



BRAND IDENTITY DEVELOPMENT FOR MEET CHICAGO NORTHWEST

# A COMPLETE BRAND MAKEOVER

A VISITORS BUREAU IS PUT BACK ON THE MAP

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ADVERTISING & INTEGRATED MESSAGING

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## The diverse destination area covered by the Woodfield Chicago Northwest Convention Bureau has much to offer, yet was struggling

to compete against other travel destinations due to lack of brand awareness and identity. STIR was hired to help rename their region and bureau, and develop a new identity and strategy that differentiates and elevates their brand.

### Problem:

While “Woodfield” is well-known as an outstanding mall, it is not the only benefit of the region. Additionally, the area covered by the bureau is made up of 8 different cities and towns without a distinct regional border – none of which are “Woodfield.” The region needed an easily recognizable name that clarified where it is located.

Woodfield  
CHICAGO NORTHWEST  
CONVENTION BUREAU



# 8 DIFFERENT CITIES KNOWN FOR A MALL. HOW WE SOLVED THE PROBLEM.

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## Deep Dive:

We reviewed corporate strategic planning documents, industry and corporate records, and evaluated company sales and profitability. From this we determined that the region should emphasize corporate meetings and convention business versus leisure tourism.

2

## Exploration & User Experience:

We explored the region, absorbing the chief benefits from the perspective of key customers. We interfaced directly with front-line sales and service representatives. From this tour, we experienced the amenities and atmosphere of the area first-hand.

3

## Workshop:

Next, we conducted a 5-hour workshop/discovery session with key stakeholders, including business and area leaders on the board, so that we could achieve **strategic communion.** 🖱️



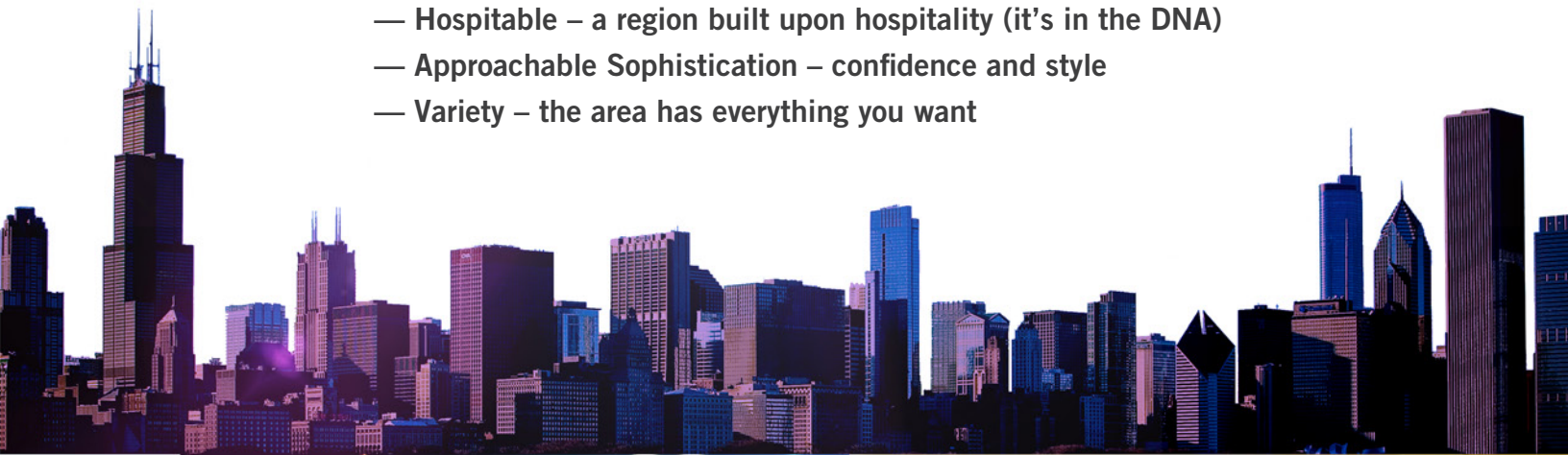


# 4

## Strategy:

We resolved to leverage the following:

- Chicago's "Edge City" – near Chicago, but relaxed, safer, and more affordable
- Convenient/Accessible – close to O'Hare International Airport
- Affordable – premium, yet efficient
- Hospitable – a region built upon hospitality (it's in the DNA)
- Approachable Sophistication – confidence and style
- Variety – the area has everything you want





## Primary Audience:

Meeting and convention planners (primarily professional women, ages 40-60)

## Secondary Audience:

Sporting enthusiasts/groups – Event organizers and rights holders, participants and their friends/families, tour planners and operators

## Research Conducted by STIR:

Meeting planners showed that markets are differentiated primarily through attractions and amenities.

- Compared to the local competition, the Chicago Northwest region would be the choice destination based on style, amenities, and cost.
- We could use Chicago as the key attraction, while highlighting the relaxed style, sophistication, and ease-of-use the northwest suburbs offer, that other areas just can't match.



## POSITIONING STATEMENT:

### Target Audience:

For meeting planners (primarily women in their 40s-60s), sports groups, and leisure tourists from the Midwest...

### Frame of Reference:

...who seek a venue that will meet their business needs (accessibility, rooms, meeting space, facilities) and also offers cultural amenities (entertainment, unique attractions, fine dining)...

### Point of Difference:

...Meet Chicago Northwest, the premiere Chicago edge market, is where business blends with style.

### Reason Why:

Meet Chicago Northwest is culture center that caters to sophisticated tastes – with abundant and unique leisure and cultural attractions. Home to large corporations and easily accessible to the world, residing on the right side of O'Hare.



# RESEARCH LEADS TO A CREATIVE EPIPHANY.

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## 5

### Naming the Region:

Because this organization represented multiple suburbs, it didn't have a natural name. This was the first step.

### Essential Name Attributes:

- Define the region
- Keyword/search engine friendly
- Evoke the right imagery/positioning
- Association with Chicago

### The New Regional Name:

**Chicago Northwest.** Nationally, the directional name allows the sales team to begin each conversation with the benefits of the region, rather than location clarification.

### The New Bureau Name:

**Meet Chicago Northwest.** Adding the word “Meet,” the bureau invites people to be introduced to the region while inherently referencing their number one target audience: convention and meeting planners. It also instantly improves their online searchability.



**Tagline:**

**It's Better On The Edge.** By adding the tagline, "It's better on the edge," we highlight the superiority and position of the region and its offerings.

**Logo:**

The new logo supports the directional aspect of the name and maintains a link to Chicago while remaining unique and distinctive. The design works on its own as an iconic image, as well as with the full name and tagline accompanying it.





**NEW NAME. NEW LOGO. NEW STYLE. WOODFIELD CHICAGO NORTHWEST IS NOW MEET CHICAGO NORTHWEST.**

Now that you have been formally introduced, we'd like to invite you to experience the style and sophistication of the northwest edge of Chicago. It's like no other region, with premier shopping, dining, accommodations and expansive convention facilities. Meet Chicago Northwest and discover why life gets better on the edge. [ChicagoNorthwest.com](http://ChicagoNorthwest.com)





Business blends with style on the northwest edge of Chicago's O'Hare airport. Chicago Northwest has all the benefits of the big city, but in a relaxed, hassle-free setting. Our high-tech, exhibitor-friendly meeting and convention space options will fit your specific needs, and your budget. It's affordable sophistication that's easily accessible to the world.  
[ChicagoNorthwest.com](http://ChicagoNorthwest.com)

# MEETINGS ARE BETTER ON THE EDGE.



[info@ChicagoNorthwest.com](mailto:info@ChicagoNorthwest.com)





We hired the STIR team to develop a new brand identity and advertising campaign.

They took us through a process in which they learned about our market and provided our constituents the ideal amount of input – and importantly, it was heard and incorporated creatively in the final product.

You'll find that they are efficient, strategic and imaginative.

DAVE PARULO  
PRESIDENT  
MEET CHICAGO NORTHWEST



For more details, and to see more success stories, contact Brian Bennett, President.  
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