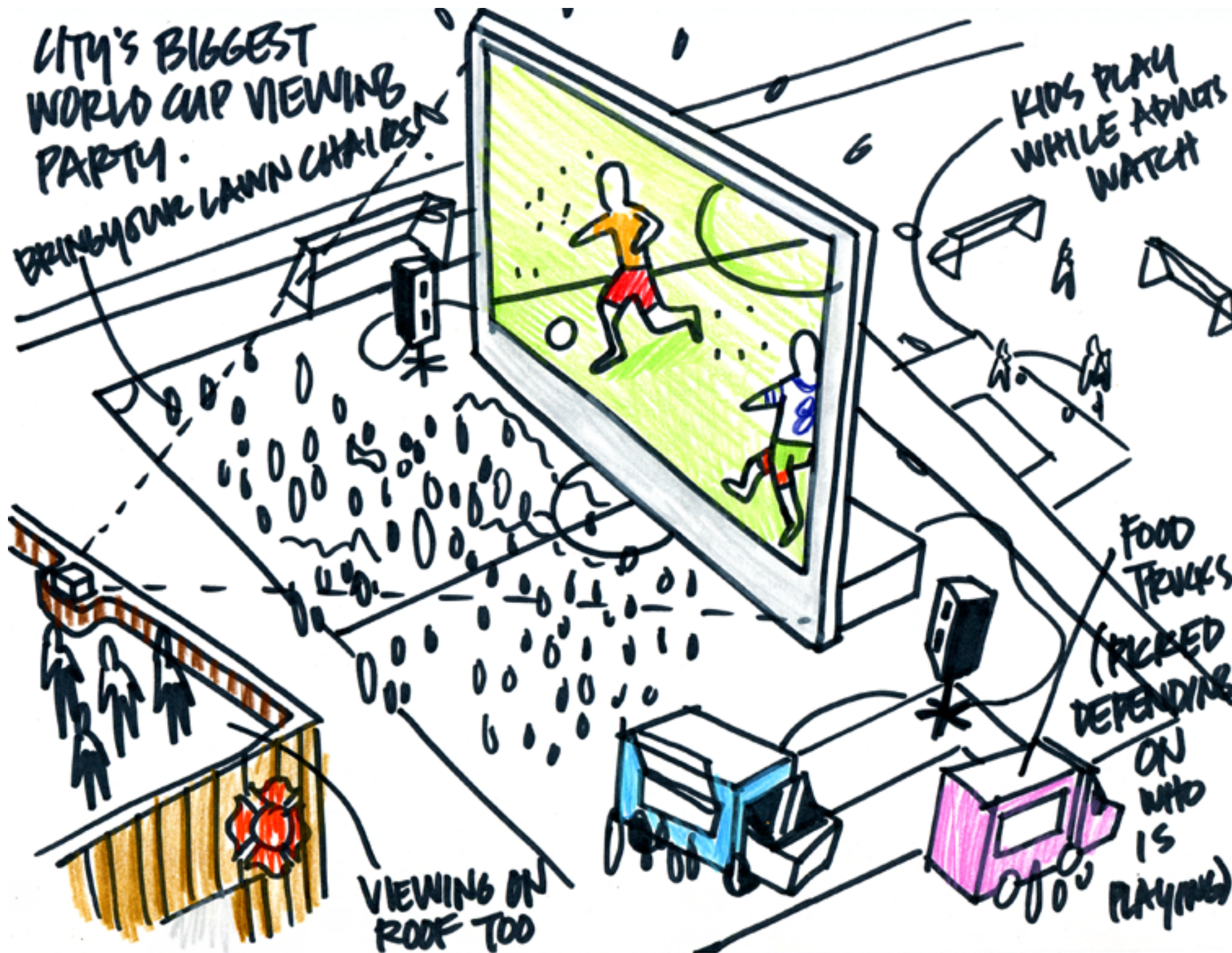
SOCCER CENTER

The Worlds Game(s)

Any bar can have a collection of plasmas hanging off the walls. The Firehouse has a few TVs, sure, but they also have three big projection screens - one shows classic matches, another shows marquee matches from around the world, while the third shows our beloved Fire in action - live and past matches. It's a soccer theatre.

CHICAGO PRIDE GLOBALLY CURIOUS

HUMAN
INDIE
IRREVERENT
GRITTY



SOCCER CENTER

The Great Watch Party

You have the space to gather large numbers of soccer fans to watch great matches - the upcoming World Cup for example. Install a big projection screen and invite guests to plop down on the fields, spread out blankets, even have a picnic. It would be a memorable experience.

CHICAGO PRIDE
 GLOBALLY CURIOUS
 HUMAN
 INDIE
 IRREVERENT
 GRITTY



SOCCER CENTER

CHICAGO Food and Drink

A Chicago hangout like the Firehouse needs CHICAGO food and drink offerings. In addition to your other menu items, make sure you have Chicago "specials" - Goose Island brews on tap, Chicago dogs, local tacos, maybe even beer in cans.

CHICAGO PRIDE

GLOBALLY CURIOUS

HUMAN

INDIE

IRREVERENT

GRITTY

S O C C E R C E N T E R

LOOK BOOK

ROOF DECK



DARK, RICH WOOD SLATS WILL BE AN IMPRESSIVE VISUAL ELEMENT



A "NOTHING TOO PRECIOUS" APPROACH MAKES FOR A COMFORTABLE AND APPROPRIATE CHICAGO ROOF DECK



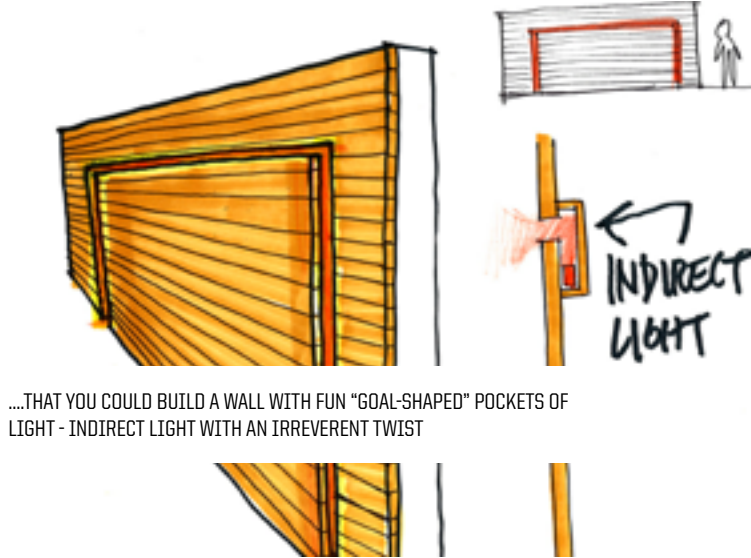
WHAT IF THE STRUCTURE FOR FUTURE BUILD OUTS COULD ALSO ACT AS A BEAUTIFUL LIGHTING STRUCTURE/RUSTIC AESTHETIC?



PAY ATTENTION TO THE CIRCULAR PATTERN CUT INTO THE STEEL PANELS AROUND THE PERIMETER OF THE DECK - A SUBTLE NOD TO THE CIRCULAR FORMS THROUGHOUT THE GAME OF SOCCER



THESE POCKETS OF LIGHT MADE US THINK...



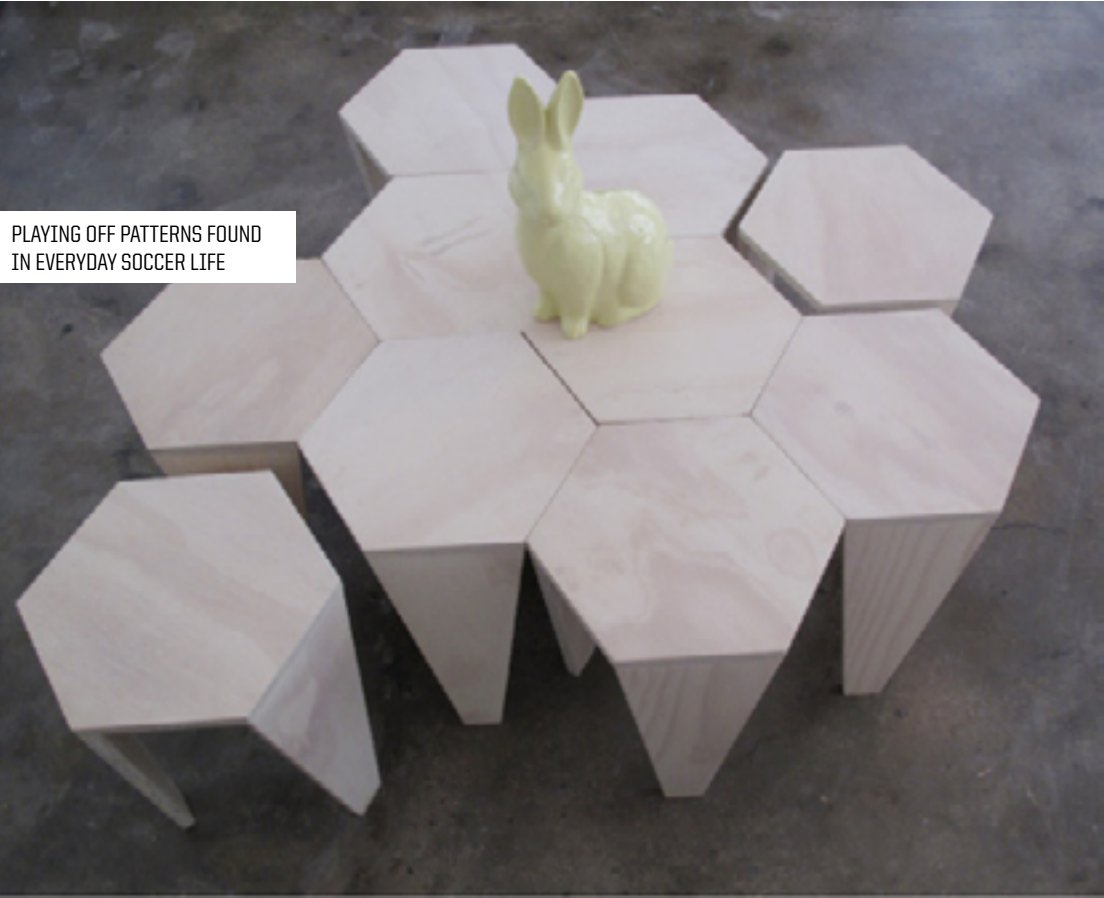
....THAT YOU COULD BUILD A WALL WITH FUN "GOAL-SHAPED" POCKETS OF LIGHT - INDIRECT LIGHT WITH AN IRREVERENT TWIST



PROVIDING SHADE WITH GREENERY WILL ADD COVERAGE FROM THE HOT SUN AS WELL AS BEAUTIFUL COMPLEMENTARY COLOR PALLETTE

SURFACE TREATMENTS & FINISHES

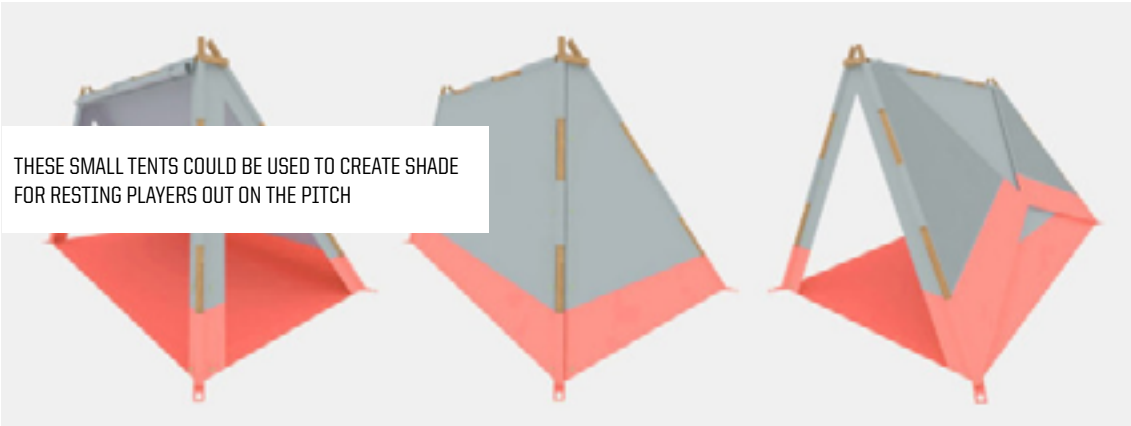




PLAYING OFF PATTERNS FOUND IN EVERYDAY SOCCER LIFE



FIND UNIQUE OPPORTUNITIES TO INCORPORATE ACTUAL FIRE INTO THE LANDSCAPE



THESE SMALL TENTS COULD BE USED TO CREATE SHADE FOR RESTING PLAYERS OUT ON THE PITCH



COMMUNAL STYLE TABLES, SIMILAR TO OKTOBERFEST TABLES, PROMOTE CONVERSATION AND A RELAXED ATMOSPHERE



RECLAIM + REUSE = COOL

RESTAURANT LIGHTING



BRAIDED CORDS + ANODIZED FIXTURES = SIMPLE BEAUTY



BRAIDED CORDS ADD SUBTLE VISUAL INTRIGUE AND COLOR TO A NORMALLY MUNDANE ELEMENT



LIGHTING ORBS HELD IN A NET OF THE BAR COULD BE A FUN AND INTERESTING TREATMENT

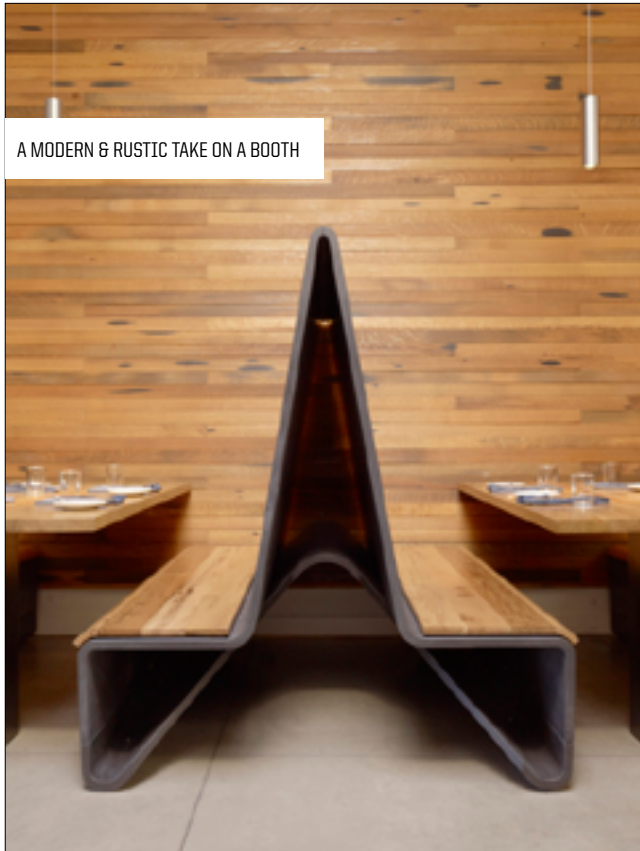


"SHADES" MADE OF WIRE STRUCTURES ARE REFERENCE TO THE NETS WE SEE ON SOCCER PITCHES



WHAT LEVEL OF LIGHTING DO WE DESIRE DURING NIGHT TIME DRINKING AND EATING WITHIN THE RESTAURANT?

RESTAURANT SEATING



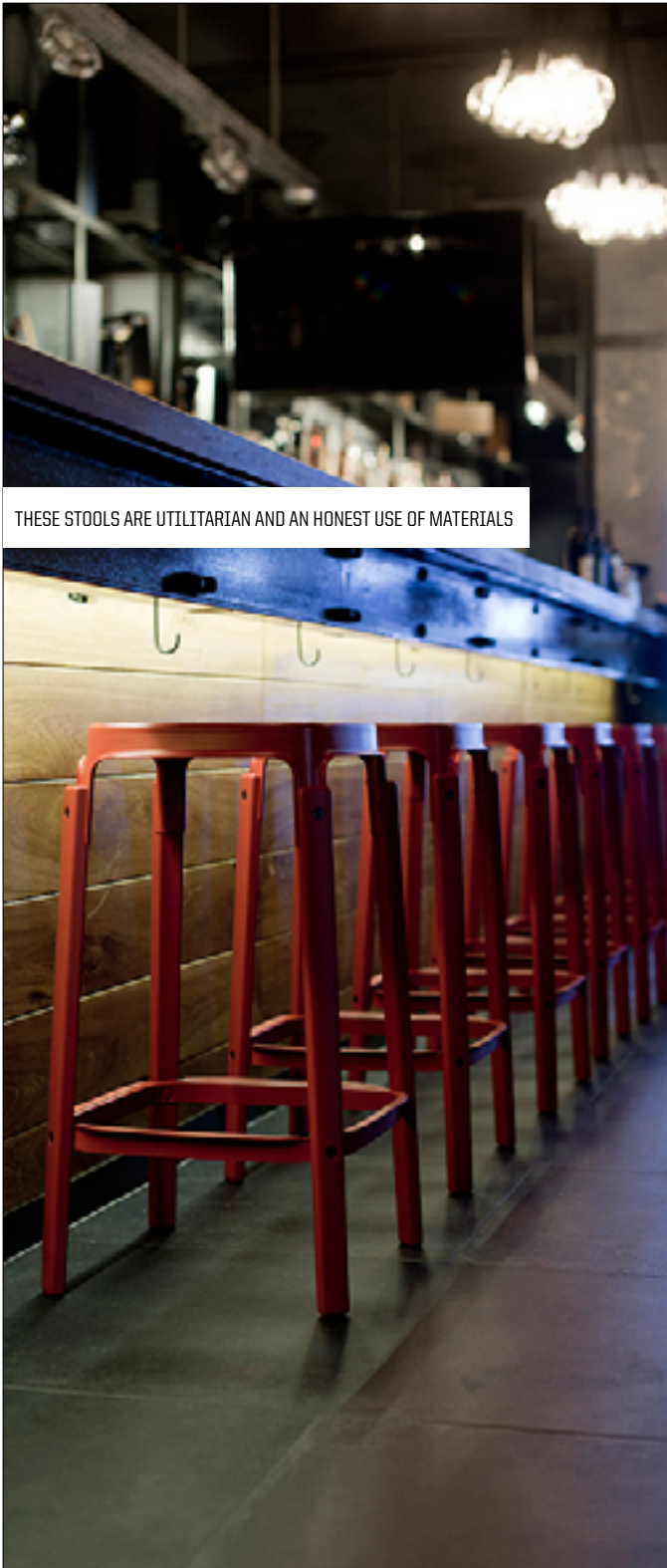
A MODERN & RUSTIC TAKE ON A BOOTH



THICKER PROFILE WOOD TABLES PROJECT STRENGTH AND WARMTH



COLORFUL, HANDMADE CHAIR BACKS ARE INVITING



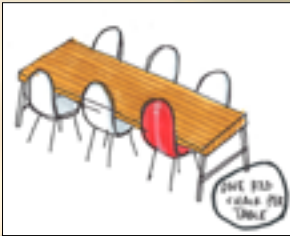
THESE STOOLS ARE UTILITARIAN AND AN HONEST USE OF MATERIALS



SPORTY AND MODERN



YOU COULD ALSO USE CLASSIC CHAIRS BUT ADD YOUR OWN TWIST - MAYBE STRIPES OR PATTERNS THAT REFERENCE SPORT



RESTAURANT INTERIOR



FUN, HANDDRAWN ARTWORK ABOVE THE BAR



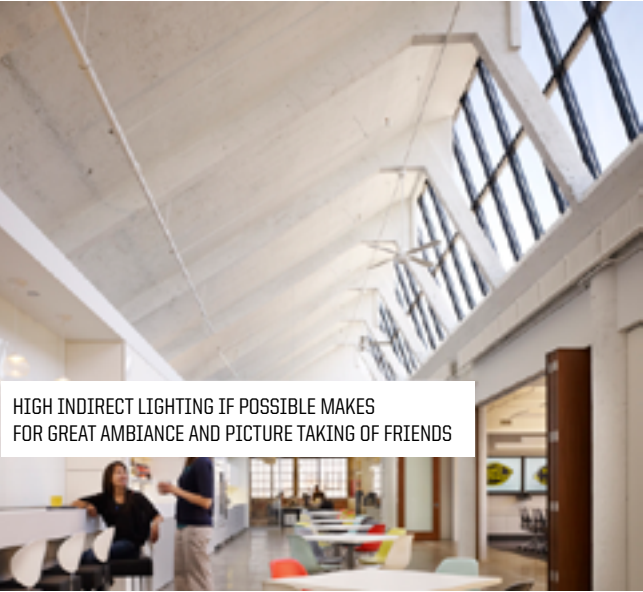
INTRICATE YET STILL ROUGH WOOD PANEL WALLS



CONCRETE PYLONS AND SIMPLE, NO NONSENSE BOTTLE SHELVING



A RAW, "STILL UNDER CONSTRUCTION" STRUCTURE OVER THE BAR



HIGH INDIRECT LIGHTING IF POSSIBLE MAKES FOR GREAT AMBIANCE AND PICTURE TAKING OF FRIENDS



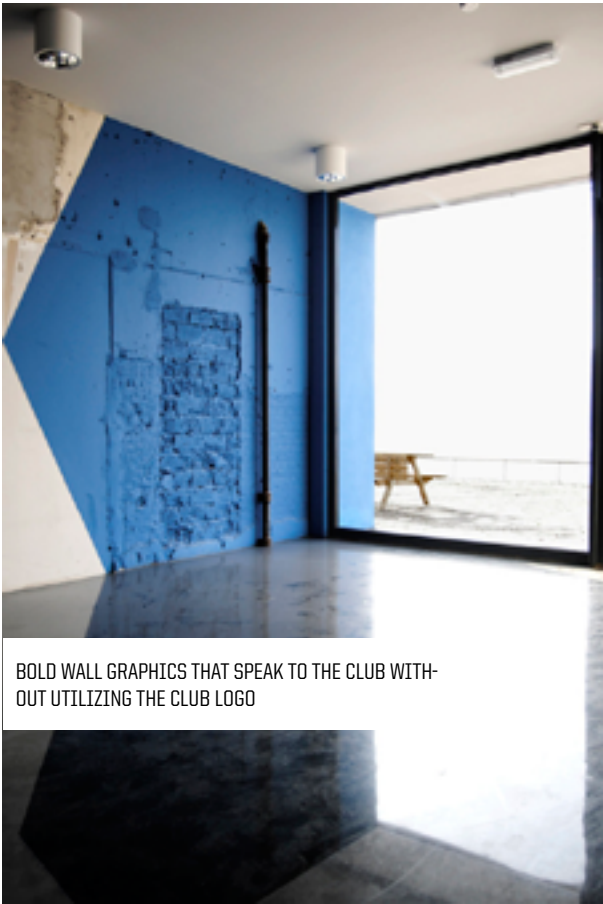
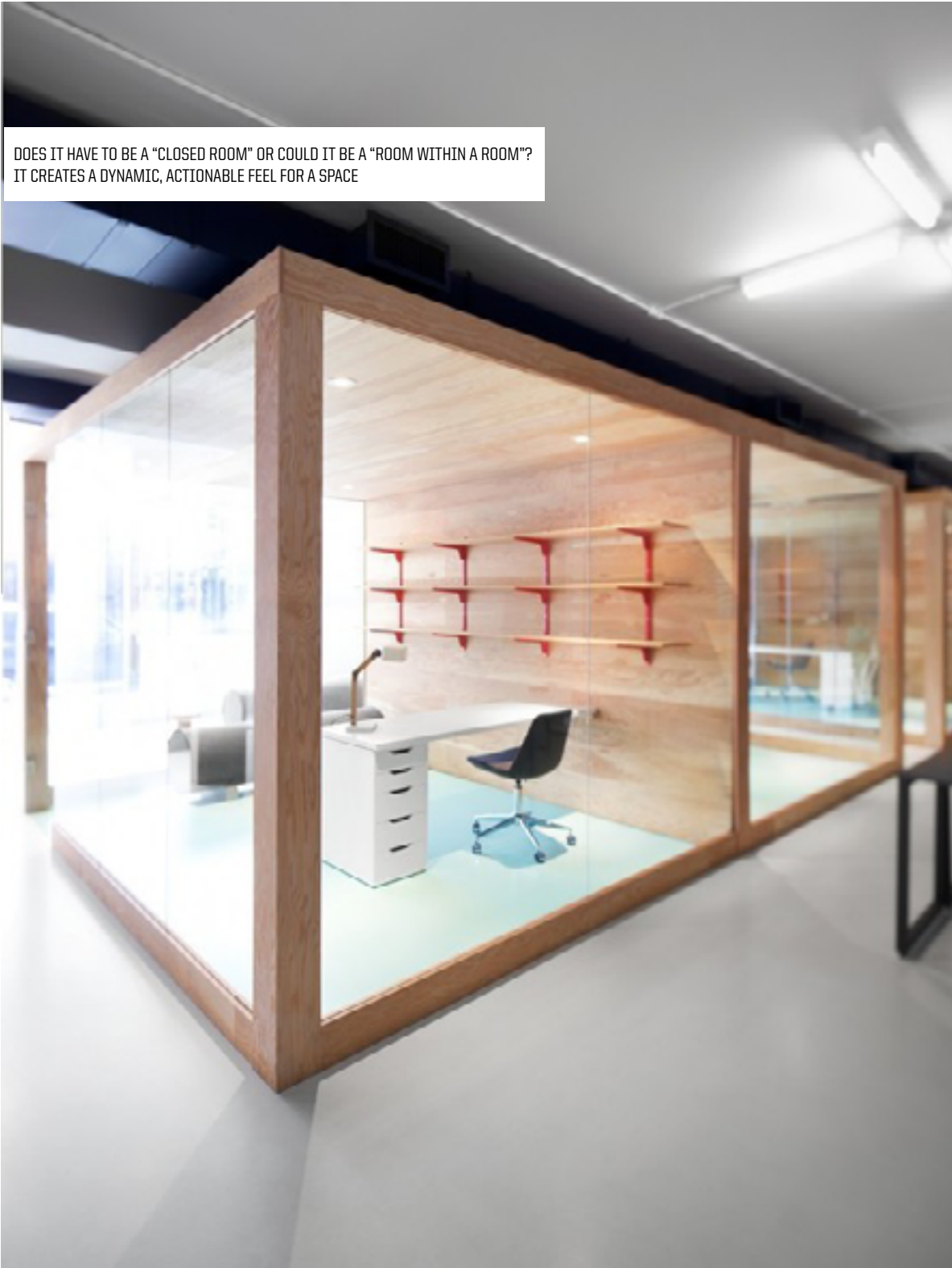
NO POOL TABLES - INSTALL A FLEET OF FOOSBALL TABLES SO THAT YOU CAN HAVE A TOURNAMENT IF YOU LIKE



OFFER CHICAGO FAVORITES - CHICAGO STYLE HOT DOGS, GOOSE ISLAND BEERS, MEXICAN TACOS AND BURRITOS, ETC.



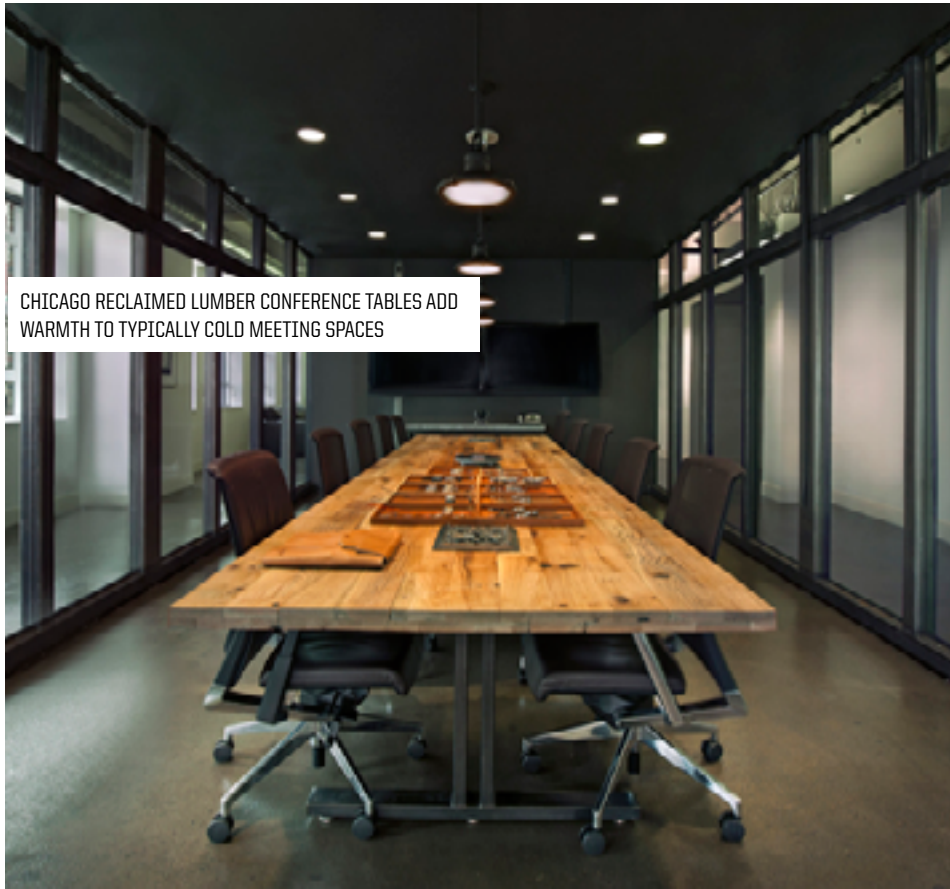
MULTI-PURPOSE ROOM



CHICAGO FIRE PERSONNEL OFFICES



FLOATING ROOM PODS BUILT WITHIN A SPACE CREATE AN EXCITING, DYNAMIC ENVIRONMENT



CHICAGO RECLAIMED LUMBER CONFERENCE TABLES ADD WARMTH TO TYPICALLY COLD MEETING SPACES



METAL TREAD CREATES AN INDUSTRIAL, TOUGH AESTHETIC



FLOORS CAN BE USED AS CANVASES FOR PAINTING PATTERNS



GLASS WALLS CREATE VISUALLY LARGER SPACES



BATHROOMS & LOCKER ROOMS



TILE IS A GREAT OPPORTUNITY TO ILLUSTRATE AND DELIVER MESSAGES IN A FUN WAY



TAKING CUES FROM FIREHOUSE DRESSING AREAS MIGHT NOT BE THAT BAD OF AN IDEA



A CHEEKY APPROACH TO INDUSTRIAL LIGHTING STRUCTURES



YOU CAN EVEN PLAY OFF THE ANGULAR LINES FOUND ON THE PITCH IN A SINK AND MIRROR ASSEMBLY



BRIGHTLY COLORED LOCKERS CAN ADD A TOUCH OF HAPPY TO AN OFTEN DREARY LOCKER ROOM

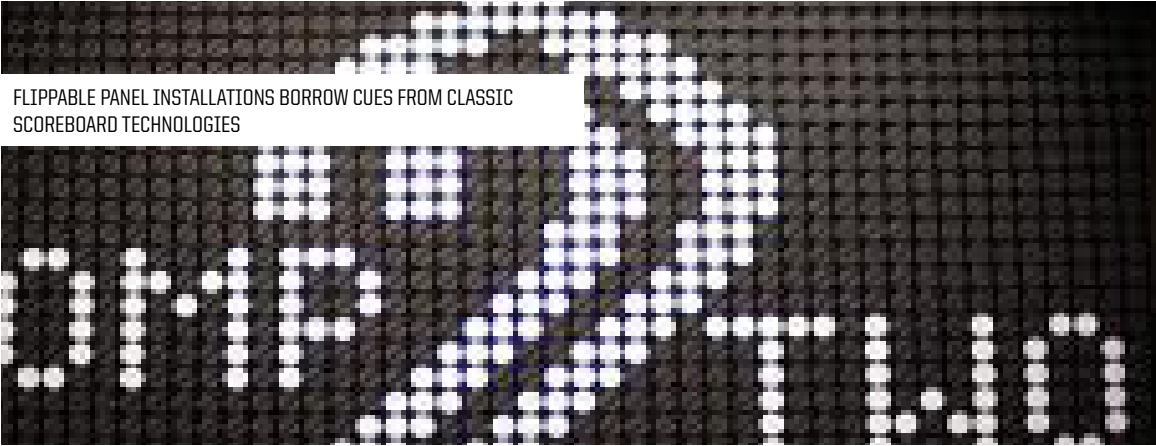
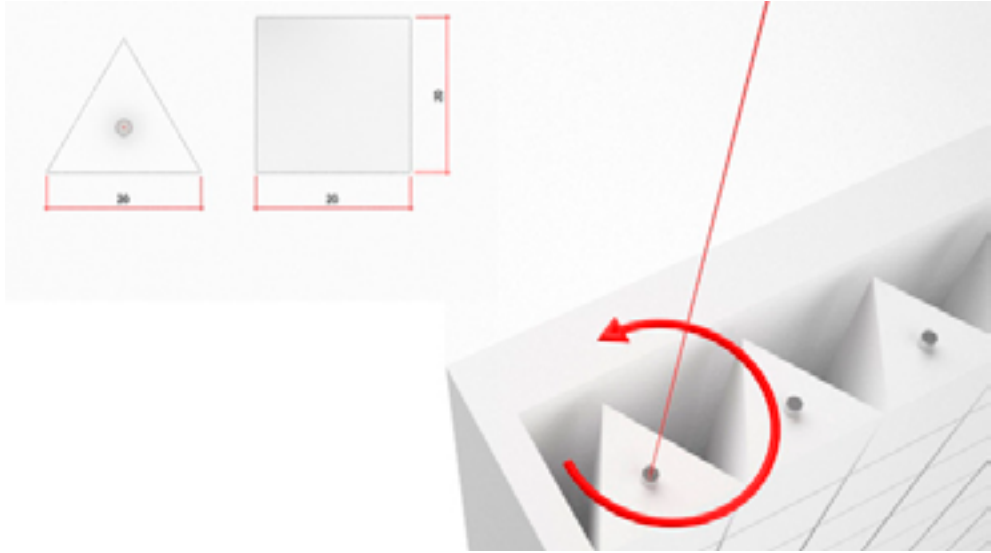
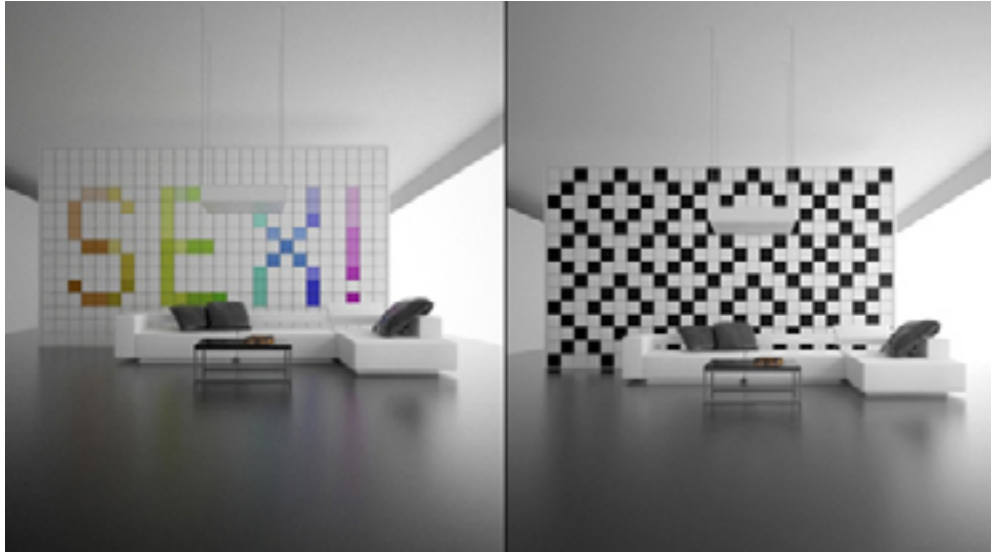


WOOD BENCHES PROVIDE A WARM, WELCOMING VIBE

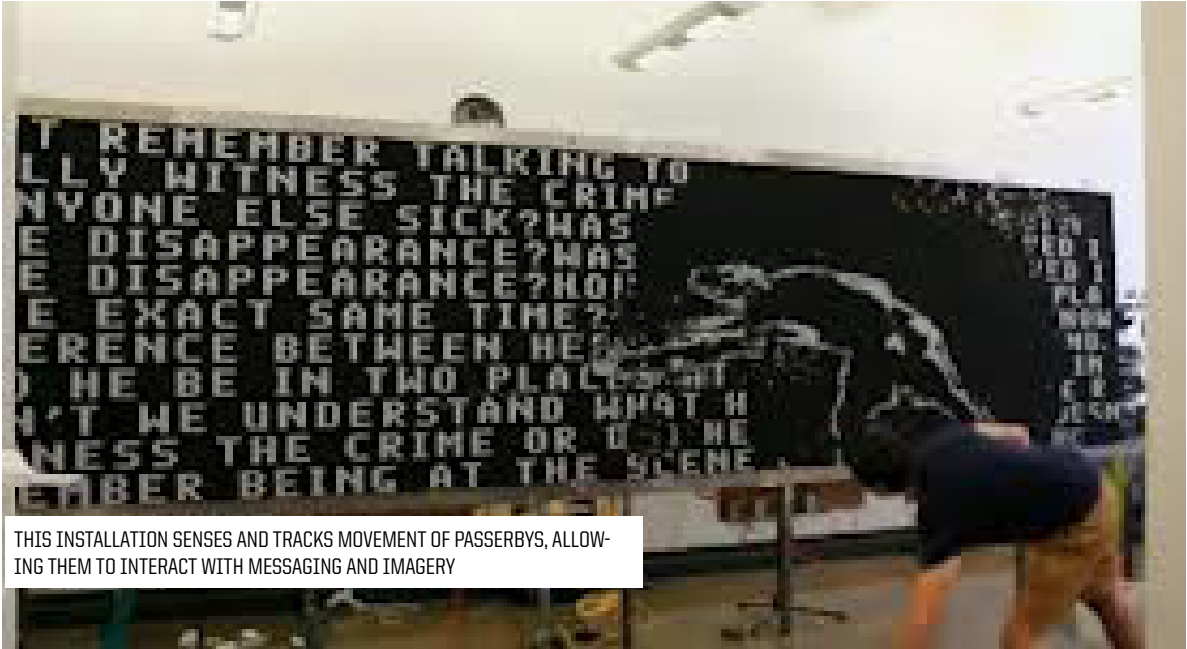
FOYER INTERACTIVE ELEMENTS



A FLIPPABLE PANEL INSTALLATION CAN ADD A DYNAMIC AND VISUALLY IMPACTFUL FEEL TO THE FOYER



FLIPPABLE PANEL INSTALLATIONS BORROW CUES FROM CLASSIC SCOREBOARD TECHNOLOGIES



THIS INSTALLATION SENSES AND TRACKS MOVEMENT OF PASSERBYS, ALLOWING THEM TO INTERACT WITH MESSAGING AND IMAGERY

Fair weather tomorrow?

You can check tomorrow's weather, today. When you're in Manhattan look towards **55TH STREET AND BROADWAY**. The MONY Weather Star on the MONY building uses this simple code for forecasting:

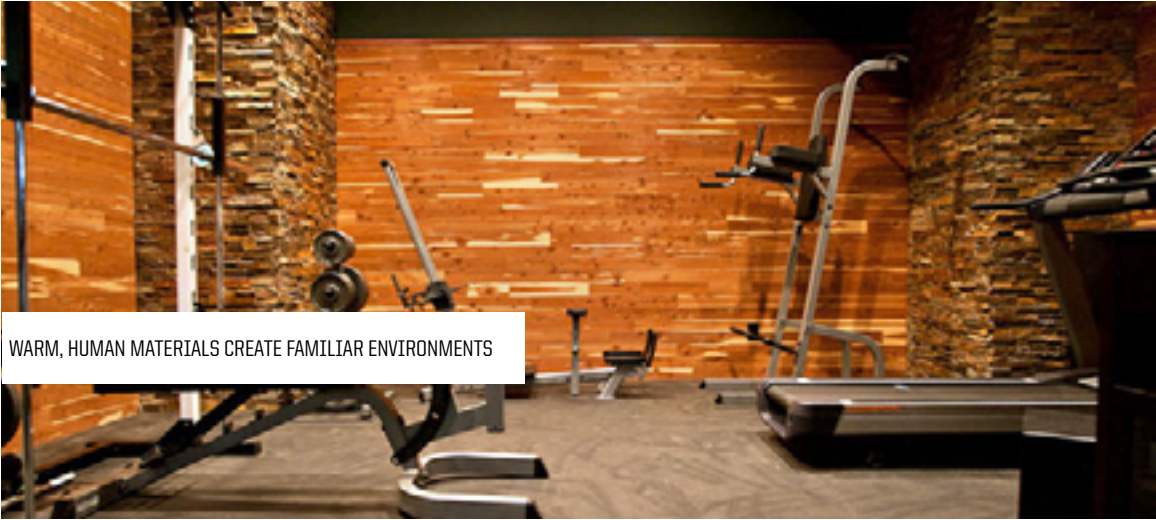
Green star	fair
Orange star	cloudy
Flashing orange	rain
Flashing white	snow
Steady light	rising temperature
	falling temperature
	no change

Also flashing time and temperature—another form of service brought to you by:

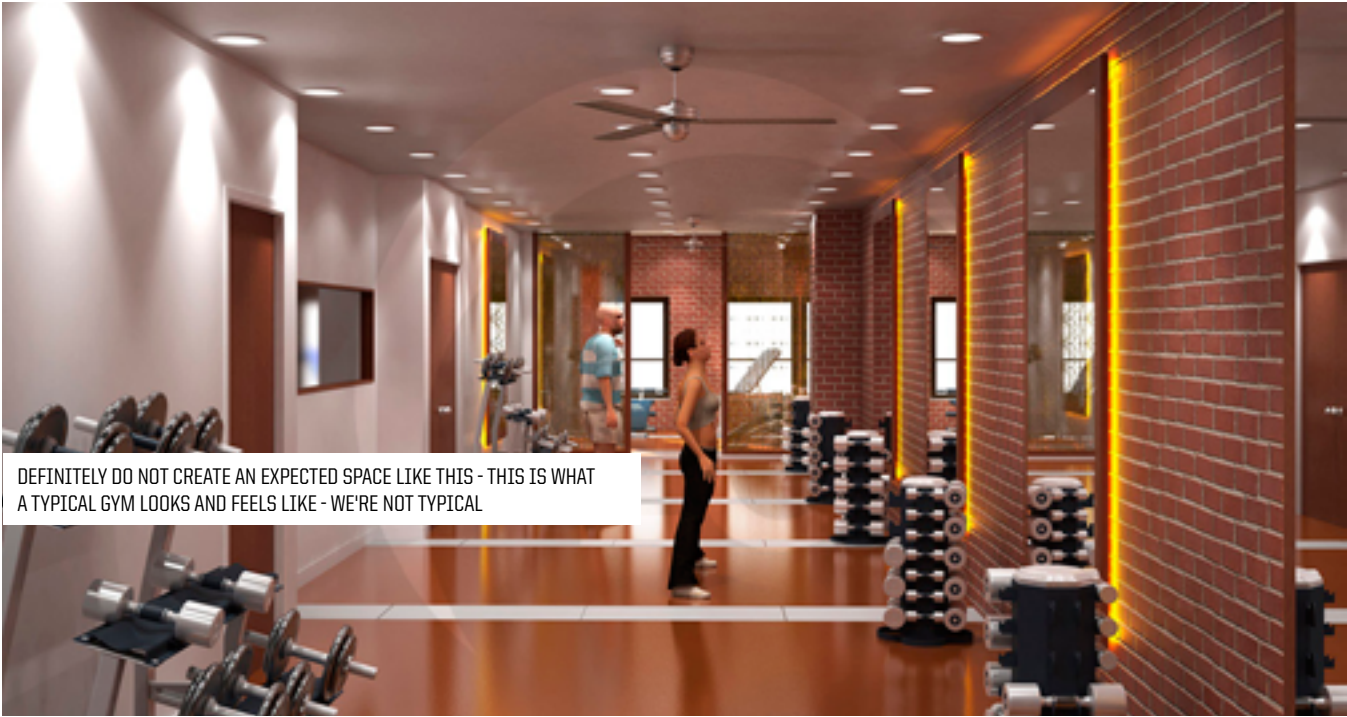
TRAINING FACILITY



BRICK + WOOD + EXPOSED MECHANICALS IS ON-BRAND FOR US



WARM, HUMAN MATERIALS CREATE FAMILIAR ENVIRONMENTS



DEFINITELY DO NOT CREATE AN EXPECTED SPACE LIKE THIS - THIS IS WHAT A TYPICAL GYM LOOKS AND FEELS LIKE - WE'RE NOT TYPICAL



YOU CAN ALMOST FEEL AND SMELL THIS SPACE BY JUST LOOKING AT IT - THAT'S WHAT WE'RE AIMING FOR



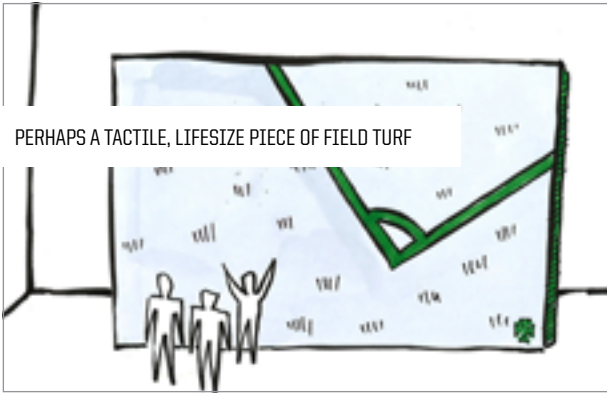
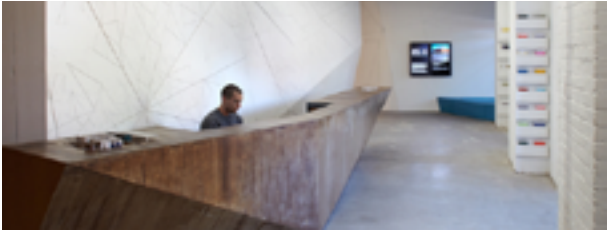
THINK BIG IN THE ENTRY SPACE - REMEMBER TO ASK YOURSELF - WHAT'S SOMETHING WORTH TWEETING ABOUT?



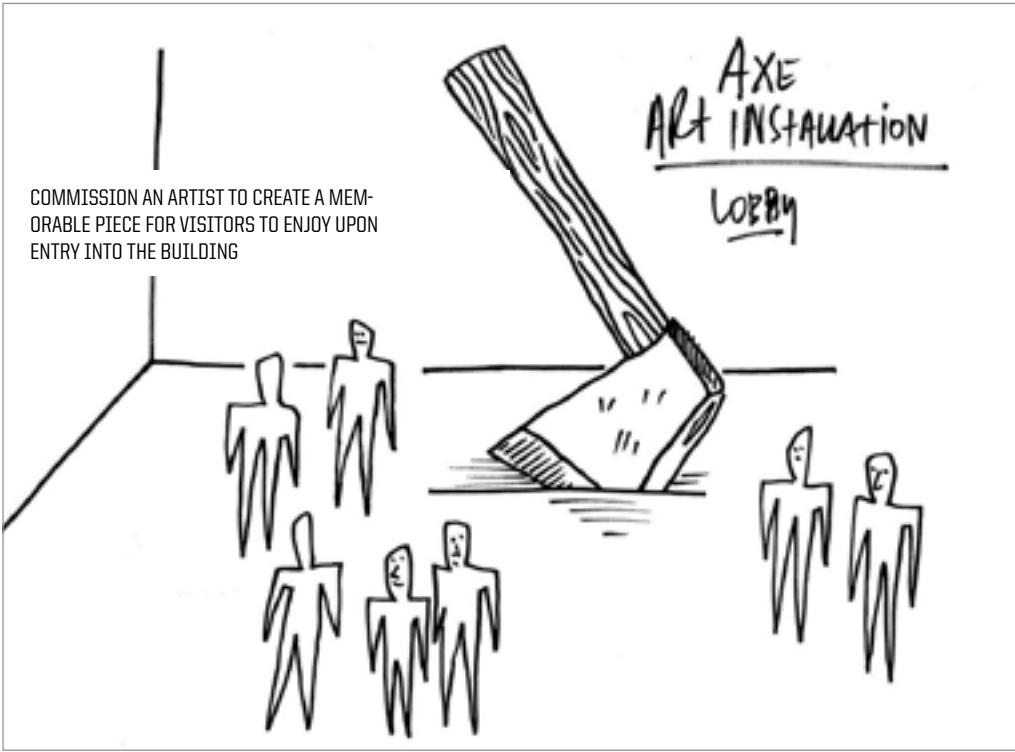
THIS RED BALL BETWEEN TWO BUILDINGS MAKES A STRONG VISUAL IMPACT - HOW CAN WE DO THE SAME?



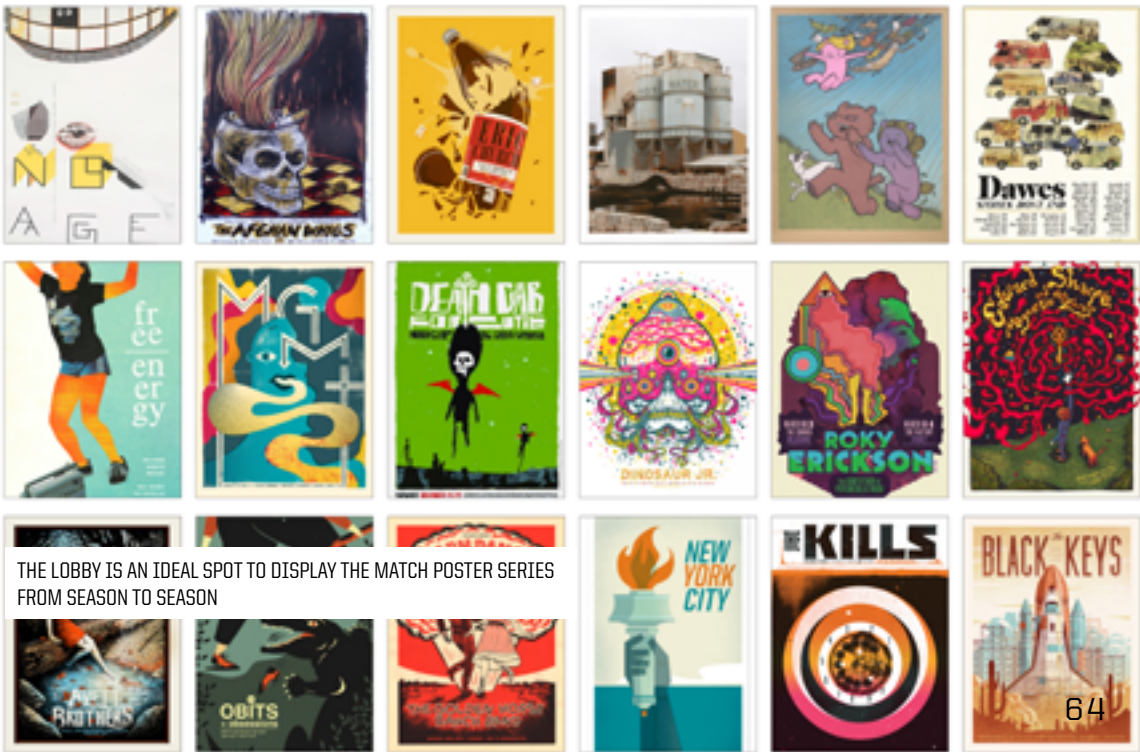
THE FORM OF THE RECEPTION AREA INCLUDING THE FRONT DESK COULD TAKE IT'S INSPIRATION FROM LINES FOUND ON THE PITCH



PERHAPS A TACTILE, LIFESIZE PIECE OF FIELD TURF

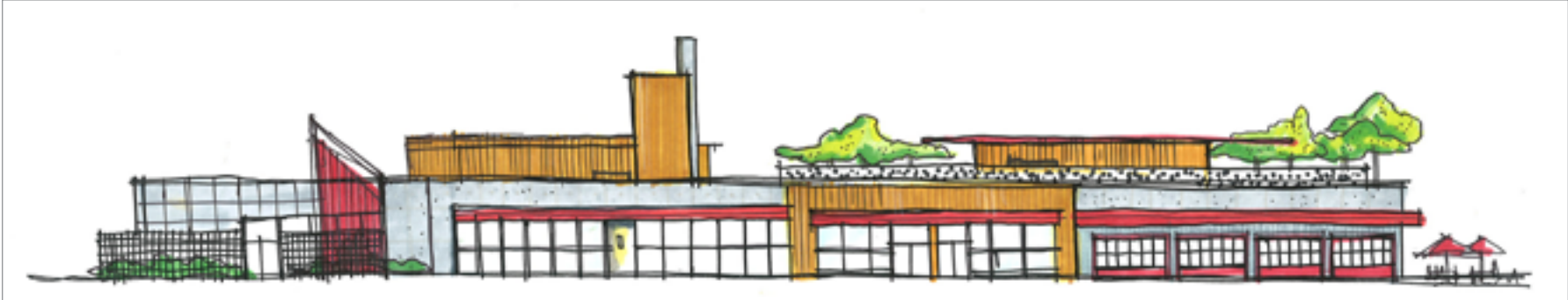


COMMISSION AN ARTIST TO CREATE A MEMORABLE PIECE FOR VISITORS TO ENJOY UPON ENTRY INTO THE BUILDING



THE LOBBY IS AN IDEAL SPOT TO DISPLAY THE MATCH POSTER SERIES FROM SEASON TO SEASON

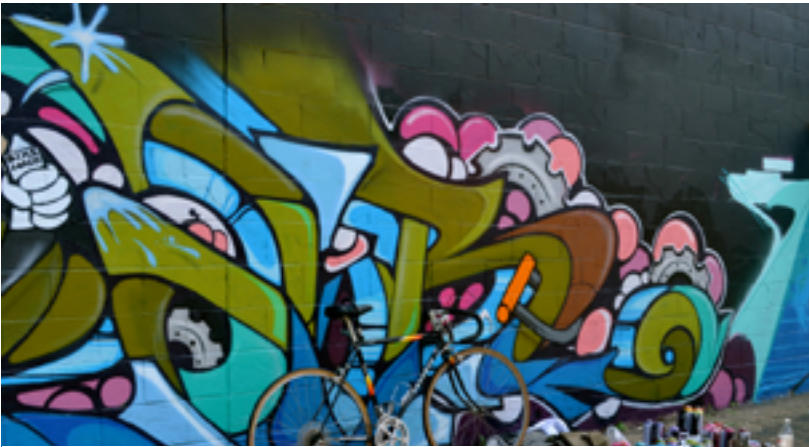
EXTERIOR TREATMENTS & ELEMENTS



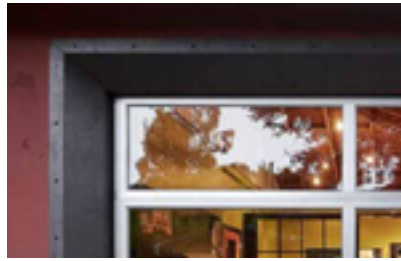
REMEMBER TO TAKE THE PERSONALITY TRAITS INTO ACCOUNT – WHAT IF THE EXTERIOR TAKES ON A “GRITTY” AESTHETIC, BORROWING FROM THE LOOK AND FEEL OF A FACTORY OR FIREHOUSE. WOOD, CONCRETE, PANEL DOORS, VARYING HEIGHTS, ETC.



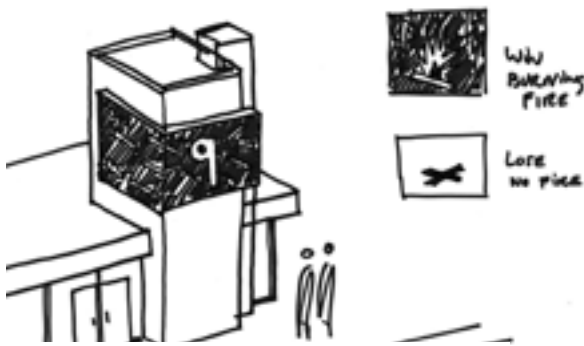
DON'T ALWAYS HIDE THE STRUCTURE OF THE BUILDING – CELEBRATE IT.



THE EXTERIOR WALLS OF THE BUILDING FACING TRAFFIC SHOULD BE TREATED AS A CANVAS FOR LOCAL ARTISTS. CURATE THE ARTISTS CHOSEN AND LET THEM CREATE A DYNAMIC, ENERGETIC PIECE OF ART.



ROLL-UP FIREHOUSE DOORS IN THE RESTAURANT



CREATE A CHICAGO FIRE VERSION OF WRIGLEY FIELD'S W/L FLAG - LET THE NEIGHBORHOOD AND PASSERBYS KNOW WHAT'S GOING ON IN BRIDGEVIEW



BE VERY CONSCIOUS OF THE MATERIALS CHOSEN THROUGHOUT THE BUILDING:
RECLAIMED CHICAGO LUMBER
CHICAGO PAVER BRICK
WORN STEEL
POLISHED CONCRETE
CORRUGATED ALUMINUM PANELS

SOCCER CENTER NAMING CONCEPT AND LOCKUPS

THE NAMING OF THE SOCCER CENTER AND THE RESTAURANT WITHIN IS ANOTHER OPPORTUNITY TO TAKE ADVANTAGE OF. THESE LOCKUPS OF A NAMING CONCEPT, "FIREHOUSE", CREATED MIXED EMOTIONS WITHIN THE FIRE ORGANIZATION DUE TO IT'S CLOSE ASSOCIATION WITH THE ACTUAL "CHICAGO FIRE DEPARTMENT". THAT ASIDE, WHAT THIS CONCEPT COMMUNICATES IS HOW THIS STRUCTURE ABOUT TO BE BUILT IS AN OPPORTUNITY FOR THE FIRE TO CREATE ANOTHER KEY CHARACTER IN THEIR NEW, UNIQUE POSITIONING STORY.

FIREHOUSE
CHICAGO FIRE SOCCER CENTER



 **THE
FIREHOUSE**

**THE FIRE
HOUSE**
CHICAGO FIRE SOCCER CENTER



**THE
firehouse**
CHICAGO FIRE SOCCER CENTER

CF
97

FIREHOUSE



ALTERNATIVE MARKETING

ALTERNATIVE MARKETING

“Alternative Marketing” was an early-in-the-project category that we didn’t quite know what kind of stuff would be our end result. We “dabbled” in posters, press releases, t-shirts, game announcements, even scarves. In the end, it’s a collection of new communication tools for you to speak with your fans, and more importantly, potential fans when you’re describing your new, unique experience of the Chicago Fire. We truly enjoyed working on everything you asked of us BUT this stuff represents a WHOLE LOTTA FUN for us. So, anytime you want to drop by and jam on a few new t-shirt ideas, we’re your guys.





EXISTING



ALTERNATIVE MARKETING: EXISTING REWORK

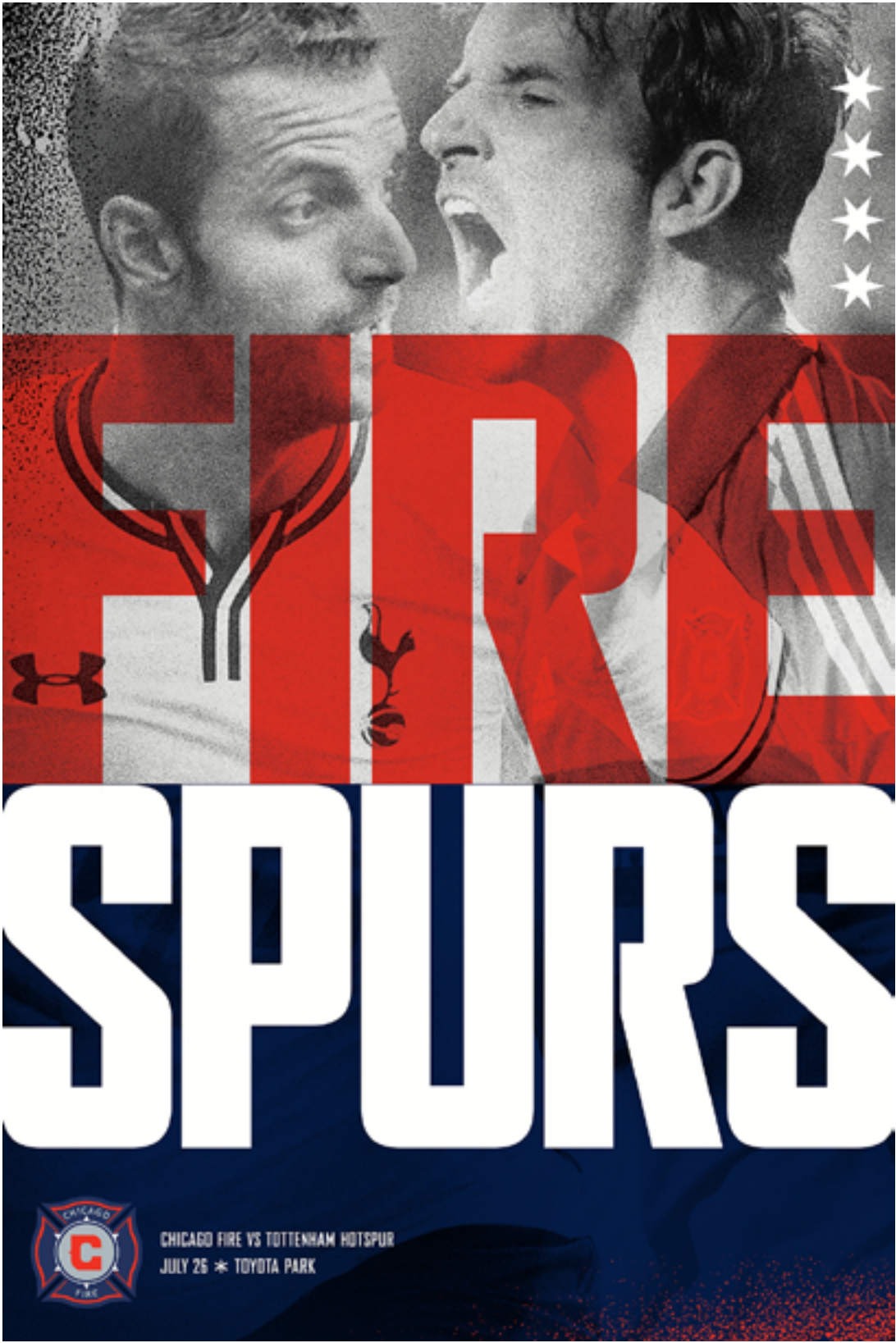
Not-So-Friendly Campaign

You gave us a few existing materials for us to apply our new personality traits. One was your recent announcement of an exciting upcoming friendly between the Fire and Tottenham. We simplified the information, added a bit of grit, and macro-sized player imagery.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



EXISTING



ALTERNATIVE MARKETING:
EXISTING REWORK

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- CHICAGO PRIDE
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ALTERNATIVE MARKETING: EXISTING REWORK

Not-So-Friendly Campaign: Dogs vs Bangers

You gave us a few existing materials for us to apply our new personality traits. One was your recent announcement of an exciting upcoming friendly between the Fire and Tottenham. This approach is a slightly exaggerated take on food differences between our two countries. Initially it would deliver limited information – leading the observer to ponder the purpose. A week later the team logo stickers would be applied.



CHICAGO PRIDE GLOBALLY CURIOUS

HUMAN

INDIE
IRREVERENT
GRITTY

ORIGINAL PRESS RELEASE

CHICAGO FIRE SOCCER CLUB TO HOST BARCLAY'S PREMIER LEAGUE SIDE
TOTTENHAM HOTSPUR FOOTBALL CLUB JULY 26 AT TOYOTA PARK

Fire to Welcome UEFA Europa League Participants in International Friendly in Chicago
CHICAGO, Ill. (December 19, 2013) - The Chicago Fire Soccer Club announced Thursday that the Fire will welcome Barclay's Premier League side Tottenham Hotspur FC to Toyota Park in an international friendly on Saturday, July 26. The game's start time is TBD.

Tickets will be available for sale to Fire Season Ticket Holders beginning on January 8. The general public on-sale date is January 24 and group sales will begin on January 27. Season Ticket Holders will be able to buy tickets at 40% off of the single game price

"In Chicago, the Fire proudly represent global game," said Chicago Fire Chief Operating Officer Atul Khosla. "Making the investment to bring a club like the Spurs to Toyota Park demonstrates our continued commitment to facilitating the growth of soccer. We welcome the opportunity to showcase Chicago Fire soccer to a broader base of soccer fans, not only here at home, but also those from around the globe."

This is just the fifth time that the Fire will welcome an English side to the Chicagoland area. The Men in Red are 2-2-0 in international friendlies against clubs from England, including Aston Villa, Manchester United, Everton and Derby County.

The Spurs, who currently sit just XX points behind league-leaders Arsenal in the BPL table, are one of just two sides to advance to the Round of 32 of the Europa League with a perfect XX record in group play.

The North London side, who have captured the FA Cup eight times and the UEFA Cup twice, currently have a roster that boasts U.S. Men's National Team legend Brad Friedel, English internationals Jermain Defoe, Aaron Lennon and Michael Dawson, and Togolese striker Emmanuel Adebayor.

ABOUT CHICAGO FIRE SOCCER CLUB
Founded on the 126th anniversary of the Great Chicago Fire on October 8, 1997, the Chicago Fire Soccer Club enters its 17th Major League Soccer season. The Fire won the MLS Cup in its inaugural campaign in 1998 and was crowned champion of U.S. Soccer's national tournament, the Lamar Hunt U.S. Open Cup, in 1998, 2000, 2003 and 2006. The Fire play at Toyota Park, a world-class soccer stadium, located in Bridgeview, Ill. For more information on the Chicago Fire Soccer Club, please visit the club's official website at www.Chicago-Fire.com.
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REWRITE VERSION 1

CHICAGO FIRE CHALLENGES ENGLAND'S TOTTENHAM HOTSPUR, AT HOME
CHICAGO'S SOCCER CLUB TO HOST PREMIER LEAGUE FOOTBALL CLUB ON JULY 26

CHICAGO, Ill. (December 19, 2013) - The Chicago Fire owners, coaches, players and fans announced to-day that the club has invited England's Premier League team Tottenham Hotspur FC to an international friendly match this summer.

"We are delighted to welcome the Spurs to Chicagoland," said Chicago Fire Chief Operating Officer Atul Khosla. "2014 is going to be a huge year for soccer, with fans in every country watching World Cup play in Brazil. We're giving them a reason to watch Chicago, too - by bringing one of the Premier League's best teams to battle."

The Spurs are a formidable opponent, having captured English soccer's FA Cup eight times, and the UEFA Europa League championship twice. For Chicago soccer fans, this is a chance to watch the Fire play against a Tottenham roster that includes U.S. Men's National Team legend Brad Friedel, international stars Jermain Defoe, Aaron Lennon and Michael Dawson, and Togolese striker Emmanuel Adebayor.

"Tottenham might be the darlings of North London, but this is Chicago," said five-season season ticket holder Neil Stevenson. "We've got the talent on the field and the fan noise to light up the stadium. Just give our boys the ball and blow the whistle."

The Saturday match will be part of a stellar lineup of sport at Toyota Field this summer, including the city's biggest World Cup bash and pre-kickoff tailgate parties with food trucks, local lagers, and more before each home game.

"We're inviting all of Chicago to come for the fun, stay for the soccer," said Khosla. "We've got a red shirt with your name on it."

Tickets for the Tottenham match will be available for Fire Season Ticket Holders beginning on January 8, at a price 40% reduced from single game price. The general public on-sale date is January 24, and group sales will begin on the 27th.

About the Club
Founded on the 126th anniversary of the Great Chicago Fire, the Chicago Fire Soccer Club enters its 17th Major League Soccer Season with championship titles including the 1998 MLS Cup and 1998, 2000, 2003 and 2006 US Soccer National Tournaments. The Fire play at Toyota Park, a world-class soccer stadium located 15 miles from Chicago's Loop. <http://chicago-fire.com>

ALTERNATIVE MARKETING:
EXISTING REWORK

Friendly Press Release

You gave us a few existing materials for us to apply our new personality traits – one of which was a press release for the upcoming friendly between the Fire and Tottenham. We've written a couple versions that apply our personality traits – mostly one – the HUMAN touch.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY

ORIGINAL PRESS RELEASE

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REWRITE VERSION 2

CHICAGO FIRE INVITES ENGLAND'S TOTTENHAM HOTSPUR TO TOYOTA FIELD
CHICAGO'S SOCCER CLUB TO HOST PREMIER LEAGUE FOOTBALL CLUB ON JULY 26

CHICAGO, Ill. (December 19, 2013) - The Chicago Fire Soccer Club announced today that the Fire has challenged England's Tottenham Hotspur FC to an international friendly match on Saturday, July 26.

Tickets will be available for Fire Season Ticket Holders beginning on January 8, at a price 40% reduced from single game price. The general public on-sale date is January 24, and group sales will begin on the 27th.

"We are delighted to welcome the Spurs to our home field," said Chicago Fire Chief Operating Officer Atul Khosla. "2014 is going to be a big year for soccer, with the eyes of the world focused on the World Cup. We're going to make them look at Chicago, too, by bringing a world-class team to battle."

This is the fifth time in club history that the Fire will welcome a Premier League team to play an international friendly, earning a 2-2-0 record against Aston Villa, Manchester United, Everton and Derby County.

The Spurs are a formidable side, having captured English soccer's Football Association Challenge Cup eight times, and the UEFA Europa League championship twice. Their current roster includes U.S. Men's National Team legend Brad Friedel, international stars Jermain Defoe, Aaron Lennon and Michael Dawson, and Togolese striker Emmanuel Adebayor.

"Tottenham might be the darlings of North London, but our Men in Red are going to send them home with a message to European soccer, and Premier League fans everywhere, that Chicago is a soccer town," said Khosla. "So we're inviting everyone who has ever kicked a soccer ball or set foot in our city to get out the flags and light up the stadium. Let's show a watching world that here in Chicago, we have the talent, leadership, and fan noise to show how amazing American soccer can be."

About the Club

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EXISTING REWORK

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CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



ALTERNATIVE MARKETING:
EXISTING REWORK

Atypical Supporter Scarves

Your crew approached us with a set of scarves that had recently been presented to them by a manufacturer. They were “OK” the group thought and we agreed. Nothing necessarily wrong with what they presented but nothing that felt progressive OR that seemed to line up with our fresh, new personality traits. So....we spent a couple days and cranked out some new approaches. Not so many big logos, no hashtags, not everything was to be red and blue. We tried to create scarves that felt right but were a little “off-center”.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY

HOW THE CHICAGO FIRE TURNS UP @ EVENTS

TODAY



BAD:

- IN SUIT • ALONE
- BEHIND PODIUM
- SCRIPTED REMARKS
- DULL • "THE MAN"

TOMORROW



GOOD:

- IN CF TSHIRT • W/ FRANK & CHOSEN FAN
- CASUAL COUCHES ON STAGE
- FACILITATED CONVERSATION W/ HOST
- "WE'RE ALL IN THIS TOGETHER"

ALTERNATIVE MARKETING: EXISTING REWORK

Relax

Don't be rigid or dull. Sit in a relaxed atmosphere WITH the people that are "in it" with you. Recruit a host that facilitates a discussion – nothing scripted. Take off the tie – slip on a new piece of gear and relax.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



ALTERNATIVE MARKETING

4 Star Street Campaign

There's no need to always be obvious with our advertising. Create a buzz with simple but dramatic macro artwork and bold color fields.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
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GRITTY



ALTERNATIVE MARKETING

Chant Campaign

Why not start teaching the chants through our advertising. Bold statements illustrated boldly.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
INDIE
IRREVERENT
GRITTY



ALTERNATIVE MARKETING

Superheroes

This was an exploration of creating imagery that made the Fire stars BIGGER THAN LIFE. Superheroes – focus on their nicknames or their stand-out characteristics as a player (super fast, intimidating physical presence, the confident captain, etc). Start creating stories around your players – create myths, mystery, intrigue – it's what will transform your average fans into passionate Fire believers.

CHICAGO PRIDE
GLOBALLY CURIOUS

HUMAN
INDIE
IRREVERENT
GRITTY



ALTERNATIVE MARKETING

City Corner Kicks

Subversive advertising methods could truly resonate with our target market. In this example, we use a corner as an ideal place to paint field lines. Every corner can be a corner kick.

CHICAGO PRIDE
 GLOBALLY CURIOUS
 HUMAN
 INDIE
 IRREVERENT
 GRITTY



ALTERNATIVE MARKETING

The Red Star

The Chicago flag has 4 stars – each representing a historical event. The Second Star stands for the Great Chicago Fire of 1871 – thus our highlighted second star. Any other elements (one red sleeve, single red neck) are intentionally asymmetrical/atypical.

Remember:

If these don't make us a little uncomfortable then they probably aren't right for us. These are NOT replacing current gear – they are complementing the collection in the pro shop. If I'm wearing this, and it does what it's supposed to do, I'll hear: "That's cool – what's that?" The key is to start a conversation.

CHICAGO PRIDE
GLOBALLY CURIOUS
HUMAN
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IRREVERENT
GRITTY



ALTERNATIVE MARKETING

71st & Harlem

Toyota Park, as stated on the Fire supporters scarf, is located at 71st & Harlem Ave. We thought the intersection sounds a lot more “Fire-like” than “Toyota Park”. We used the font from Chicago street signs (tshirt on right) and the corresponding green color. This could be launched on St. Patrick's Day – maybe even inspire a one-time-only green player kit?

Remember:

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- CHICAGO PRIDE
- GLOBALLY CURIOUS
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ALTERNATIVE MARKETING

Established in 1871

The Great Chicago Fire of 1871 – it's still burning strong at Toyota Park and in the hearts of Fire supporters throughout the Chicagoland area.

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ALTERNATIVE MARKETING

The Face Series

A collection of macro graphics of Fire players in action. Asymmetry plays a strong role. No logo. Player number and Chicago flag stars appear on the sleeve. Great opportunity for a partnership with the likes of Threadless or commission local artists independently.

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ADVERTISING CAMPAIGN

ADVERTISING CAMPAIGN

When you asked us to spend time concepting the upcoming advertising campaign, we did exactly what we had been doing for previous Fire challenges - we looked to the personality traits for inspiration. What would be a indie message? What screams Chicago Pride? How can we be irreverent without coming off as a joke? How can we make a gritty image? From this, we created six themes - all possessing a unique take on the positioning of the Fire.

With Andrews' and Fire teams' direction, we narrowed to a shortlist of assets that best represented the voice of the team going forward. What followed was an implementation of the first part of "Phase 1" of the campaign - final artwork for three landmark billboards strategically located throughout the city.

The theme of the 2014 campaign is simple - **THE FIRE EXPERIENCE IS UNIQUE AND COOL.**



A D V E R T I S I N G C A M P A I G N

INITIAL THEMES

1

HERE IS BETTER



SUCCER.

FOR REAL.

BEING HERE IS BETTER. CHICAGO-FIRE.COM



SOCCKER.

UP CLOSE

BEING HERE IS BETTER. CHICAGO-FIRE.COM

THE STORY BEHIND

HERE IS BETTER

We know Chicago has many soccer fans who watch matches on TV. Our message: a true soccer fan will want to see the game for real. So turn off the TV, get off the couch, and get down to Toyota Park.

We’re playing up gritty, grassroots and human.

Our proposed tagline: **“BEING HERE IS BETTER”**

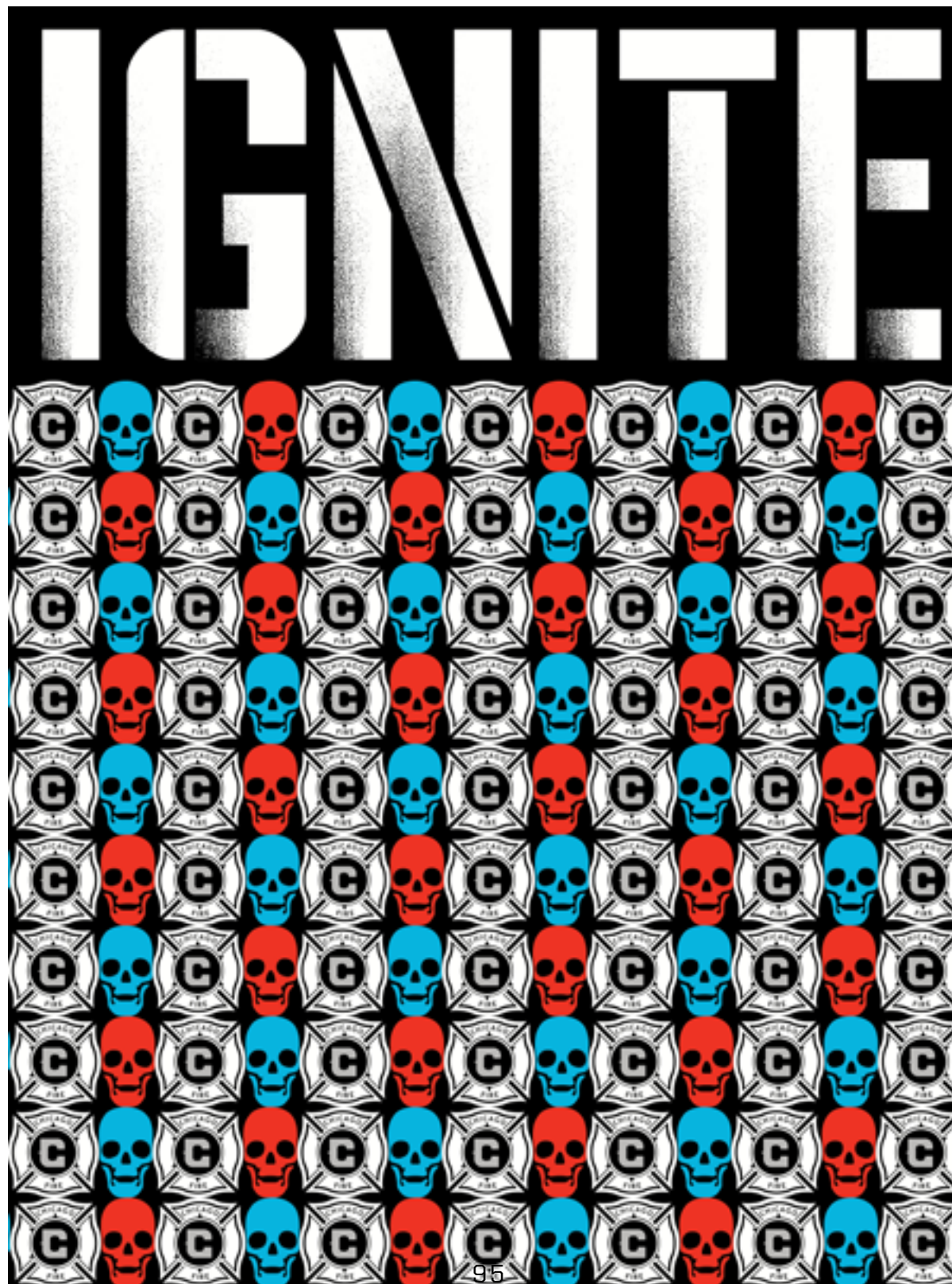
Subheader taglines: **“SOCCER FOR REAL” & “SOCCER UP CLOSE”**

2

PATTERNS







THE STORY BEHIND
PATTERNS

A bold statement on an attention-grabbing background. The strategy is to signal confidence, while establishing a distinctive Chicago Fire color palette. The patterns can be an ownable element that also features on scarves and other merchandise.

Taglines: **BURN, FUEL, IGNITE, ERUPT, GRIND**

3

ETHNIC



 **CHODŹMY!**

¡vamos!

THE GLOBAL GAME
IN OUR BACKYARD



αςΤΙμε!

THE GLOBAL GAME
IN OUR BACKYARD



gehen wir!

THE GLOBAL GAME.
IN OUR BACKYARD.



THE STORY BEHIND
ETHNIC

This campaign speaks to the multi-ethnic Chicago neighborhoods. It also connects to the global aspect of the Fire brand.
The posters feature “Let’s Go!” in multiple languages: Spanish, Portuguese, German, Polish etc.
The intention is to communicate with the communities that love football and are most present in Chicago.

Tagline: **THE GLOBAL GAME. IN OUR BACKYARD.**

Tagline alternatives:

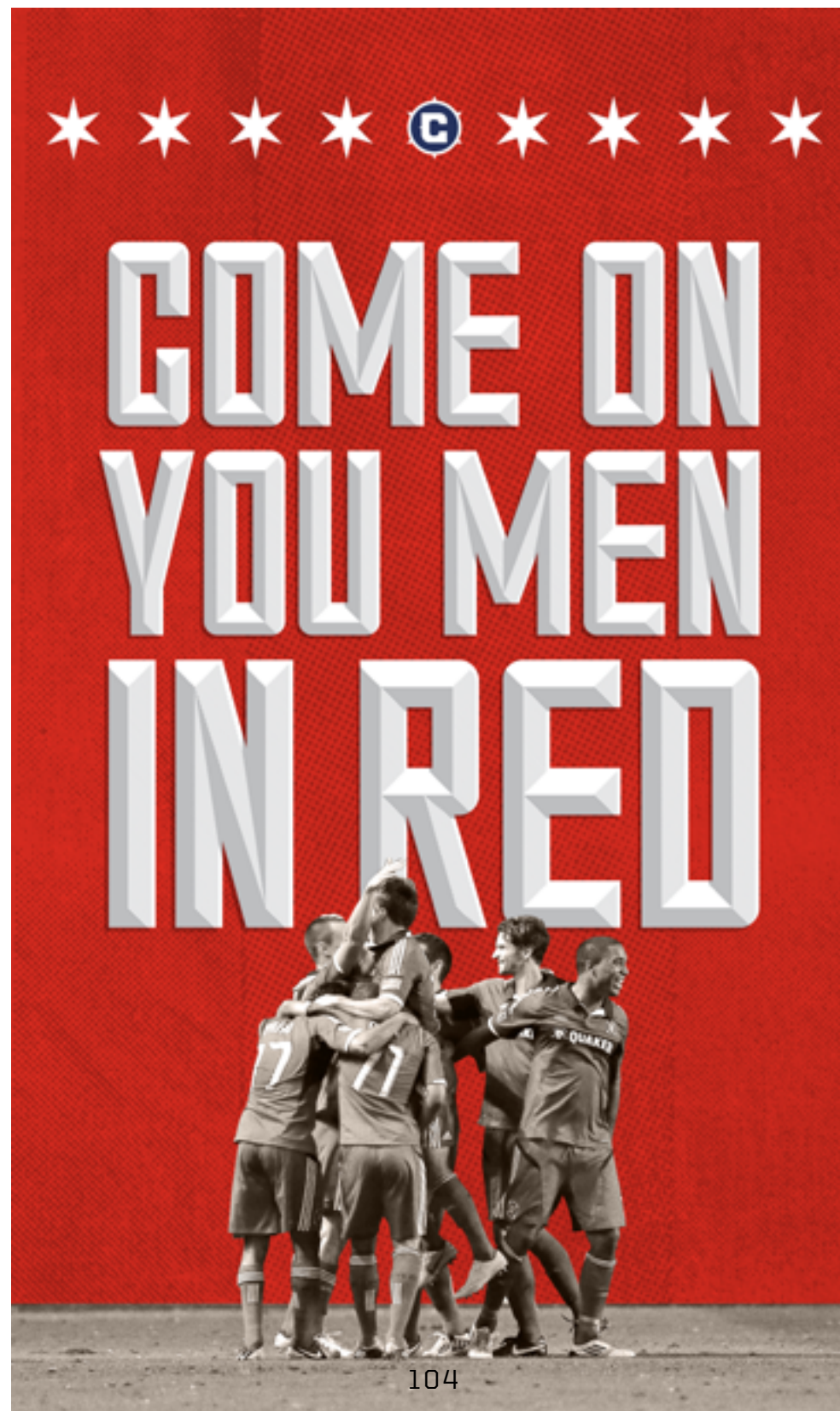
“THE WORLD’S GAME. CHICAGO’S PASSION.” & **“THE WORLD’S FAVORITE GAME IN OUR FAVORITE CITY”**

4

CHANTS











A promotional poster for the Chicago Fire soccer team. The background is a vibrant red. At the top, a row of white stars is centered, with a white 'C' logo in the middle. The main text, 'WHERE'S YOUR SOUL AT?', is rendered in large, white, 3D block letters. On the left, a black and white photograph shows two players in Chicago Fire jerseys embracing. The player in the foreground has 'M. S. 20' on the back of his jersey. The bottom of the poster features a grey band with the Chicago Fire logo on the left and the text 'TICKETS START AT \$20 • CHICAGO-FIRE.COM' on the right.

★ ★ ★ ★ ★ C ★ ★ ★ ★ ★

WHERE'S YOUR SOUL AT?

M. S. 20

 106

TICKETS START AT \$20 • CHICAGO-FIRE.COM





THE STORY BEHIND
CHANTS

We want to communicate confidence to potential fans, so we're not over-explaining with this campaign.

We're using fragments of chants to create excitement and intrigue. When people come to the stadium,
they'll hear the chants and understand the posters. We're cueing gritty and grassroots.

We are proposing you use a collection of minor taglines but most frequently use/lead with the tagline: **"HERE WE GO"**

5

THE EXPERIENCE



IMAGE: GRILL COOKING SAUSAGES
IN GRAVEL PARKING LOT

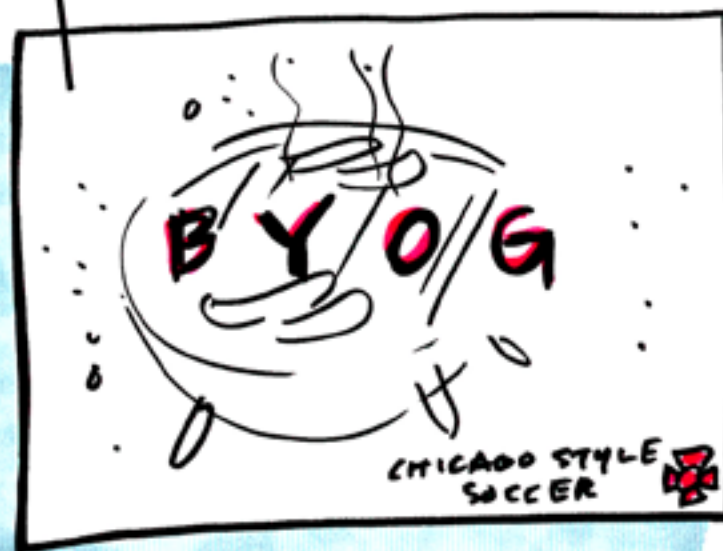


IMAGE: SECTION 8 FANS

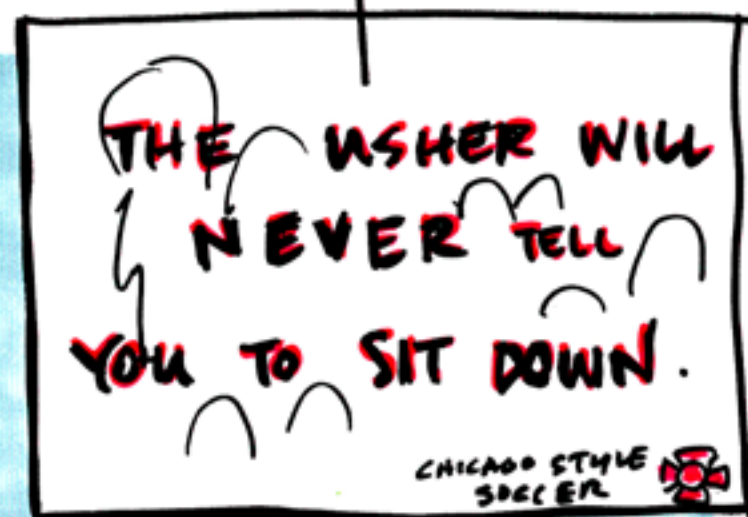
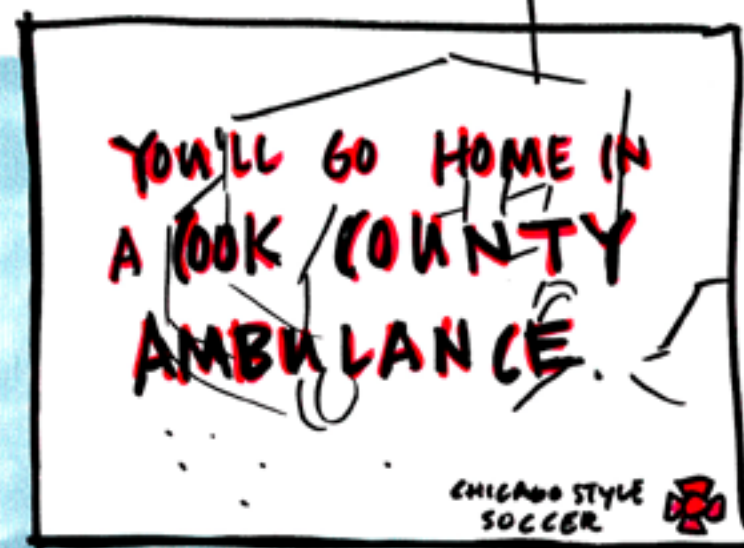


IMAGE:



IMAGE:
FANBULANCE



'EXPERIENCE' CAMPAIGN VARIATIONS.

1.30.14

THE STORY BEHIND

THE EXPERIENCE

This approach is about emphasizing what is different about the Chicago Fire experience.
This is not mainstream sport, this is something edgier, more gritty/indie/human and exciting.

We're targeting the soccer fan who has the lazy assumption that the Chicago Fire are low quality.
Our message: you need to get out here and see this.

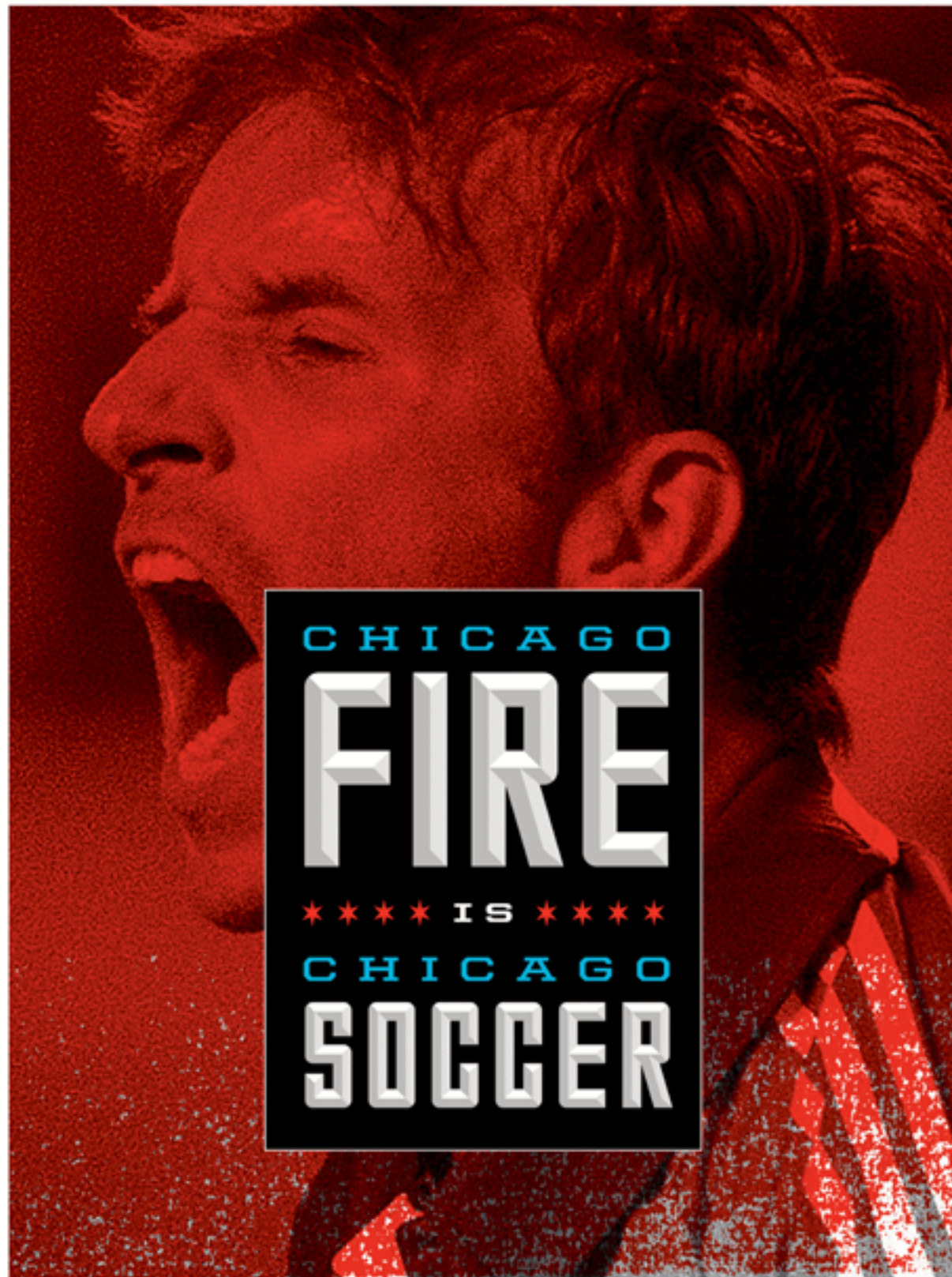
Tagline: **CHICAGO STYLE SOCCER.**

Tagline alternatives: **"SOCCER OUR WAY" & "FOUR STAR SOCCER"**

6

CHICAGO PRIDE









CHICAGO FIRE IS CHICAGO SOCCER





CHICAGO SOCCER IS CHICAGO FIRE





CHICAGO FIRE IS CHICAGO SOCCER



THE STORY BEHIND

CHICAGO PRIDE

PHASE 1

This approach is a bold assertion of the connection of the club to the city. The minimal approach signals confidence. The four star iconography provides an emphatic connection to Chicago.

PHASE 2

This campaign emphasizes the connection between Chicago Fire and Chicago soccer. We’re looking to establish a linkage between the game and the fan experience, all within a frame of Chicago pride.

2 0 1 4 C R E A T I V E C A M P A I G N

PHASE I

FOLLOWING OUR LAST CONVERSATION, WE FOCUSED ON A SUBSET OF LANGUAGE AND VISUAL TREATMENTS THAT BEST MEET YOUR OBJECTIVES AS WELL AS REFLECT THE NEW PERSONALITY OF THE CLUB.



CHANTS

We've chosen a subset of current Section 8 chants as your rallying cry of the first phase of your 2014 campaign. They're unique, proud, strong, and definitely ownable.

- DON'T STOP LIVING IN THE RED**
- WHERE'S YOUR SOUL AT?**
- I JUST CAN'T GET ENOUGH**
- COME ON YOU MEN IN RED**
- HERE WE GO**
- CHI CA GOOOOO**

**CHICAGO FIRE IS CHICAGO SOCCER
CHICAGO SOCCER IS CHICAGO FIRE**

This tagline is a confident statement to the CHICAGO community. This is ideal for helping you achieve your immediate objective - getting the existing soccer fan to start paying attention. This tagline, depending on intent, can be flipped to work accordingly.

PHASE ONE OF THE 2014 CREATIVE CAMPAIGN BEGINS WITH THE INSTALLATION OF 3 STRATEGIC, HIGH PROFILE BILLBOARDS IN THE CITY OF CHICAGO.

We've created artwork for each board taking into account proximity to Toyota Park, size/proportion of canvas, height and distance from road, speed of travel, and potential foot traffic.

BILLBOARD 1

BILLBOARD 1



LOCATION:

S/L Stevenson Expy (I-55) E/O Harlem Avenue/ Facing E

SIZE:

20' x 60'

ADULTS 18+ WEEKLY IMPRESSIONS:

518,758

GENERAL NOTES:

This display reaches motorists traveling westbound on the Stevenson Expressway from Chicago's downtown business district enroute to western communities such as Hinsdale, Darien, and Burr Ridge. It is also close to the routes running away from Midway Airport to the near and far west suburbs.

THE SKINNY:

Of the three boards, it's the closest geographically to Toyota Park and, since it's in close proximity to the Harlem Ave exit, it will definitely be seen by Chicagoans heading to a game. It's on a fast moving highway and it's on the opposite side of westbound traffic.

BILLBOARD 1



BILLBOARD 1

**LANGUAGE:**

Since it's closer to the stadium, picking a chant that felt a little more "in the know" felt appropriate. It's also a very energetic, passionate phrase - exactly the feelings you want to instill in your fans as they approach the stadium. We've intentionally stripped the tagline and any mention of ticket prices - we believe they clutter the message especially in the case of a billboard that needs to be consumed at highway speeds.

IMAGERY:

Sean Johnson is a first teamer that we simply want to get more exposure - he is also the Fire player most likely to be selected for the World Cup roster.

The logo colors have been simplified. The field of red is a consistent treatment across all boards.

BILLBOARD 1



BILLBOARD 2

BILLBOARD 2



LOCATION:

S/L Addison St 225ft E/O Clark St (So. End) / Facing E

SIZE:

20' x 34'

ADULTS 18+ WEEKLY IMPRESSIONS:

47,984

GENERAL NOTES:

Home to Wrigley Field and the Chicago Cubs, Wrigleyville is a lively urban neighborhood inhabited by upper-middle to high-income residents. The congested Clark & Addison intersection is exposed to heavy vehicular and pedestrian traffic. Visible from the often congested elevated train line, this location is also a major feeder artery to Lake Shore Drive and the Kennedy Expressway.

THE SKINNY:

These are the people you want to target - they have jobs, they're young, they're knowledgeable.
It's also an opportunity to express your unique message in close proximity to a veteran member of Chicago corporate sport - the Cubs.

BILLBOARD 2



BILLBOARD 2

**LANGUAGE:**

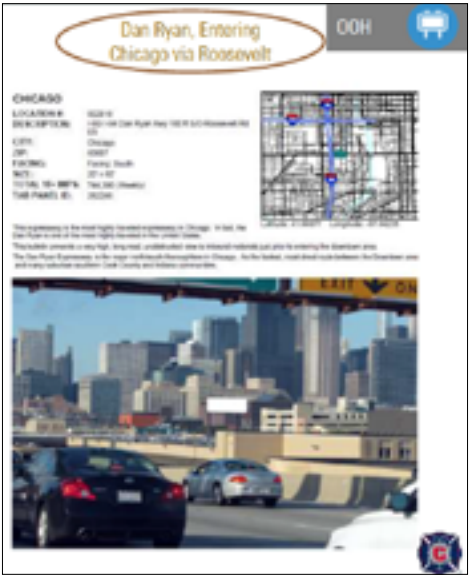
In sharp contrast to the world of blue (Chicago Cub land), we're making a statement with RED - even in the chant we chose. Note that the club logo and the URL are not being treated as a "lockup".

IMAGERY:

This photo of Mike Magee and Patrick Nyarko was chosen due to it's great job capturing the climax of a goal celebration - notice the visible muscles in Magee's arms and both players mouths wide open. You can also see the MLS and the Fire logo - you don't need to show a soccer ball.

BILLBOARD 3

BILLBOARD 3



LOCATION:

I-90/I-94 Dan Ryan Expy 100ft S/O Roosevelt Rd Facing South

SIZE:

20' x 60'

ADULTS 18+ WEEKLY IMPRESSIONS:

744,390

GENERAL NOTES:

This expressway is the most highly traveled in Chicago. In fact, the Dan Ryan is one the most highly traveled in the United States. It presents a very high, long read, unobstructed view to inbound motorists just prior to entering downtown. Acting as the major North/South Chicago thoroughfare, it's the most direct route between Downtown and many suburban southern Cook County and Indiana communities.

THE SKINNY:

There are A LOT of eyes on this board BUT it's important to take into account that it is further away from the roadway than the others.

BILLBOARD 3



BILLBOARD 3

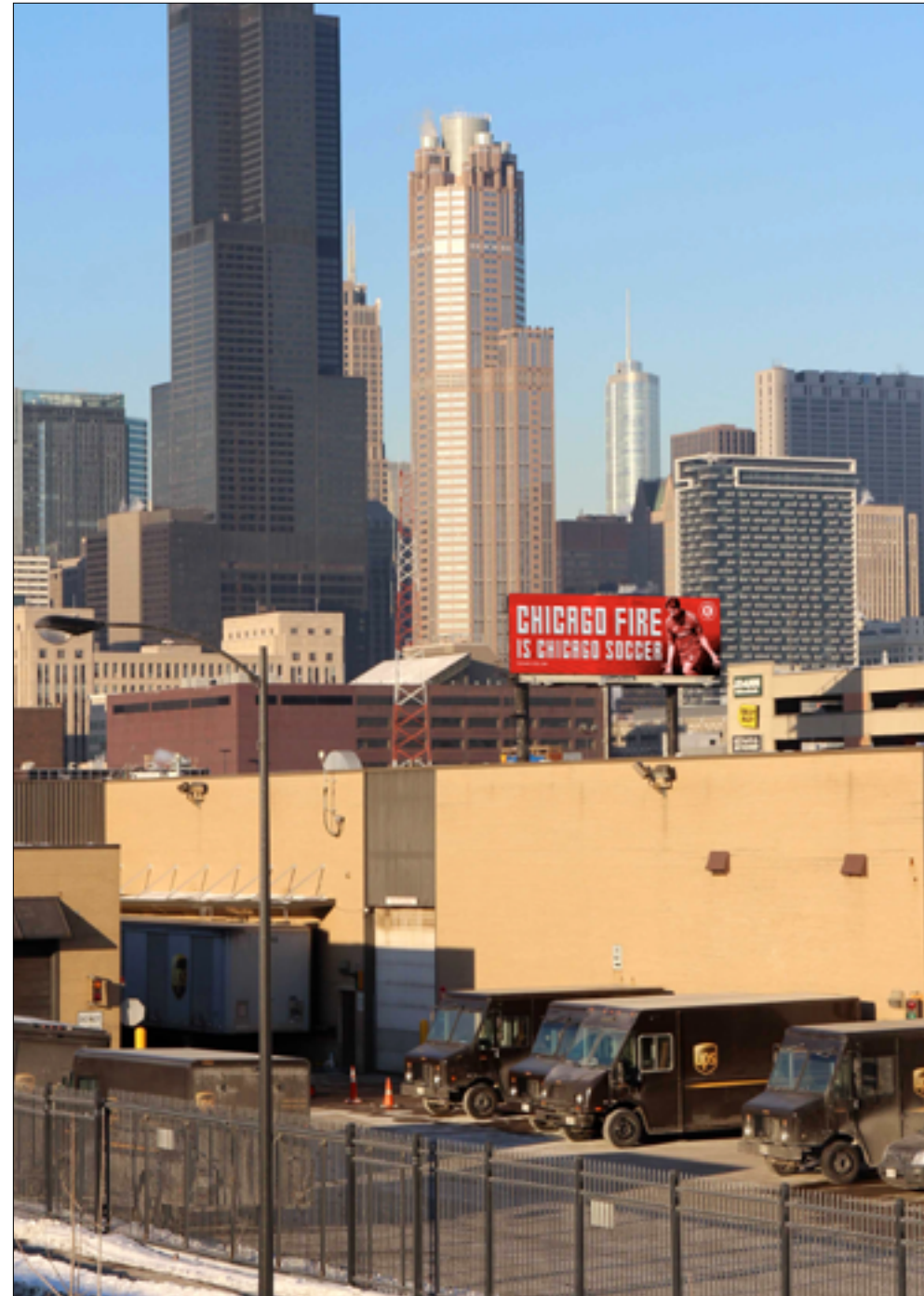
**LANGUAGE:**

Due to the farther distance from the roadway, we chose simple, straight forward language - your tagline. We also thought it was important to have language that included the word "soccer", allowing a driver/passenger traveling at high speeds to quickly decipher the purpose.

IMAGERY:

Again, we've chosen an emotional image of Mike Magee - muscles strained, number and logo visible, at the point of celebration.

BILLBOARD 3



2 0 1 4 C R E A T I V E C A M P A I G N

STRATEGY

STAYING PART OF THE CONVERSATION THROUGHOUT THE YEAR

4 STAR / PATTERNS / CHICAGO FIRE IS CHICAGO SOCCER
CHICAGO SOCCER IS CHICAGO FIRE CAMPAIGN

THE MAJORITY OF THE YEAR

CHANTS
CAMPAIGN

DURING BREAK FOR
WORLD CUP

MIX
ETHNIC
&
EXPERIENCE
CAMPAIGNS



NEIGHBORHOOD
POSTER CAMPAIGNS

+
TARGETED
DIGITAL AD PUSH

@STADIUM

(PLAYER POSTERS,
STADIUM BANNERS)

OOH

(BILLBOARDS,
CAR WRAPS,
BUS STOPS,
ETC.)

DIGITAL

(BANNER ADS)*
*ROLLOVERS COULD
TRIGGER RECORDED
CHANT AUDIO

**THE THEME OF THE 2014 CAMPAIGN
IS SIMPLE - THE CHICAGO FIRE
EXPERIENCE IS UNIQUE AND COOL.**

We recommend that you focus the majority of your efforts on making the "Chant" campaign work for you - at the stadium, OOH, and digitally. After reviewing the possibilities that this concept holds, we believe it's time to "dig in and focus". Rather than changing up messaging throughout the season, stick with this concept and drill it home with your fan base. This approach fits one of our most important personality traits - INDIE.

This season holds one key exception to this approach - the World Cup break. The Fire and the MLS will not be playing matches but soccer will be top of mind throughout the city. This is an opportunity to provide an intriguing twist to our message. We recommend launching strategic "ethnic" and "experience" campaigns throughout neighborhoods and in the digital domain.



BRAND BOOK

GRITTY + INDIE + HUMAN

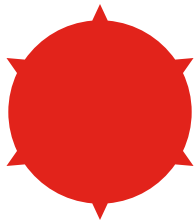
STRONG
BOLD
LOUD
FUN
VISCERAL

B R A N D B O O K

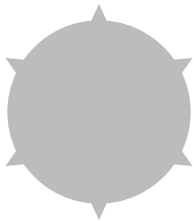
THE LOGO



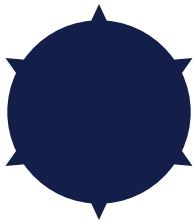
PRIMARY LOGO



PMS 485
OR
0/95/100/0



PMS COOL GRAY 4
OR
26/22/22/0



PMS 2768
OR
100/91/38/45

LOGO AS A HERO

USE THE FULL-COLOR LOGO WHEN THE LOGO IS THE MAJOR PART OF THE DESIGN

- WHEN POSSIBLE USE THE PMS SPOT COLORS SHOWN ABOVE – WHEN SPOT COLORS AREN'T AVAILABLE USE THE CMYK VALUES SHOWN



SINGLE COLOR LOGO
PMS 485



SINGLE COLOR LOGO
PMS 2768



WHITE KNOCKOUT LOGO
USE ON FULL COLOR

SINGLE COLOR & KNOCKOUT LOGOS

OFTENTIMES A SINGLE COLOR LOGO IS THE PERFECT SOLUTION – THIS IS DEFINITELY THE CASE WHEN THE LOGO IS SMALL

- IN FIELDS OF FULL COLOR A WHITE KNOCKOUT LOGO IS MORE LEGIBLE
- USE THIS RULE: BUSY BACKGROUND = SIMPLE LOGO SOLUTION



EXISTING



UNITED SERIF REG HEAVY



OUTAGE REGULAR

LOGO TYPOGRAPHY CLARITY

THE FONT IN THE ORIGINAL LOGO IS WEAK AND THE TEXT FEELS FORCED INTO THE SPACE

- UPDATE FONT CHOICE TO ADD MASCULINITY AND STRENGTH

B R A N D B O O K

TYPOGRAPHY

VALUCO

BASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MIDTONE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DANGER

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED

UNITED SERIF SEMI CONDENSED HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SANS REG HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OUTAGE

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CUT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FONTS FOR SHORT STUFF

USE THESE FOR BILLBOARDS, SIGNAGE, WEB BANNERS, ETC. USUALLY 1 - 7 WORDS

- THESE FONTS ARE STRONG, INDUSTRIAL AND BOLD
- VALUCO HAS BEEN USED IN CREATING THE CURRENT CAMPAIGN COLLATERAL
- PICK 2 OR 3 FOR A SINGLE CAMPAIGN OR SEASON

UNITED

UNITED SERIF REG LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SERIF REG BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SERIF CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SANS REG LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SANS REG BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED SANS CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED ITALIC REG LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED ITALIC SEMICONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UNITED ITALIC CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fonts for long stuff

Use these fonts for longer blocks of text – press releases, print materials, descriptions on merchandise tags, etc.

- UNITED IS A GREAT FONT FAMILY THAT HAS MANY DIFFERENT WIDTHS AND WEIGHTS THAT WORK FOR LARGER AMOUNTS OF TEXT
- PICK 3-5 LIGHTER WEIGHTS TO USE FOR A CAMPAIGN OR SEASON

LOSE
YOUR
MIND

★ AND ★

YOUR
VOICE

I JUST CAN'T
GET ENOUGH

DON'T STOP
LIVING
IN THE RED



BURN

CHICAGO FIRE IS



CHICAGO SOCCER

WE HAVE TIFOS IGNITE

SHORT, SIMPLE AND BOLD

PERFECT FOR STADIUM SIGNAGE, POSTER HEADLINES, ETC.

• USE WHAT YOU HAVE HERE AND MAKE MORE



**SOCCER
CLUB**



**SOCCER
CLUB**

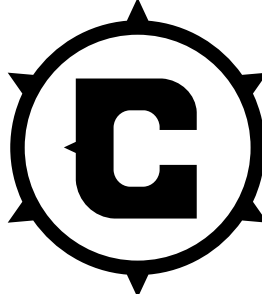
**CHICAGO FIRE
SOCCER CLUB**



**CHICAGO
FIRE
SOCCER CLUB**



**SOCCER
CLUB**

CHICAGO FIRE  **SOCCER CLUB**



CHICAGO FIRE SOCCER CLUB

CHICAGO FIRE  **SOCCER CLUB**

NEW LOCKUPS

TO AVOID ASSOCIATION OR CONFUSION WITH THE CHICAGO FIRE DEPT. LOGO, WE'VE EXPERIMENTED WITH NEW LOCKUPS THAT INTRODUCE CHICAGO FIRE SOCCER CLUB LANGUAGE

- USING THE FONTS VALUCO AND UNITED IN DIFFERENT WEIGHTS AND SIZES SHOWS INTERESTING TYPE CONFIGURATIONS
- WE USED ELEMENTS OF THE EXISTING LOGO WITH NEW BANNERS AND FRAMES TO SHOW EFFECTIVE WAYS TO ADD TO YOUR VISUAL TOOLKIT



B R A N D B O O K

PHOTOGRAPHY



LOOK FOR
MOMENTS
BETWEEN
THE ACTION



SHOW TEAM
CAMARADERIE
AND MAGEE'S
LEADERSHIP

SHOOT DIFFERENTLY AND BE SELECTIVE

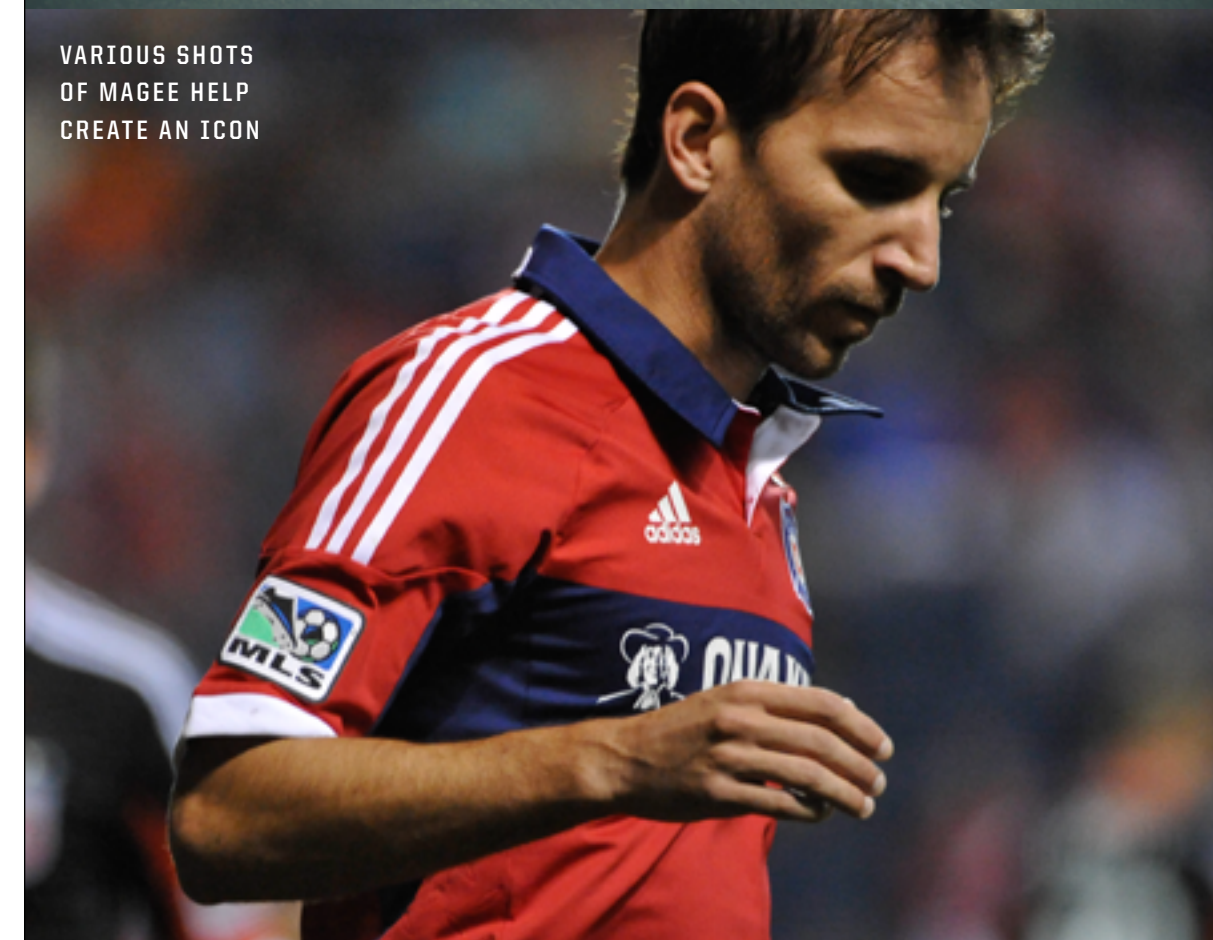
IT'S IMPORTANT TO SHOOT BOTH IN-GAME ACTION AS WELL AS QUIETER, MORE PERSONAL MOMENTS

- GET UP CLOSE! SHOW ME THE STITCHES ON THE SOCKS, NAMES ON THE JERSEY, THE SWEAT ON THE BROW AND MAGEE'S 5 O'CLOCK SHADOW
- CAPTURE MOMENTS OF REFLECTION, CELEBRATION, ANGER, ELATION

- PICK 2-3 PLAYERS TO BE YOUR HEROES. WE SUGGEST STARTING WITH MAGEE AND JOHNSON.
- MAKING CLOSE, HARSH CROPS HELPS TO CREATE INTERESTING COMPOSITIONS
- LOOK FOR PHOTOS OF PLAYERS THAT CAN EASILY BE ISOLATED IN PHOTOSHOP
- SHOW ME LEADERSHIP AND CAMARADERIE (THIS AIN'T THE NBA)



UP-CLOSE -
BEFORE OR AFTER
THE ACTION



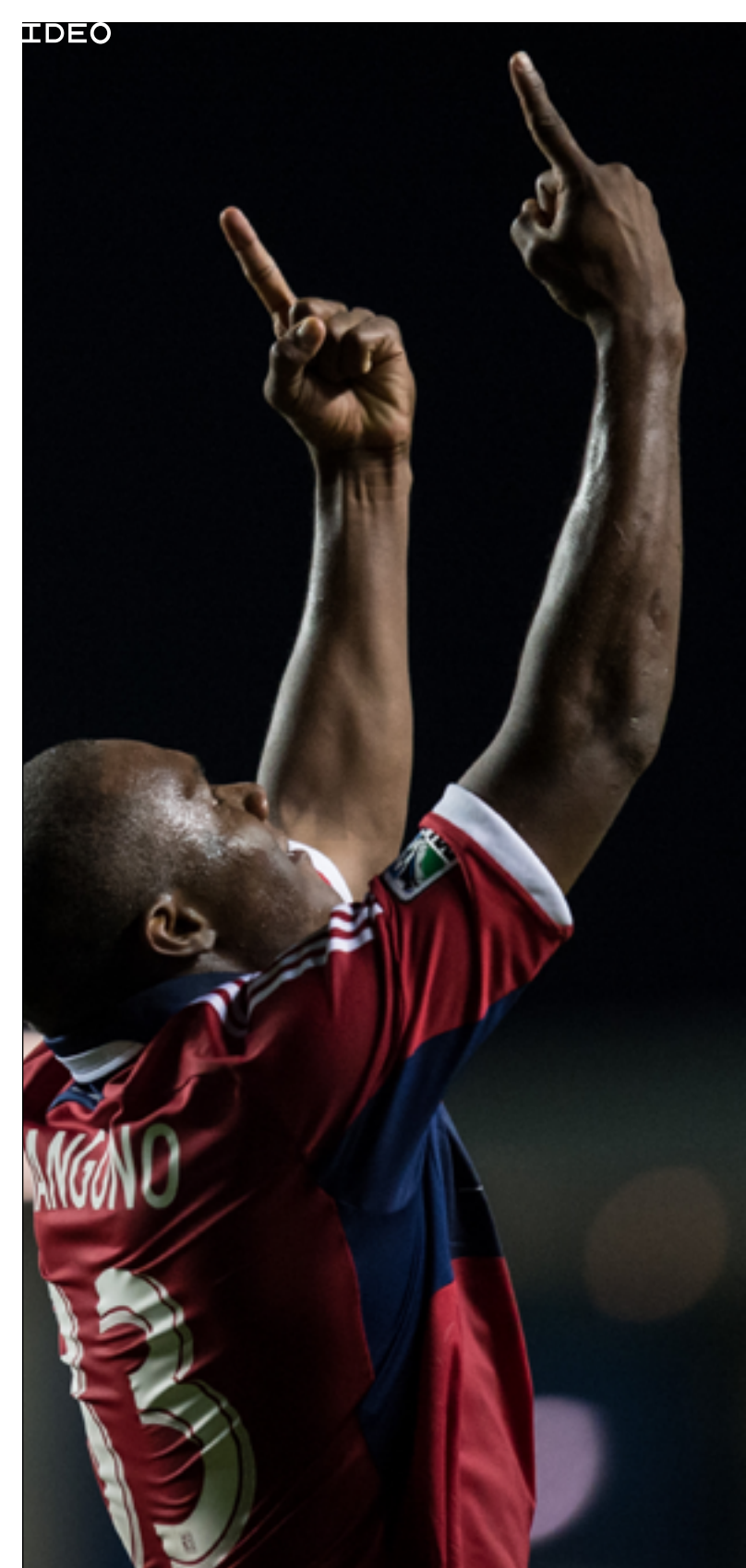
VARIOUS SHOTS
OF MAGEE HELP
CREATE AN ICON

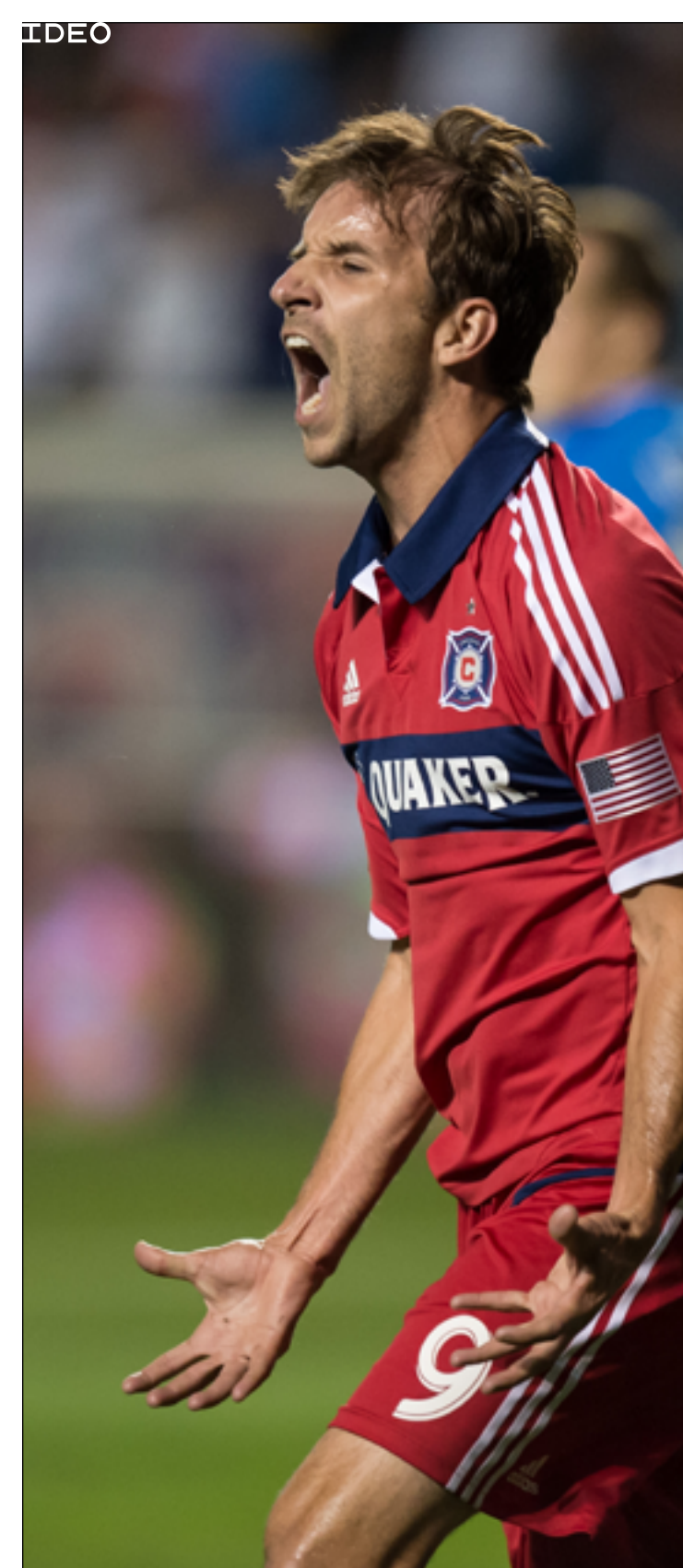


SHOW ME THE
SWEAT AND
GRITTIENESS



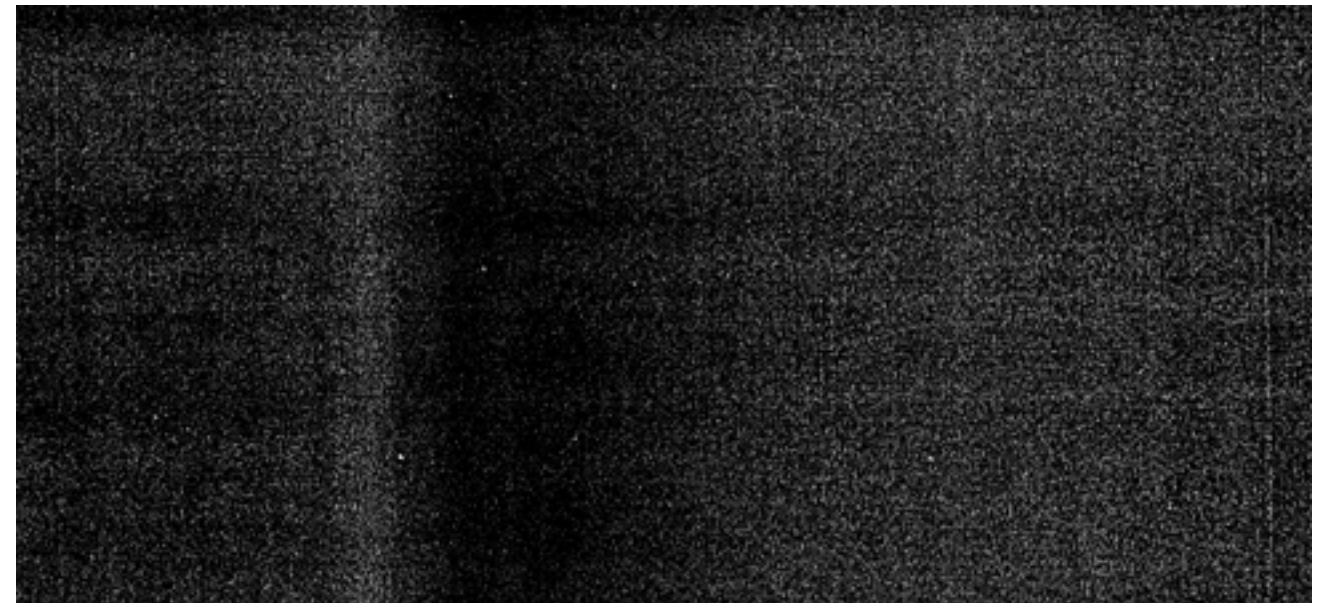
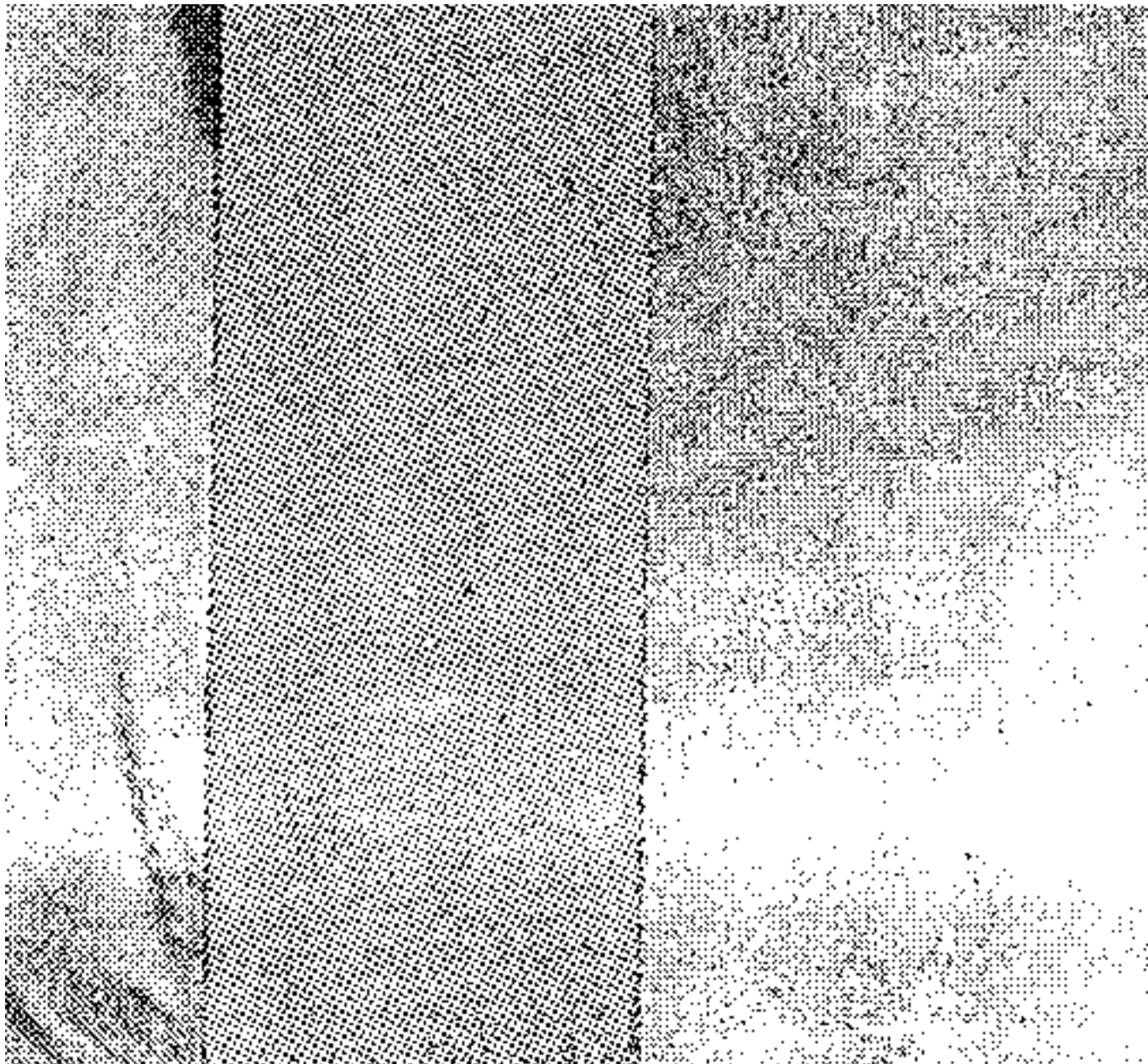
USE PHOTOS
LIKE THIS TO
TURN UNKNOWN
PLAYERS INTO
ICONS





B R A N D B O O K

TEXTURES



THE GRIT

TEXTURES ARE USED IN BACKGROUNDS TO CREATE GRIT, GRAIN, MOVEMENT AND EMOTION

- USE SPARINGLY AND WITH PURPOSE, BUT BY ALL MEANS USE THEM
- WHAT YOU SEE HERE ARE CUSTOM SCANS – FEEL FREE TO CREATE MORE AND ADD TO YOUR TOOLKIT



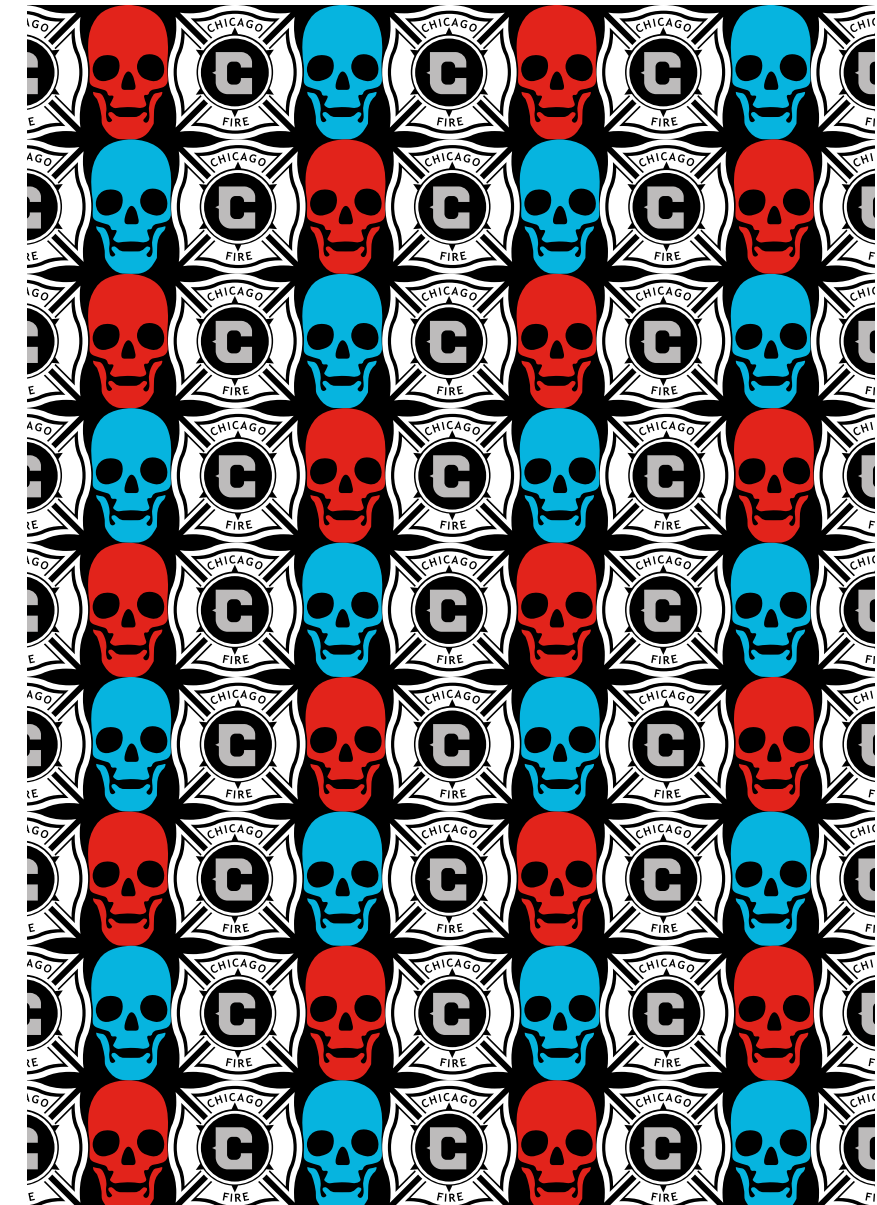
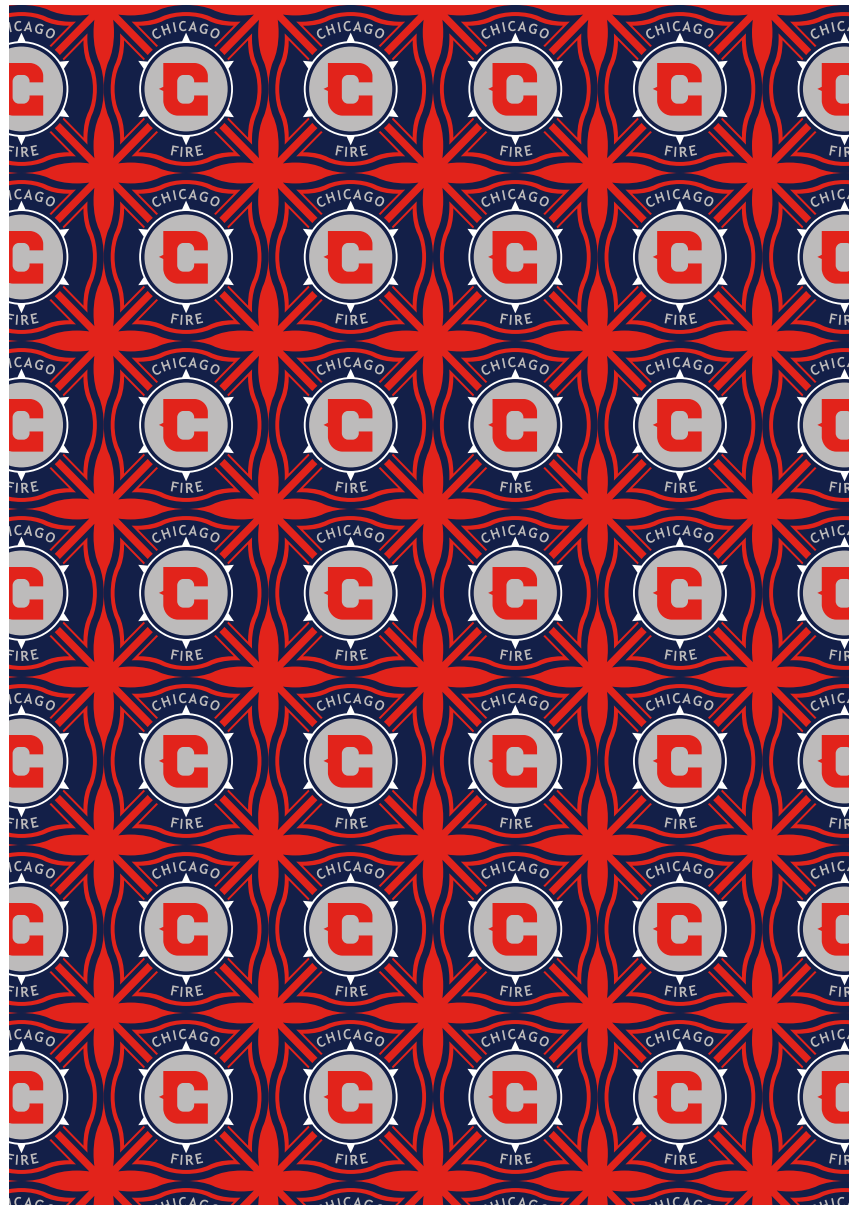
RED WASH + GRIT

ELIMINATE PHOTO BACKGROUNDS TO ISOLATE PLAYERS TO PLACE THEM IN INTERESTING LAYOUTS

- IF WE'RE **LIVING IN THE RED**, LET'S MAKE THE WORLD LITERALLY RED
- THE USE OF 1-2 SUBTLE TEXTURES HELPS TO SHOW MOVEMENT AND SPEED

- OCCASIONALLY THE GROUND BELOW THE HORIZON CAN STAY IN (SEE IMAGE OF JOHNSON ON NEXT PAGE)
- PLACING YOUR PLAYERS IN ANOTHER WORLD HELPS TO CREATE HEROES – THEY BECOME LARGER THAN LIFE

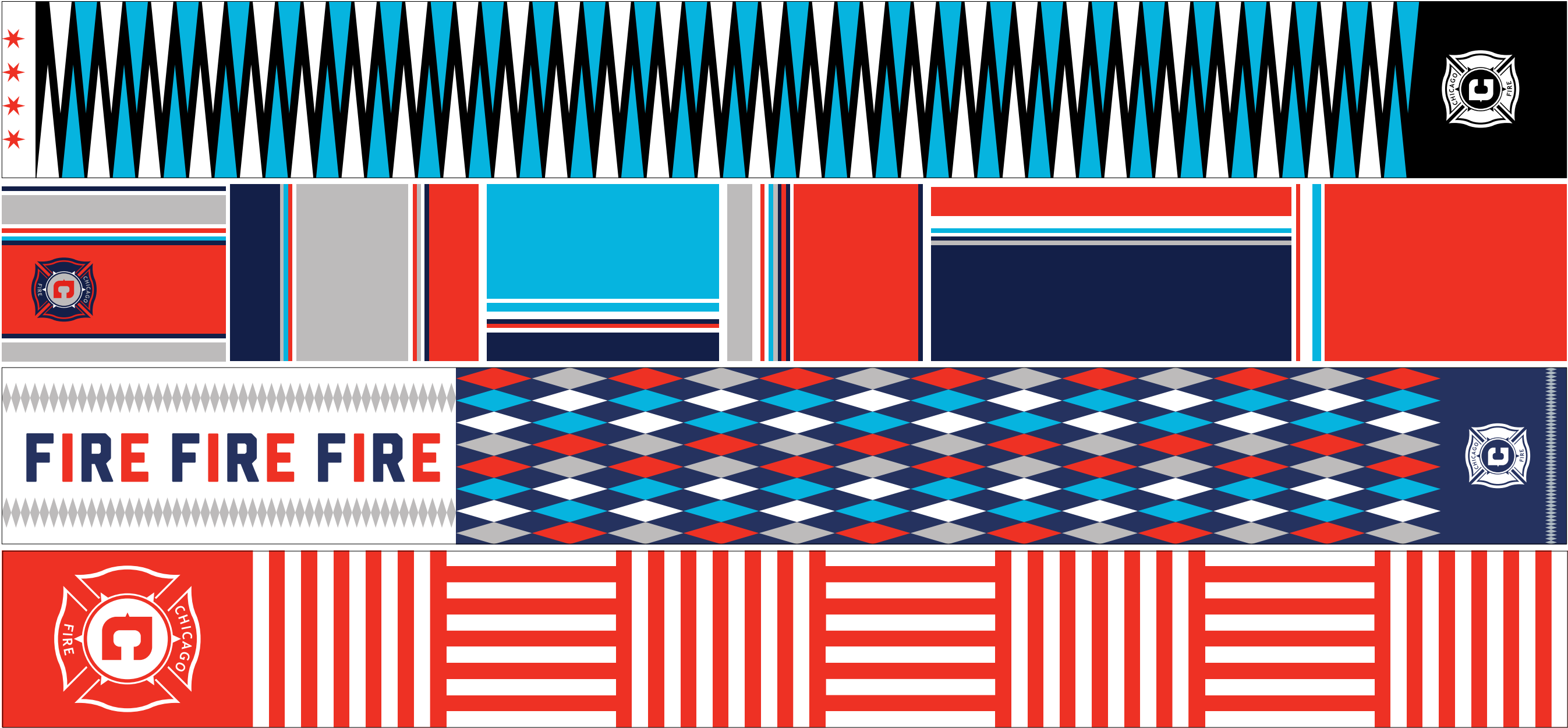




PASTE AND REPEAT

PATTERNS SHOULD BE CONSIDERED TEXTURES AND ARE A GOOD ADDITION TO YOUR BRAND TOOLKIT

- THESE ARE GREAT FOR THINGS LIKE BANNERS, SIGNAGE, BACKS OF LETTERHEADS OR BUSINESS CARDS OR SCARVES
- THEY CAN BE CREATED USING ICONS, SHAPES, SYMBOLS, LETTERS, NUMBERS AND EVEN ELEMENTS OF YOUR LOGO



FUN STUFF

B R A N D B O O K

PUTTING IT TOGETHER

CHICAGO FIRE IS CHICAGO SOCCER

CHICAGO-FIRE.COM



DON'T STOP LIVING IN THE RED



CHICAGO-FIRE.COM

DON'T STOP
LIVING
IN THE RED



CHICAGO-FIRE.COM



I JUST CAN'T
GET ENOUGH



CHICAGO-FIRE.COM

COME ON YOU MEN IN RED



CHICAGO-FIRE.COM



WHERE'S YOUR SOUL AT?



CHICAGO FIRE IS CHICAGO SOCCER



CHICAGO-FIRE.COM

WHERE'S YOUR SOUL AT?



CHICAGO-FIRE.COM



DON'T STOP LIVING IN THE RED



CHICAGO-FIRE.COM



WORDS OF WISDOM

THINGS TO KEEP IN MIND

During this 2.5 month long adventure with you guys, we’ve been fortunate to have had a lot of great chats with you – hanging out in the project space, over early morning breakfasts, at Fire events, even over the phone. We think that we’ve reached a place with you guys and gals where we’re both comfortable letting each other know what’s working and what’s not pretty matter of factly. We feel lucky to have been a part of this and we hope you do too. To wrap up this project (sniff) we’ve collected a few valuable nuggets of inspiration to “keep in mind” as you go forward. So, next time someone wants to put up some weird corporately lingo on your meeting room walls, we hope that you slap up some of these “words of wisdom” instead.

HAPPY TO BE YOUR DESIGN PARTNERS AND FRIENDS,
JOE, ZACH, AND NEIL



CONTINUALLY ASK YOURSELF:
IS THIS INSTAGRAM WORTHY? OR WOULD THEY TWEET ABOUT THIS?

YOU DON'T NEED YOUR LOGO ON EVERYTHING

DO A FEW THINGS REALLY WELL.

SOMETIMES IT'S MORE IMPORTANT HOW YOU DO SOMETHING
RATHER THAN THE END RESULT

RUN EXPERIMENTS
QUICK. SMALL. CHEAP.

FLIP NEGATIVES ON THEIR HEAD.
YOU DON'T HAVE A CRAPPY PARKING LOT –
YOUR PARKING LOT ALLOWS FANS TO TAILGATE 50 FEET FROM THE GATE.

CONTINUALLY SEEK FEEDBACK – NOT FOCUS GROUPS.
TALK TO A SMALL GROUPS OF FANS OR EVENT ATTENDEES.
LISTEN MORE THAN TALK.

DON'T SPOON FEED YOUR AUDIENCE.
GIVE THEM SOME CREDIT – THEY CAN FIGURE STUFF OUT.

YES – THE LITTLE THINGS MATTER.
ALL OF IT IMPACTS THE OVERALL EXPERIENCE.

IF EVERYONE IS COMFORTABLE WITH SOMETHING THEN REDO IT.
IT WAS MOST LIKELY TOO CORPORATE AND/OR SAFE.

THANK YOU

JOE GRACEFFA

JGRACEFFA@IDEO.COM

ZACH HOBBS

ZHOBBS@IDEO.COM

NEIL STEVENSON

NSTEVENSON@IDEO.COM