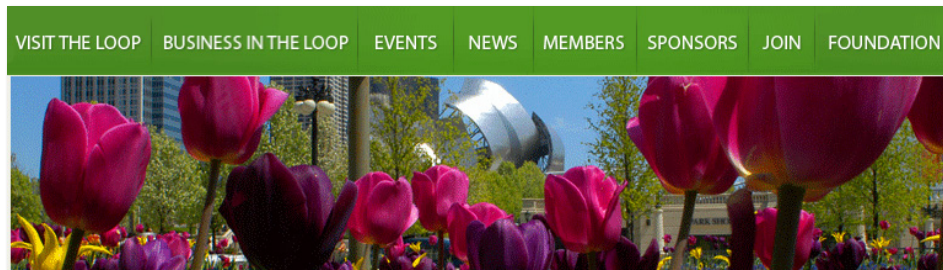


Chicago Loop Alliance (CLA) represents Chicago's most dynamic mixed-use district and serves the growing central business area. CLA advocates for Chicago's most appealing historic and contemporary architecture, mainstay retail stores, restaurants, hospitality and entertainment as well as a number of high profile and respected educational and cultural institutions. CLA is focused on bringing together these various Loop businesses & organizations and has brought in AdEasel on several occasions to help develop web, marketing & print assets to further their goals.



ChicagoLoopAlliance.com

Strengthening Chicago's Competitive Position as a World Class City & Tourist Attraction



AdEasel utilized a vast library of Loop photos to convey the vibrancy and growth of Chicago's central business district. Roughly twenty images cycle through the banner area located below the main navigation. These dynamic images showcase some of the finest cultural offerings in the Loop, including everything from parks, theatres, shopping, hospitality & entertainment.

Winter WonderLoop



Winter WonderLoop is one of CLA's latest marketing initiatives to promote the Loop during the busy holiday sales season. It encourages visitors to participate in ongoing events and provides them with promotional details & calendars for planning your Loop outing. The site was designed to create synergies across the entire marketing mix and systems were integrated to manage content.

Faces of the Loop



AdEasel provided the Art Direction for CLA's 2009 Annual Report, *Faces of the Loop*. The central concept revolved around a photo shoot with several prominent CLA members. AdEasel directed the shoot and used the images to develop a unique layout design which garnered us an APEX Grand Award for Publication Excellence. The result was exceptionally pleasing to CLA, it's membership and AdEasel.

Looptopia



AdEasel developed the Looptopia.com web site to promote CLA's 2008 signature event which drew and unprecedented 200,000 attendees to the Loop for an all night display of Chicago's art & cultural scene. The day of the event recorded over 30,000 online hits from visitors seeking information on artists, venues, maps and local business deals. In the end Looptopia received over 200 million media impressions.

Download additional case studies and learn more about our agency online at AdEasel.com.