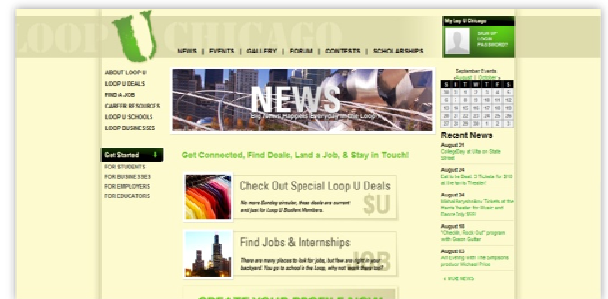
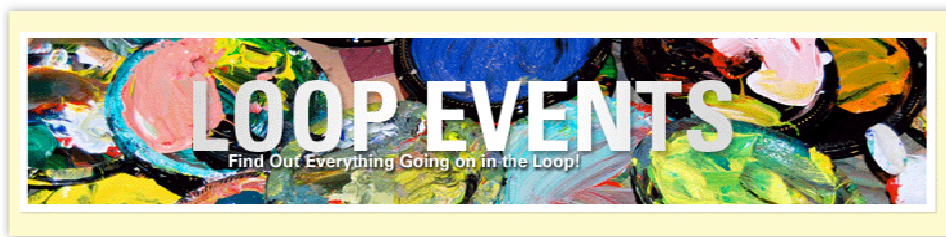


Chicago Loop Alliance hired AdEasel to develop a free, interactive website giving students and businesses numerous opportunities to become involved and connected, both within the integrated online community and the local community which includes the city's most historic mainstay retail stores, restaurants, residences, hospitality & entertainment venues as well as a number of high profile and respected educational and cultural institutions. LoopU provides valuable tools for business members to promote their business, list job opportunities & internships, offer student discounts, network with other businesses, and provide information to the student community.



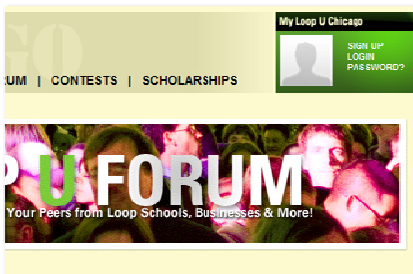
LoopUChicago.com

## Uniting 60,000 students with thousands of businesses in the Central Business District



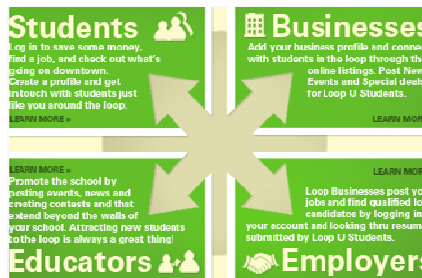
Dynamic image banners randomize and showcase a series of graphics that add energy and drive key messaging. Each image banner features custom photography selected & adapted specifically for the web site which clicks through to specific sections from acting as a secondary form of interactive navigation.

### Profile Section



AdEasel created a personal profile section where users can login, upload their own avatar image, manage personal messages and participate in open forum discussions. Additionally, users can submit content, reviews and events to post online through the footer.

### How It Works



LoopUChicago.com provides a valuable point of connection for students, businesses, employers, & educators by creating valuable features for all parties. AdEasel created a design that visually communicates the goal of creating strong, interconnected relationships between all users.

### Subscribe Now

|   |                |
|---|----------------|
| Department  | Front of House |
| Shift   | waiter         |
| Hours   | waiter         |
| <a href="#">Login to apply for this job</a>   |                |
| <a href="#">Submit Reviews</a>   <a href="#">Submit Events</a>   <a href="#">Submit Content</a><br><a href="#">GALLERY</a>   <a href="#">FORUMS</a>   <a href="#">CONTESTS</a>   <a href="#">SCHOLARSHIPS</a><br><a href="#">CAREER RESOURCES</a>   <a href="#">LOOP U SCHOOLS</a>   <a href="#">LOOP BUSINESSES</a>   <a href="#">CONTACT US</a> |                |

AdEasel implemented a system whereby businesses create their own profiles where they can post events, promotions, job openings, logos and more. Users receive automated email message notifications by subscribing to each individual business.

Download additional case studies and learn more about our agency at [www.AdEasel.com](http://www.AdEasel.com)