



In the Loop - Chicago is a full service destination management and special events company that works tirelessly to understand the needs and objectives of their clients and are passionate about their success. ITLC partners with high quality vendors and service providers who understand their client's needs & objectives and who understand their integral role in delivering fresh and relevant solutions. ITLC hired AdEasel as one of these partners to deliver an improved brand and online presence which serves to showcase the quality of work that has come to define them as leader and innovator in the DMC market.



[IntheLoop-Chicago.com](http://IntheLoop-Chicago.com)

## Chicago's Finest DMC Provides Destination Services & Special Events with a Fresh Twist!



In the Loop – Chicago has a large library of high quality photography all of which had been custom shot for their sales & marketing materials. AdEasel was thrilled to have access to such amazing photographs and utilized them in the interface design to showcase the wide range of services, and engaging events that In the Loop is known for. The images animate creating an interactive & informative experience for users.

### Improved Branding



ITLC takes a different perspective from more traditional DMC's. They understand that each client and every program is unique so they created Fresh Twist as their primary service brand but needed some help making Fresh Twist, well...a little fresher. AdEasel developed a new design, type treatment and strategy to feature the brand more prominently online.

### Lead Generation



ITLC's previous web site was falling short of developing potential leads because there was not a proper way for ITLC to capture the needs and contact information of their users. AdEasel created a form where users could start planning with ITLC by entering their contact information while also providing valuable programs details allowing for quick follow up.

### Scope of Service



ITLC lives up to its name by staying "in the loop" and is always in touch with the newest venues, top caterers, innovative decor designs, presentation trends, and effective resources that meet event objectives. AdEasel's objective was to determine the various service segments and give each its own section and integrate all related content, creative copy, and images.

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